

## Intercultural Communication Relations

When running a successful business, the concept of working interculturally – through the lens of communication – is an important piece of the puzzle. When one considers the question: how can I reach a wider audience? The question, itself, stretches across a large territory of land. In order to cover the distance, one needs to think differently, while also using their language effectively and creatively. That's where culture comes in – we live in a diverse world, where audiences differ amidst their needs, wants, and desires. Relying on the expertise of a native from that culture ensures that we meet these expectations in an authentic manner.



## Writing is in the Details

Artificial intelligence (AI) has proved to be a helpful tool when translating languages to communicate effectively. But one thing it will never be is human. Logistical thinking is the focus of such tools. Having fresh eyes from native speakers can help transform a text to the next level. Not only do they know the target audience better than ChatGPT, they also were immersed as audience members themselves.



## Creativity is at the Core

Being creative embodies the notion that one is doing something new, which has not been done before. To achieve this, one has to ask questions that have not been asked before. Otherwise, the same answers and approaches will populate. Valuing the ideas of another culture allows us to frame a new perspective.



## Open-mindedness

When things are outside of our comfort zone, we tend to lack patience or empathy. Keeping an open mind, when working across different cultures, helps us gain a deeper understanding of things we may lack expertise in. In other words, practicing open-mindedness may allow us to learn new disciplines.



## Family is the Foundation

Most people spend more time at work than they do at home. With this, cultivating a cohesive community is vital in the workplace. One that is intercultural extends the values to support more layers, just like a child might to a family. Making work embody the comfort of home makes people thrive, while having the drive to pursue their passions.



# Contact us if you would like to know more



## **Ashley Deckert**

**Assistance**

Our specialist for intercultural communication  
ashley.deckert@convensis.com



## **Stefan Hencke**

**CEO**

Managing director, visionary, and strategist  
stefan.hencke@convensis.com  
0711 365337 70



## **Marc Steinsberger**

**Senior Manager Communications**

Communicator with every cell  
marc.steinsberger@convensis.com  
0711 365337 78