

CULTURAL PROFICIENCY IN PROGRAM IMPLEMENTATION

Expanding our Experience and Expertise:
Implementing Effective Teenage Pregnancy
Prevention Programs
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CARDEA

Training, Organizational Development and Research

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**WHEN YOU CHANGE THE WAY YOU LOOK
AT THINGS, THE THINGS YOU LOOK AT
CHANGE.**

Dr. Wayne W. Dyer



Objectives

- ▣ Explain the importance of culture and cultural proficiency to enhance your work
- ▣ Explain four concepts of culture and how they influence cross cultural interactions
- ▣ Identify strategies to increase and promote cultural proficiency in cross cultural interactions



Cultural Competence

The state of being capable of functioning effectively in the context of cultural differences

Terry Cross
NWICWA



Video – Key Concepts

- ▣ Believe it and you'll see it
- ▣ Recognize abundance
- ▣ Look for possibilities
- ▣ Unleash your energy to fix what's wrong



Believe It and You Will See It

- ▣ Commit to the results you are looking for
- ▣ Find ways around obstacles
- ▣ Have high expectations



Recognize Abundance

- ▣ Acknowledge all that you have to work with
- ▣ Broaden your definition of winning
- ▣ Look for ways to work cooperatively with others



Look For Possibilities

- ▣ Focus on opportunity rather than scarcity
- ▣ Find what is working
- ▣ Keep looking for the next possible answers



Unleash Your Energy to Fix What's Wrong

- ▣ Connect with a positive vision
- ▣ Believe that solutions exist
- ▣ Focus on what is right with the situation





CULTURE

One's World View

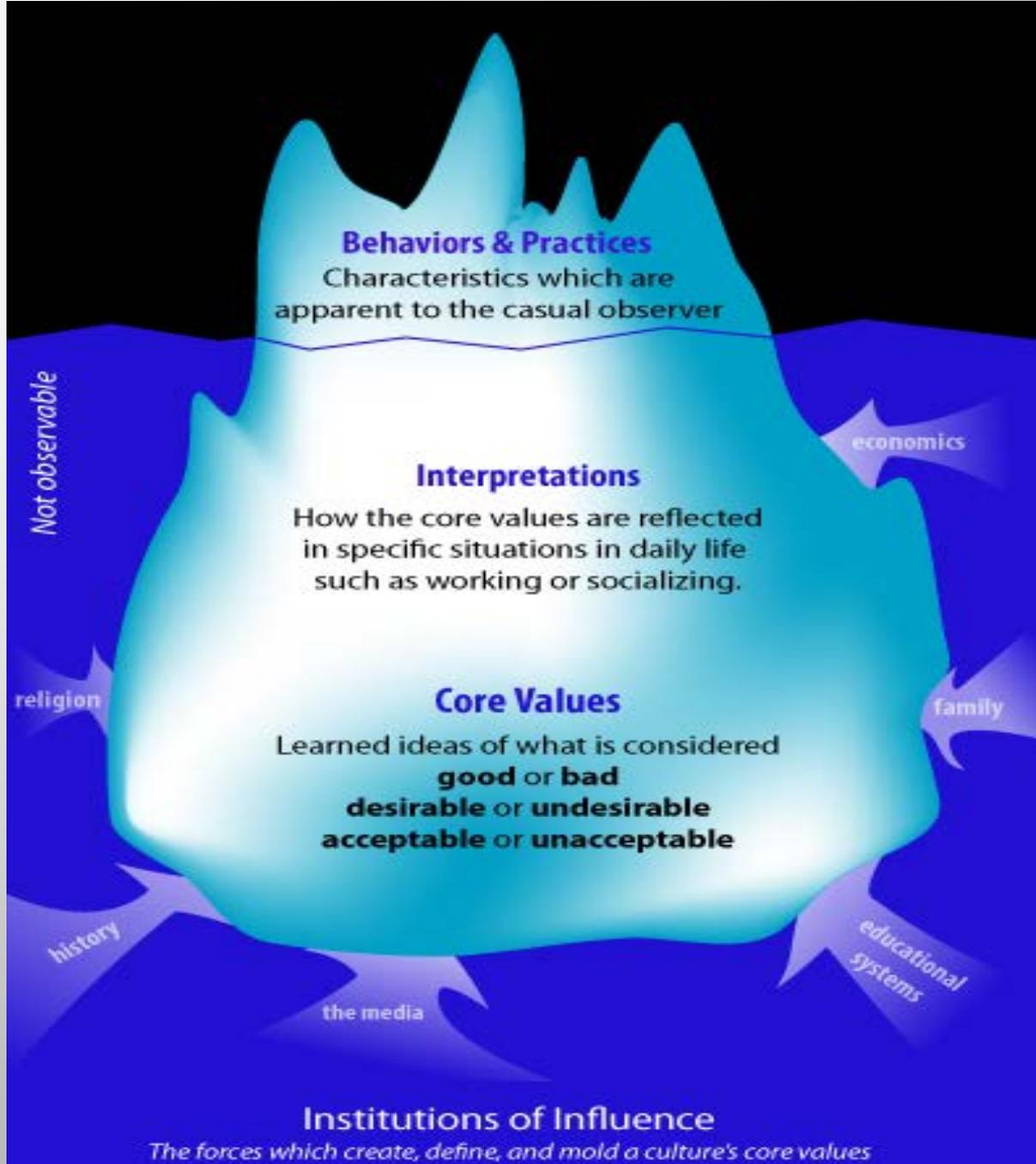
... values, beliefs, customs and behaviors influenced by....



