



# Language and Intercultural Integration

**Berlitz International**

# A Brief History

- Founded by Maximilian D. Berlitz
- 1878 in Providence, Rhode Island
- The Berlitz Method®



# A Brief History

- Rapid growth in U.S., Europe, and eventually worldwide
- 1904 World's Fair Gold Medal
- Today the world's leading language and cross-cultural services organization



# Reality Check

- Global marketplace
- Customer satisfaction
- Employee satisfaction
- Corporate Standards-Corporate Culture
- Virtual communication

# PROFICIENCY LEVELS



# Berlitz Language Training

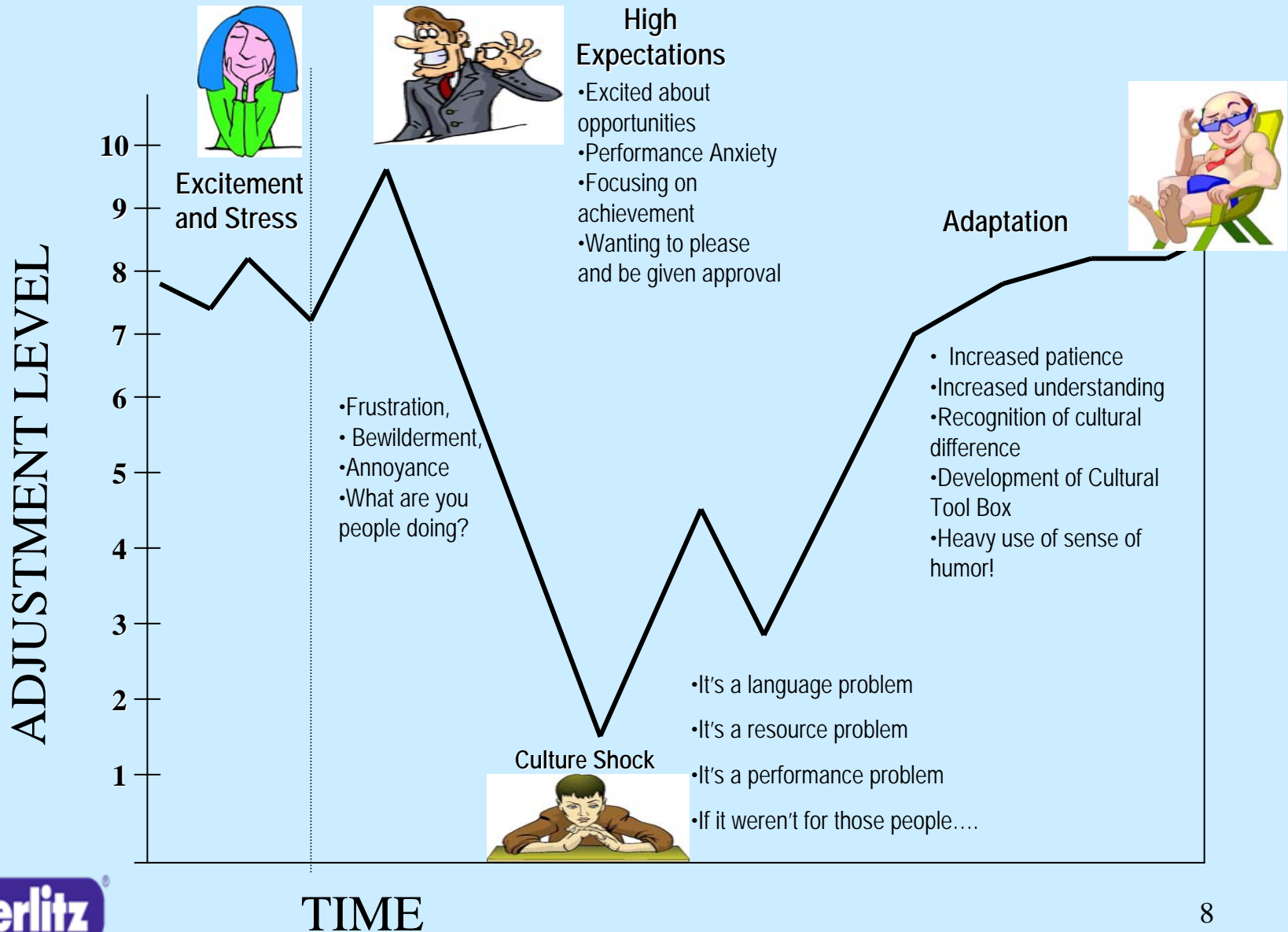
- Relevant
- Responsive
- Flexible
- Cost Effective

