

Video Analysis MT1.3_5: Video Analysis – "How to Handle Cross-Cultural Differences in Business"

Objective:

To help participants understand and analyze the impact of cultural differences in professional communication, including how assumptions, norms, and behaviors vary across cultures. The activity will encourage participants to identify and discuss key strategies for effective cross-cultural interactions.

Duration:

25 Minutes (13-minute video, 12 minutes for discussion and analysis)

Instructions:

1. Watch the Video (5 minutes):

- Show the video ["How to Handle Cross-Cultural Differences in Business"](#) to the participants.
- Explain that the video covers common cross-cultural challenges in business and provides insights on how to navigate these differences effectively.

2. Group Discussion and Analysis (15-20 minutes):

- **Divide into Small Groups:** Split participants into groups of 3-4.
- **Analyze Key Points:**
 - Ask each group to discuss the main cultural differences mentioned in the video (e.g., communication styles, attitudes toward hierarchy, time management).
 - Have them share any similar experiences they've encountered in a multicultural setting, focusing on how cultural differences impacted the interaction.

3. Guided Questions for Analysis:

- **What specific cultural differences mentioned in the video could lead to misunderstandings in business?**
- **How might varying attitudes toward hierarchy or time impact workplace dynamics?**
- **What strategies from the video could be helpful for managing these differences in real-life business scenarios?**
- **How can active listening and cultural awareness improve cross-cultural interactions?**

4. Debrief (5 minutes):

- Bring everyone back together for a group debrief.
- Summarize key insights from the discussion, highlighting effective strategies for handling cultural differences, such as adapting communication styles, respecting cultural norms, and maintaining flexibility.

Attachment to MT
Task 2.3



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

- Encourage participants to apply these strategies in their professional interactions, focusing on empathy, open-mindedness, and continuous learning.