Culture

- ▣ Is learned
- ▣ Teaches us what to trust, respect, value and fear
- ▣ Involves customs and traditions
- ▣ Influences and guides behavior
- ▣ Unconscious or implicit
- ▣ Response/adaptation to reality
- ▣ Passed from generation to generation





Behaviors & Practices

Characteristics which are apparent to the casual observer

Interpretations

How the core values are reflected in specific situations in daily life such as working or socializing.

Core Values

Learned ideas of what is considered **good or bad**
desirable or undesirable
acceptable or unacceptable

Not observable

economics

religion

family

history

the media

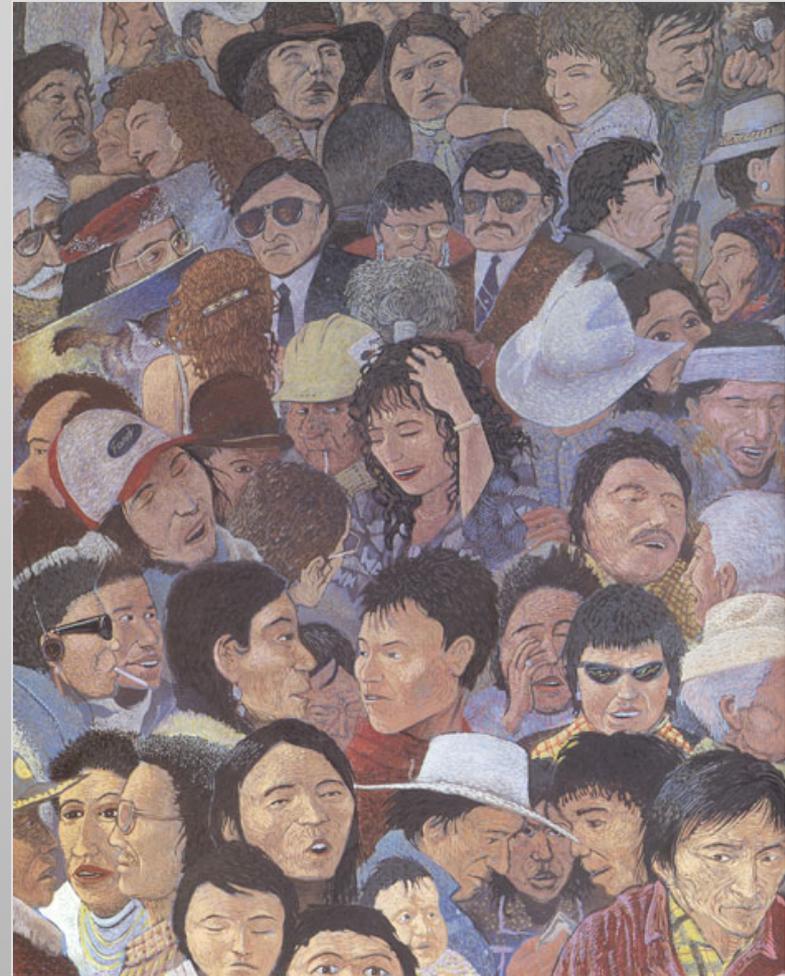
educational systems

Institutions of Influence

The forces which create, define, and mold a culture's core values

Dimensions of Human Behavior

- ❑ **Universal** – refers to ways in which all people in all groups are the same.
- ❑ **Cultural** – refers to what a particular group of people have in common with each other and how they are different from every other group.
- ❑ **Personal** – describes the ways in which each of us is different from everyone else, including those in our group.



Components of Culture

- ▣ Concept of Self
- ▣ Personal VS Social Obligations
- ▣ Styles of Communication
- ▣ Concept of Time
- ▣ Locus of Control



