

# The Intercultural Profession



Kate Berardo & George Simons

*culturocity.com*

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# George Simons



George Simons, MA, DMin is founder and president of George Simons International, a global virtual consulting and training network. He is the creator and general editor of the award- winning DIVERSOPHY® training instruments and the [www.diversophy.com](http://www.diversophy.com) website.

In addition to consulting and training on intercultural virtual teamwork, he has been working on the Board of Directors of the Society for Intercultural Education, Training and Research (SIETAR Europa) where he has been responsible for communication issues and the development of interculturalists in Greece, Turkey and Italy.

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# Kate Berardo



Kate Berardo, founder of Culturocity.com, is an intercultural specialist dedicated to helping individuals to create paths of intercultural awareness in their lives, build global careers, and function effectively in a variety of life and work environments.

She is currently working with George Simons International to develop innovative cultural awareness tools and programs for the US and International Markets. She is a co-author of *Putting Diversity to Work* and author of the Guide for doing business with Americans for Executive Planet.

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# Background & Objectives

- Background – SIETA vs. SIETAR
- Objectives
  1. Profile & Snapshot of the Profession
  2. Determine What's Hot in the Field
  3. Future Needs & Direction
- Overview and Review

# Today's Process

- 75% presentation and 25% discussion
- Three sections. Proceed section by Section, spending more time on certain sections
- Mini-discussions after each section and a general discussion at the end

# The Survey

- 32 item online survey
- Administered mid-July through September 2004
- Distribution channels:
  - SIETAR Europa and USA mailing lists
  - DIALOGIN
  - International Association for Intercultural Research (IAIR)
  - Intercultural Insights
  - Summer Institute for Intercultural Communication (SIIC)
- 261 respondents, who do “intercultural work”

# What the survey reveals

- Who we are.
- Our need for continued research & development of theories & tools.
- Areas of contemporary concern where we can offer credible intercultural interventions & services.

## **Section One**

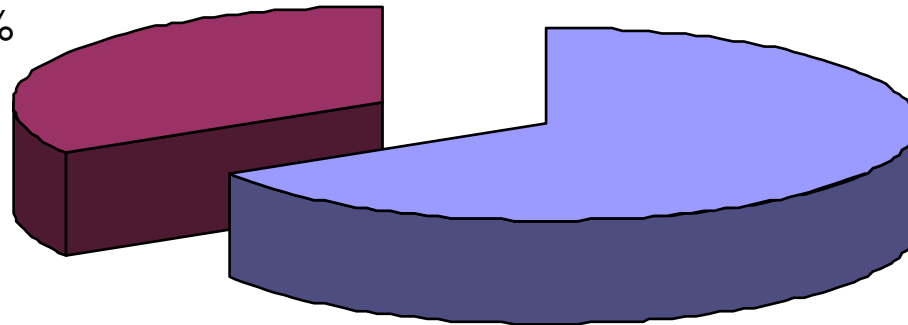
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**Snapshot of the Profession**

