

United States Cultural Class

U. S. Culture Course Agenda

- Module 1: Overview
- Module 2: History, Geography, Government
- Module 3: Values, Traditions, Religious expressions, Holidays
- Module 4: Communications

Module 1: Overview

- Purpose of the course
- Cultural psychology

Purpose

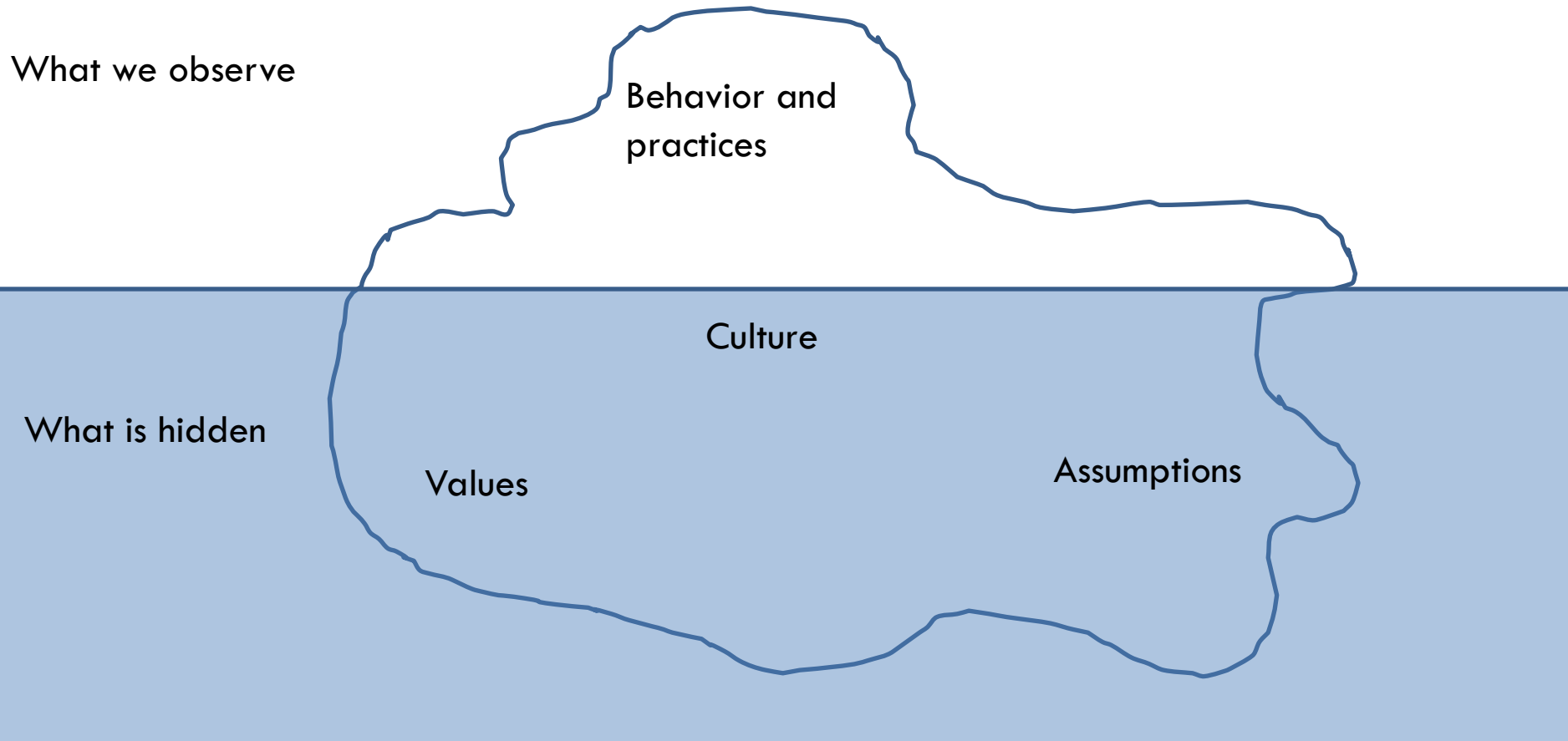
- Scope: A high level introduction of U.S. culture
 - Make it easier for you to work with your U.S. colleague
 - Not meant to be comprehensive or “gospel” truth
- Objectives
 - Insight, better collaboration with U.S. colleagues
 - Better communication
 - Starting point for success

Cultural Psychology

- Everyone is an individual ... but culture has its place
 - One of IBM's 9 Foundational Competencies is “Passion for the Business”
 - Different cultures have different ways to demonstrate this competency and can be misinterpreted
 - Rah-rah vs quiet commitment



Importance of Cultural Awareness



What is culture?

- External
 - Preferences
 - Food and clothing
 - How they work, live and play
- Interpretation
 - How they judge what is right or wrong
 - Is someone well mannered or rude?

What is Race, Ethnicity, Nationality?

- 3 Major **Races**: Caucasian, Mongoloid and Negroid
- In USA the **ethnic** groups include African Americans, Asians and Pacific Islanders, Hispanics and Latinos, and Native Americans
- **Nationality** refers to a person's country of origin

Framework for a global team

- Appreciate diversity
- Recognize stereotypes
- Avoid discrimination
- Enhance inclusivity
- Don't let the cultural course be the only perspective and assumptions to work with your US colleagues, partners and friends

Build cross-culture teams based on respect and understanding.

Emotion Regulation

- Conflict and misunderstandings are inevitable in intercultural communication
- Negative emotions will hinder us in constructive negotiations and interactions
- We need to learn how to control our negative emotions
- Those who can do this will be able to engage more successfully in intercultural communication and experiences.

Learner's perspective

- Your perspective should be from the US citizen's point of view
- It's about getting to know why they do what they do
- And less about passing judgment on their worldview
- You develop understanding and empathy for them in order to better work with them

Is it America or USA?

- For whatever reason, US citizens call themselves Americans and their country America.
- While many non-US citizens may disagree with these terminologies with justifications, in this class the learners should just take it the way it is.
- If you want to get along with your hosts (the US citizen), even if you might disagree technically with the labels they use for themselves, it is respectful just to accept them.
- And throughout this class, we may use the terms America and American people interchangeable with the more technically accurate terms of United States of America and US people.