*Your competitive edge!*

# Intercultural Training

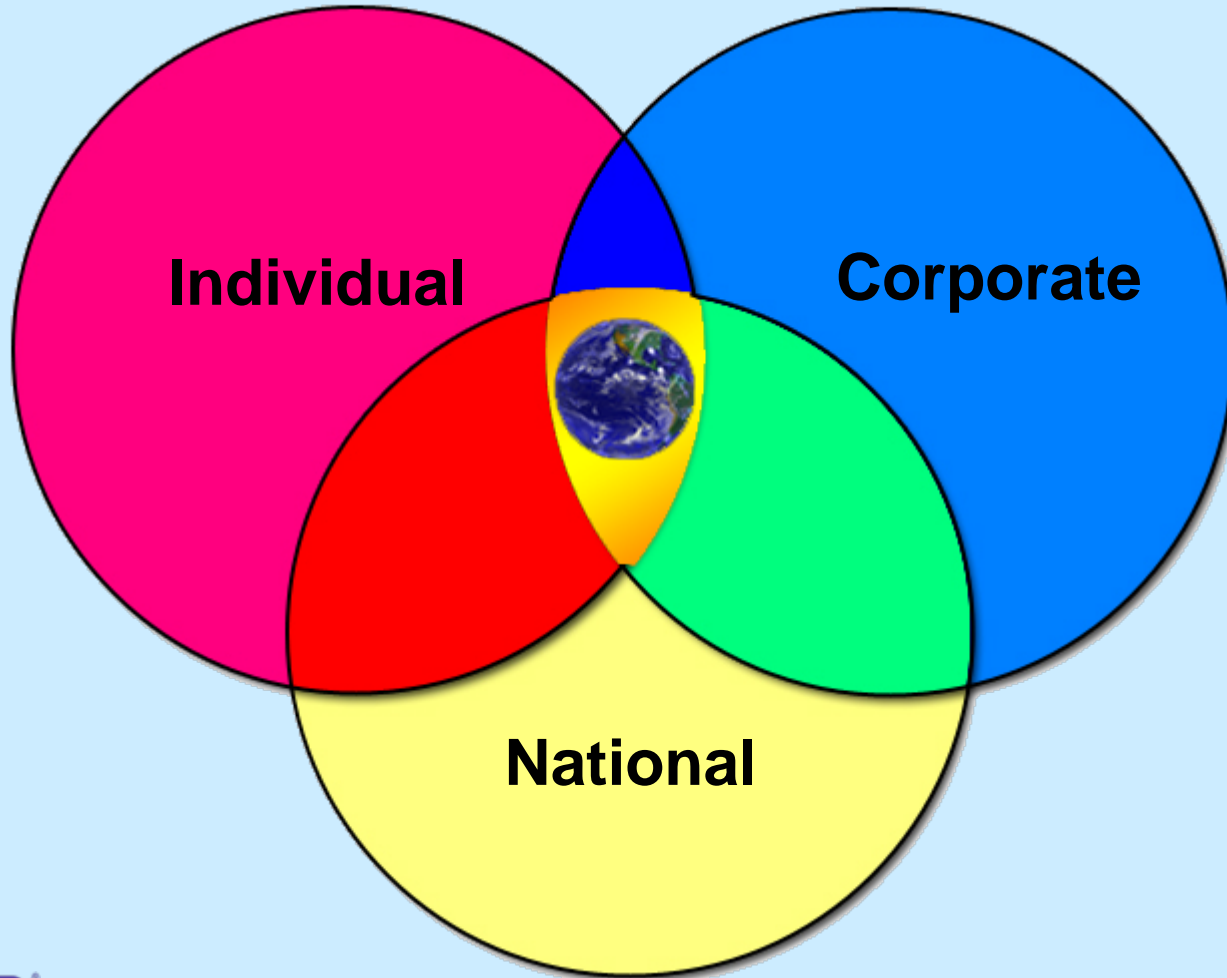
- Build cohesive and productive multicultural teams
- Develop critical relationship building skills
- Support family adjustment

# The Adjustment Curve





# Globalization Components



Music

Language

Clothing

Food

Greetings



**EXPLICIT CULTURE**

*What we observe and perceive "them" to be.*

Formality

**IMPLICIT CULTURE**

*Non-observable.*

- Values
- Norms
- Beliefs
- Expectations
- Assumptions
- Perceptions



# National Culture

*Value differences between countries can be explained by five “dimensions of national culture”:*

- Power Distance
- Individualism
- Uncertainty Avoidance
- Tough/Tender socialization
- Time

# Hofstede Interactive Map



# Steps for successful intercultural training:

- Create a defined set of values/principles which demonstrate and enable cross-cultural effectiveness within your organization.
- Assist global managers to acquire multi-cultural leadership competencies.
- Understand that intercultural perspectives improve level of creative input, decision-making and ultimately the bottom line.
- Incorporate above in policymaking, administration, practice, service delivery, and supplier diversity.

# Keys to Success

- Understand yourself
- Recognize, understand and appreciate others
- Adapt your style for better communication

# Helping the World Communicate for over 130 Years



**Thank you**