**Who are Interculturalists?**

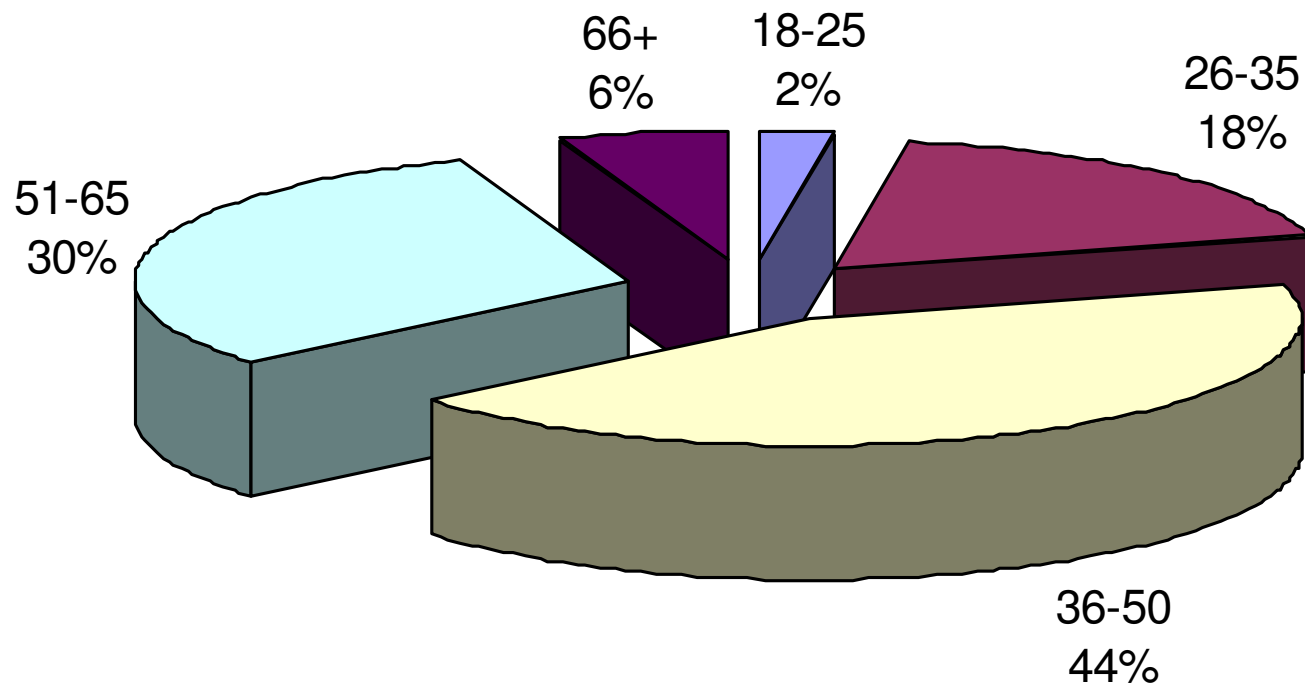
# 1: Demographics: Gender

Men  
34%

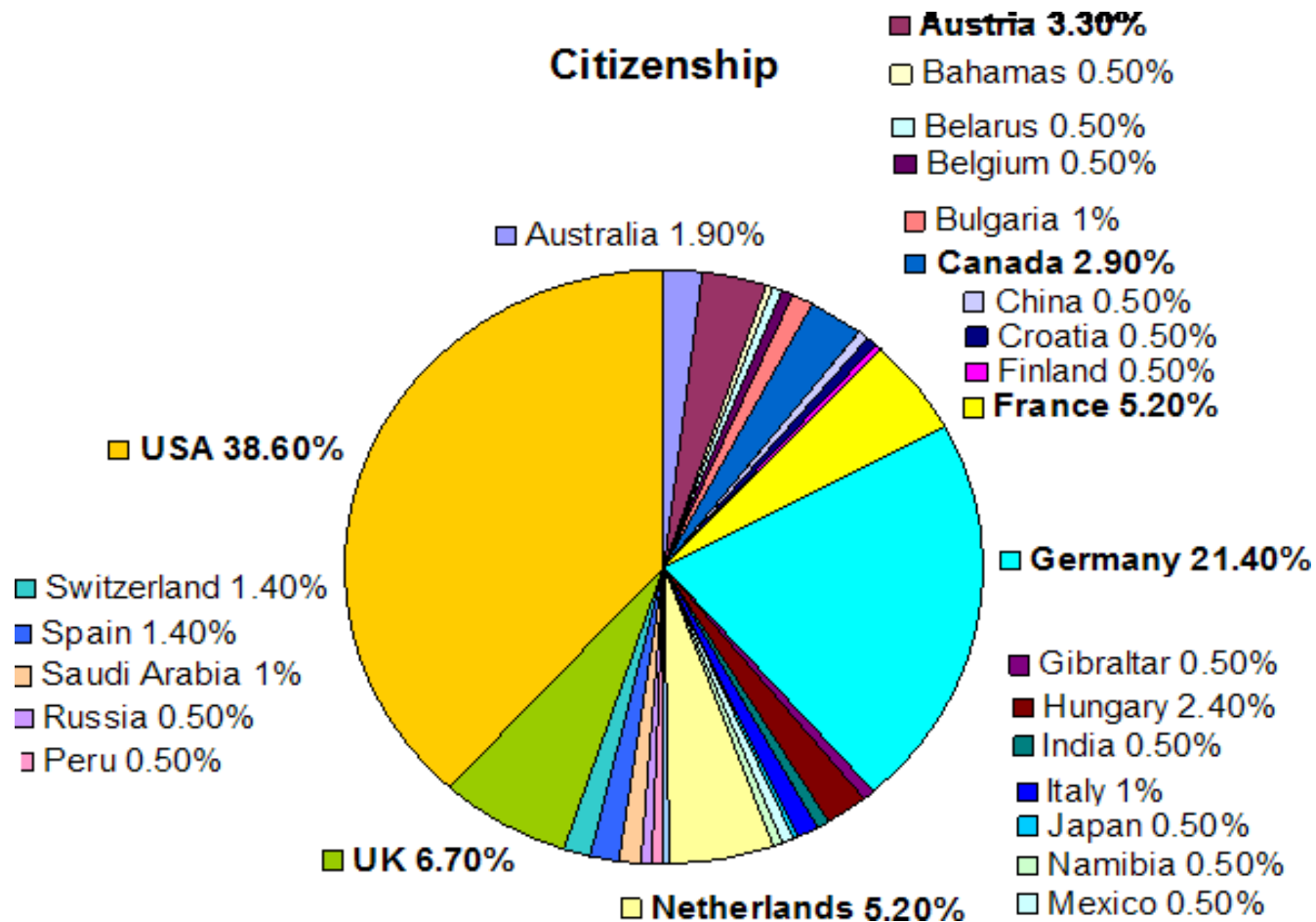


Women  
66%