Concept of Self



Self Identification



Group Identification



Personal VS Social Responsibility



Independent



Cooperation

Styles of Communication



Direct

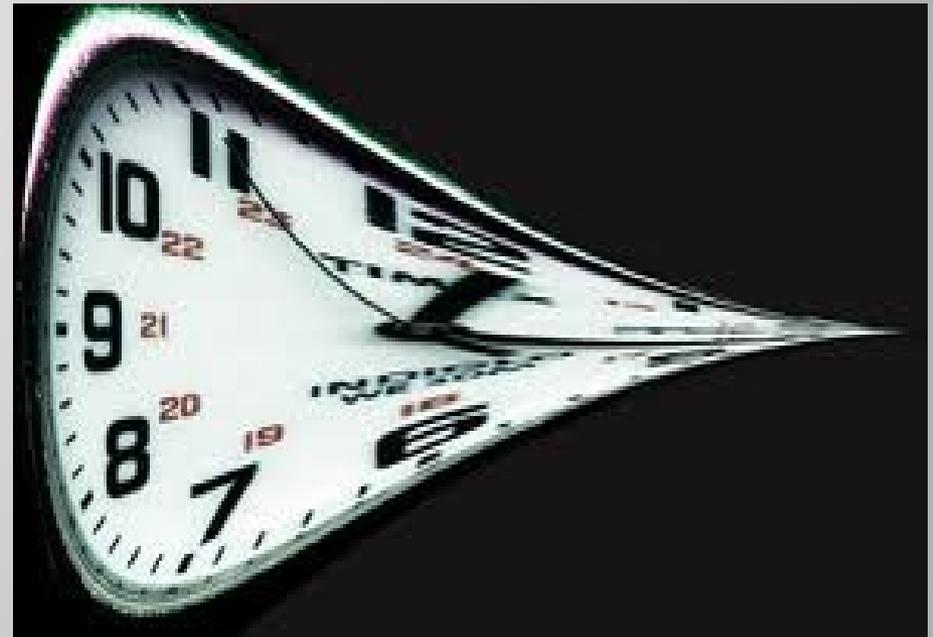


Indirect

Concept of Time



People Adjust to Time



Time Adjusts to People



Locus of Control



Life is what I do



Life is what happens to me



Components of Culture

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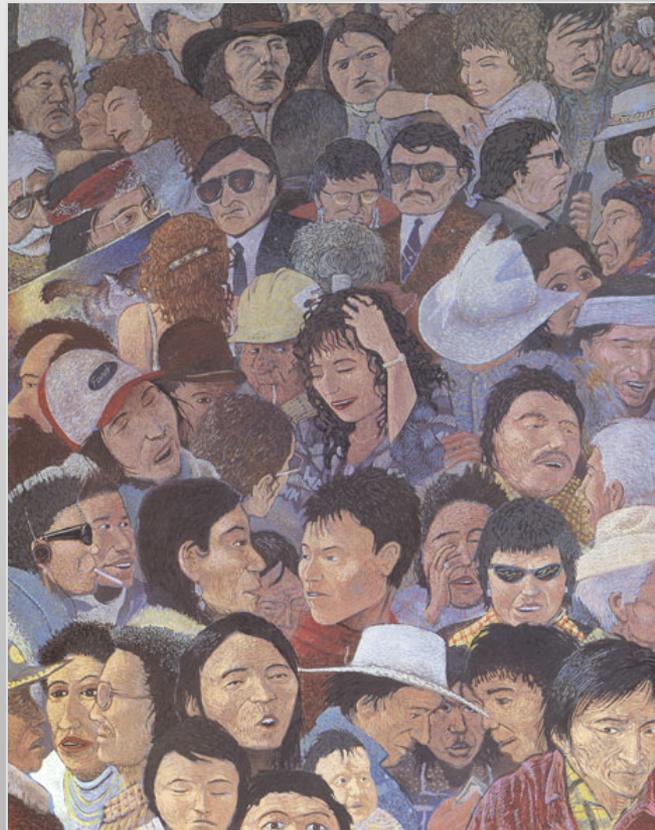
Impact of Culture On Communication

- ❑ Incorrect assumptions about the other
- ❑ Language and communication style issues
- ❑ Biases against the unfamiliar
- ❑ Personal values in conflict
- ❑ Expectations that others will conform to established norms



Cultural Competence

- ▣ The state of being capable of functioning effectively in the context of cultural differences



Terry Cross
NWICWA

What cultural lenses do you wear?



What is the key for effective cross cultural interactions?



Effective Cross Cultural Interactions...

- ▣ **Courage**
 - Be present
 - Take risks
 - Lower your defenses
- ▣ **Curiosity**
 - Have a flexible mind and an open heart
 - Willing to accept alternative perspectives
 - Have a desire to learn



Effective Cross Cultural Interactions...

▣ Creativity

- Understands the world from others' point of view
- Tolerate ambiguity well
- Use a variety of communication styles

▣ Compassion

- Able to walk in somebody else's shoes
- Able to be kind in difficult situations
- Able to be kind to self



Reaching New Heights: Organizational Cultural Proficiency

“ An organization’s ability to work effectively and respectfully with people from diverse cultural, linguistic, and social backgrounds.”



Power of a *Systems Approach*

- ▣ Moves beyond cultural proficiency training for board, staff and volunteers
- ▣ Focuses on organizational components that impact cultural proficiency
- ▣ Promotes ongoing assessment and plan of recommendations for action



Components of Systems Assessment



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Thank you!

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