# 1: Demographics: Age of Professionals

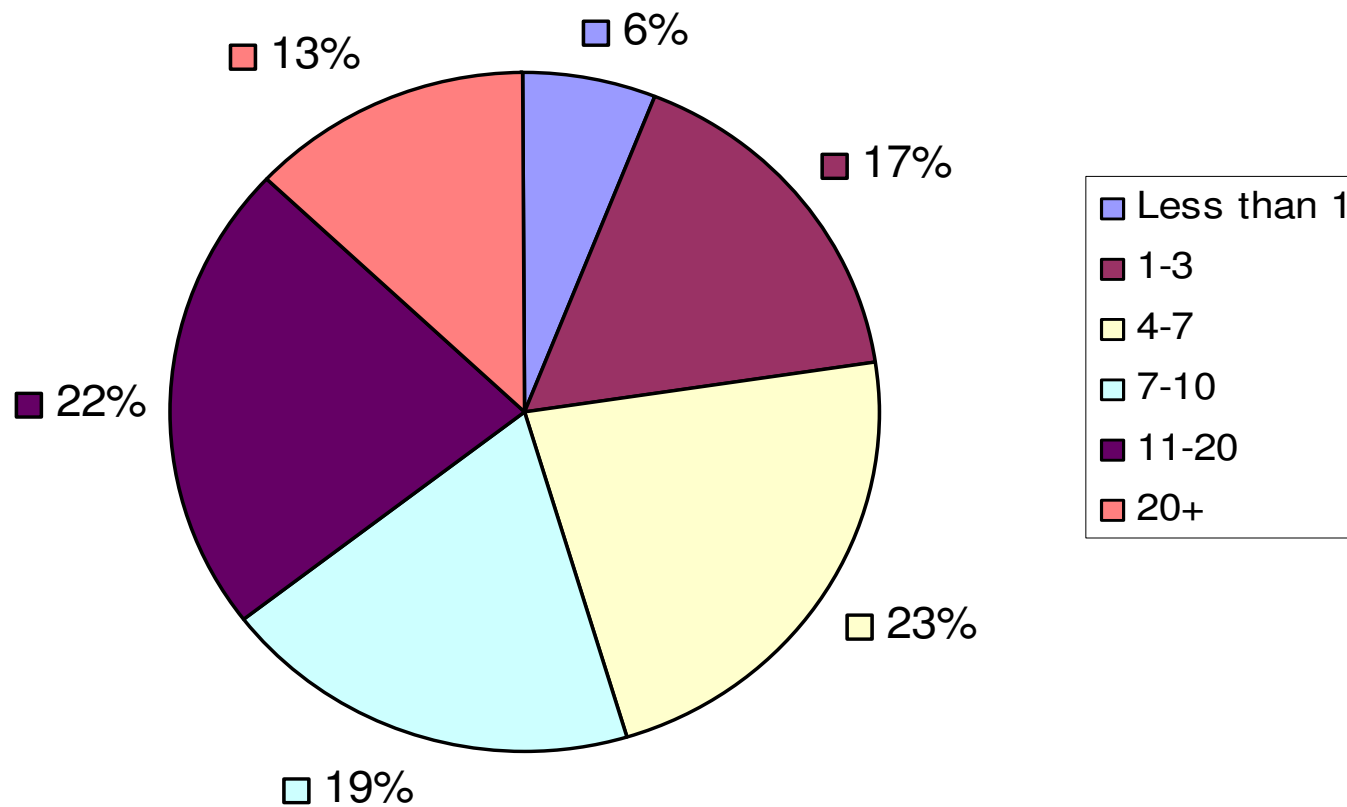


# 1: Demographics: Citizenship

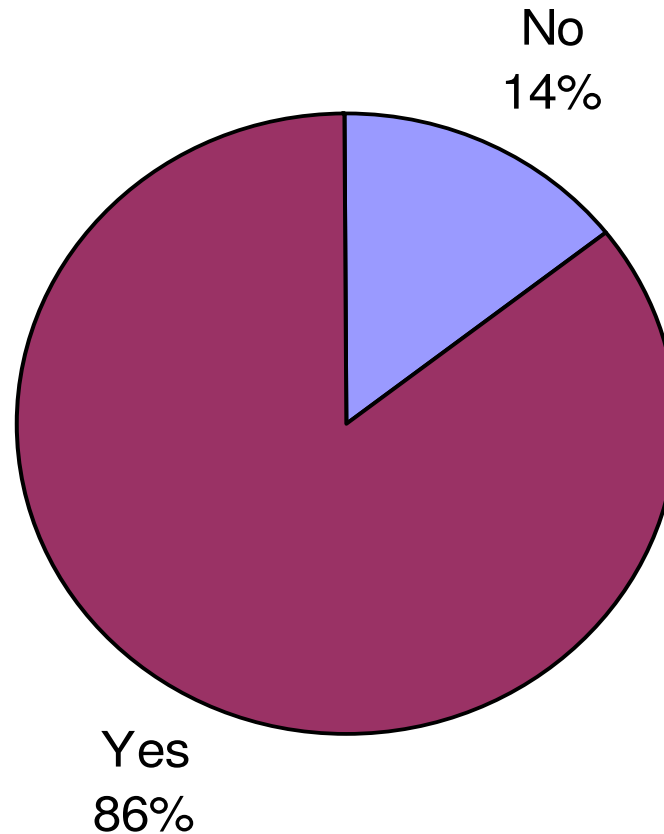


# 1: Professional Profile

## Years Working in the Field



# 1: Professional Profile: Previous work in another field?

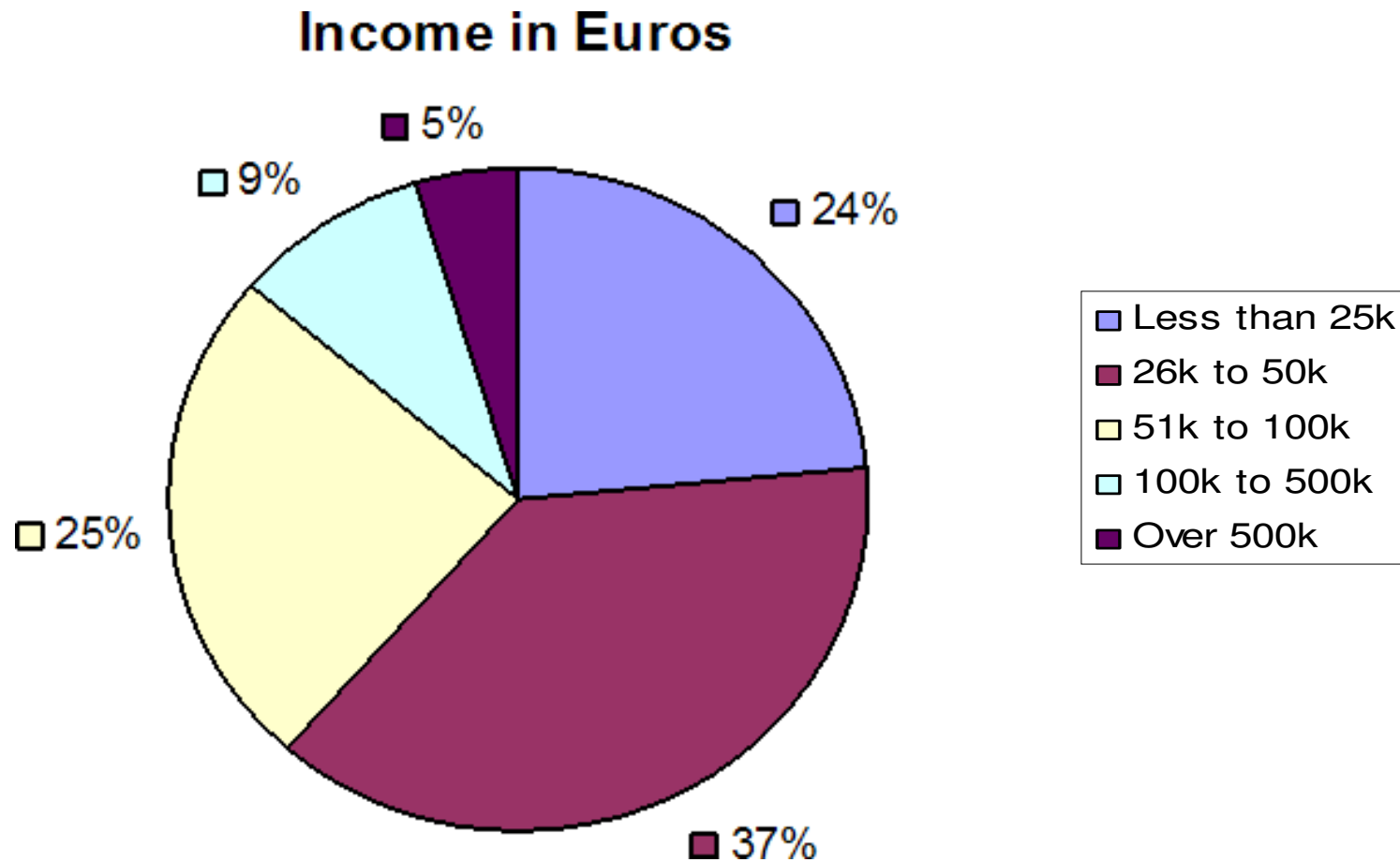


# 1: Professional Profile: Previous Fields of Work

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- Arts
- Counseling & Therapy
- Education
- Finance
- Communications
- Health care
- Language
- Management
- Sales and Marketing
- Organizational Services
- Other Training and Research

# 1: Professional Profile: Income in Euros



# 1: Professional Profile: Industries Served

## *Most frequently served*

1. Education
2. Computers & communications
3. Banking, investment, finance, insurance
4. Professional services
5. Automotive
6. Engineering
7. Chemicals
8. Health Services
9. Manufacturing
10. Financial services

## *Least frequently served*

1. Materials handling
2. Security
3. Pulp & paper
4. Real estate
5. Wholesale
6. Packaging
7. Textiles & clothing
8. Waste management, pollution control, recycling
9. Clothing, fabrics
10. Exhibitions, trade shows & conferences

# 1: Professional Profile: Training Background

- 75% have a certificate or diploma in teaching, coaching or consulting.
- 64% have either attended a professional program or workshop in Intercultural or International studies
- 48% have received a certificate or diploma in Intercultural or International studies

# 1: Professional Profile: Academic Background

- 26% of respondents hold doctoral degrees
- 70% hold a Masters degree of some kind
- The most common doctoral degree was in the fields of psychology, anthropology, history, sociology or political science.
- The most common degrees at both the bachelors and masters level were in linguistics, language or literature.

# **1: Professional Profile: Experiential Background**

- **International business experience**
- **Formal studies in an intercultural field**
- **Experience living abroad**
- **Travel & tourism**
- **Having a diverse cultural heritage**
- **Cross-cultural relationships (friends/significant other)**
- **Formal training in OD coaching training facilitation**

# 1: Professional Profile:

## Discussion & Review: 5 minutes

- Questions about demographic results
- Any surprises (*A-ha!* or, *Of course!*) ?
- Key uses of this information?



## **Section Two: What's Hot in the Field?**



**What are the trends of the field?**

## 2. What's Hot in the Field

- What Tools/Ideas are popular?
- What intervention methods are the most effective?
- What tools do we need more of in the future?

## 2: What's hot?

# What tools are we now using?

<b>Models for understanding culture &amp; cultural dynamics</b>	<b>92.40%</b>
Case studies	85.30%
Activities to experience/respond to cultural differences	84.50%
Simulations & role plays	84%
Training games	63%
Instruments giving a cultural profile of individuals or groups	58.80%
Checklists & tip sheets	45.40%
Readiness assessments for intercultural collaboration/expatriation	32.80%
Other	31.10%
Intensive group/sensitivity group/T Group sessions	28.20%

*Total respondents 238  
Skipped question 23*

## 2: What's hot?

### How effective are our tools?

#### *Effective*

- Models for understanding culture
- Simulations and role plays
- Case studies
- Exercises & Activities

#### *Less Effective*

- Readiness Assessments
- Checklists and Tip Sheets
- Cultural Profiling Tools

*Total respondents 230*

*Skipped question 31*

## 2: What's hot?

### Tools Being Used: Culture Models

#### CULTURE MODELS TOP TEN

Hofstede	27%
Trompenaars – (7 dimensions)	21%
Edward T. Hall	12%
Iceberg Model	8%
Trompenaars-Hampden Turner	5%
Developmental Model of Intercultural Sensitivity (DMIS) Milton Bennett	4%
Own	4%
Various	4%
Kluckhohn	2%
Robert Kohls	2%

*170 total responses*

## 2: What's hot?

# Tools Being Used: Profiling Instruments

### CULTURAL PROFILING INSTRUMENTS TOP TEN

<b>Trompenaars</b>	<b>9%</b>
<b>Hofstede</b>	<b>8%</b>
<b>Own</b>	<b>8%</b>
<b>COI (Cultural Orientations Indicator) by TMC</b>	<b>6%</b>
<b>MBTI (Myers-Briggs Type Indicator)</b>	<b>6%</b>
<b>Various</b>	<b>6%</b>
<b>Trompenaars-Hampden Turner (THT) InterCultural Leadership Questionnaire</b>	<b>5%</b>
<b>IDI (Intercultural Development Inventory)</b>	<b>3%</b>
<b>Argonaut by Coghill-Beery</b>	<b>2%</b>
<b>Overseas Assignment Inventory (OAI)</b>	<b>2%</b>

*87 total responses*

## 2: What's hot?

### Tools: Readiness Assessments

#### READINESS ASSESSMENTS

<b>CCAI (Cross Cultural Adaptability Inventory)</b>	9%
<b>IDI (Milton Bennett)</b>	9%
<b>OAI (Overseas Assignment Inventory) Tucker International</b>	7%
<b>FiroB (Fundamental Interpersonal Relations Orientation-Behavior™)</b>	5%
<b>MBTI (Myer-Briggs Type Indicator)</b>	5%
<b>IRC (Intercultural Readiness Check)</b>	3%
<b>Own</b>	3%

*58 total responses*

## 2: What's hot?

### Tools: Simulations

#### SIMULATIONS

<b>Barnga by Thiagarajan and Steinwachs</b>	<b>17%</b>
<b>Own</b>	<b>12%</b>
<b>Bafá Bafá by Simulation Training Systems</b>	<b>10%</b>
<b>Role playing</b>	<b>9%</b>
<b>Ecotonos by Nipporica Associates</b>	<b>6.5%</b>
<b>Various</b>	<b>6%</b>
<b>Derdia (by Frank Oomkes)</b>	<b>3%</b>
<b>Quinchy / Quency</b>	<b>2%</b>
<b>Talking Rocks (S. Mumford Fowler)</b>	<b>2%</b>

*108 total responses*

## 2: What's hot?

### Tools: Training Games

#### TRAINING GAMES

<b>Barnga by Thiagarajan and Steinwachs</b>	<b>26%</b>
<b>Various</b>	<b>7%</b>
<b>Bafá Bafá by Simulation Training Systems</b>	<b>6%</b>
<b>DIVERSOPHY by George Simons International</b>	<b>6%</b>
<b>Own</b>	<b>6%</b>
<b>Econotos by Nipporica Associates</b>	<b>3%</b>
<b>5 culture game</b>	<b>2%</b>
<b>Anything by Thiagi</b>	<b>2%</b>
<b>Cultural Detective by Nipporica Associates</b>	<b>2%</b>
<b>Icebreakers</b>	<b>2%</b>
<b>Intercultural communication cards</b>	<b>2%</b>
<b>Redundancia by Nipporica Associates</b>	<b>2%</b>

*97 total  
responses*

## 2: What's hot?

# Future Tools Needed

### *High need*

**52.8% to 55.8%**

- Simulations & role plays
- Exercises & activities
- Case studies

### *Moderate need*

**40.6% to 44.2%**

- Intensive group work approaches
- Models for understanding culture
- Training games

***33 write-in responses suggest other tools***

***We really don't need more***

Checklists & tip sheets - Readiness assessments – Profiling tools

## 2: What's hot?

# Future Research Needed

### *High need*

- Conflict Resolution 71.6%
- Culture in power, politics & influence
- Culture in teambuilding
- Culture in leadership strategies
- Business value of intercultural training
- Working in multicultural settings
- Culture in virtual collaboration

### *Moderate need*

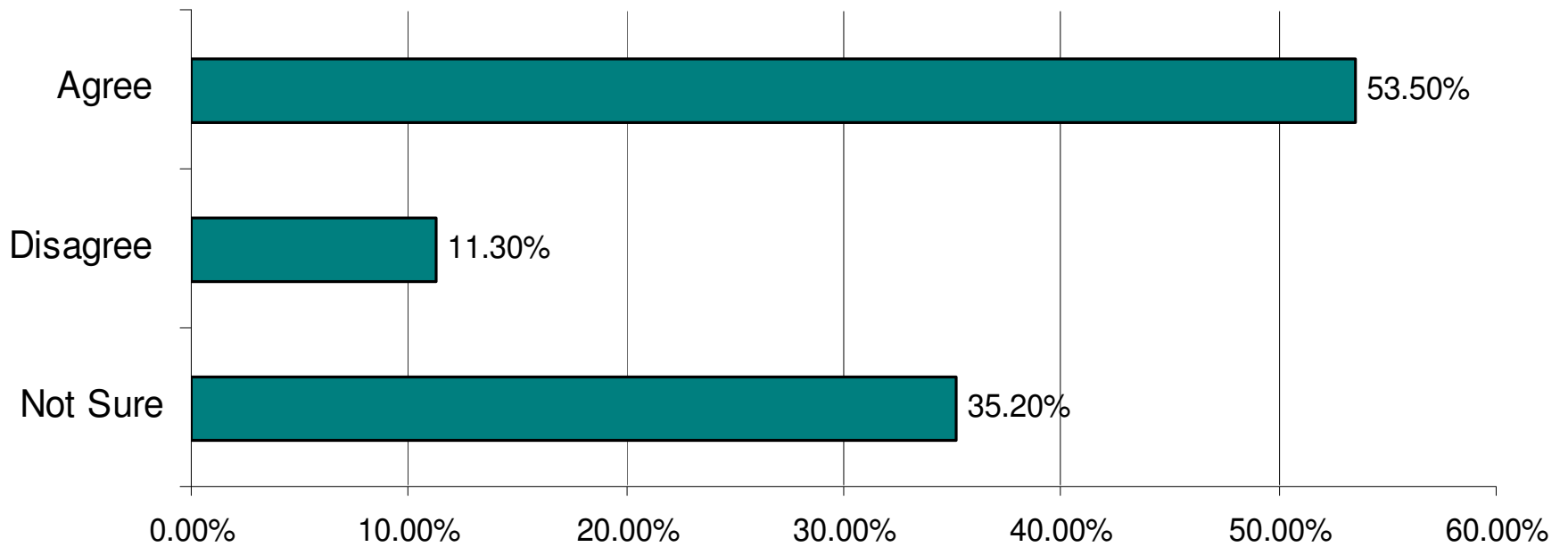
- Culture in Negotiation
- Models for Understanding Culture

***35 write-in responses suggest other areas of research***

## 2: What's hot?

# Professional standards?

Need for Clear Standards in the Field



## 2: What's hot?

### Discussion & review: 5 minutes

- Questions about tools & research?
- Any surprises (*A-ha!* or, *Of course!*) ?
- What do we do with this information? How do we apply it?



## **Section Three: Future Needs & Direction**

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**In what Direction is our Field  
Headed?**

## 3. Future Needs & Direction

- What are our key issues and challenges?
- In what Direction is our Field Headed?
- What does our field need?

## 3. Top Challenges in the Field

- Intercultural Methods & Approaches
- Recognized Value of Intercultural Interventions
- Social Issues & Acceptance
- State of the Field
- Standards and Quality in the Field
- Credibility of the Field
- Opportunities and Work Environment

### 3. Key Issues in the next 10 years

- **Cultural Dominance and Conflict.** Addressing dominance, ethnocentricity & the role of culture in conflict resolution.
- **World Events.** Globalization. Religion, ethnicity, & identity; politics & terrorism, technology, new markets; migration & intra-national cultural differences; the USA.
- **Our Profession.** How the intercultural profession understands its work, its identity & its future.
- **Visibility & Credibility.** Creating public & end user awareness of the value & benefits of intercultural work.

### **3: Future Needs & Directions:**

## **Discussion & review: 5 minutes**

- Questions about challenges and issues?
- Any surprises (*A-ha!* or *Of course!*) ?
- What do we do with this information? How do we apply it?



**General**

**Discussion & Review**



# Additional Questions Covered in Research Report

- Professional affiliations
- Day-to-day activities
- Work distance and structure
- Time breakdown (face to face, virtual, team)
- Detailed tool charts
- Write-in responses (detailed)
- Most common job titles