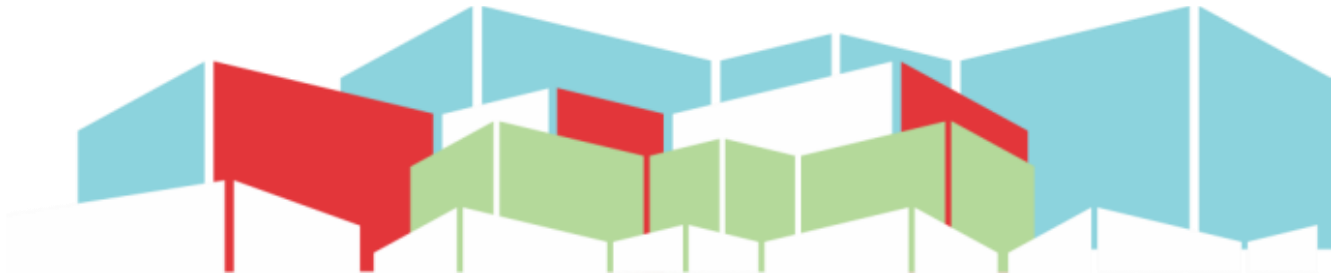
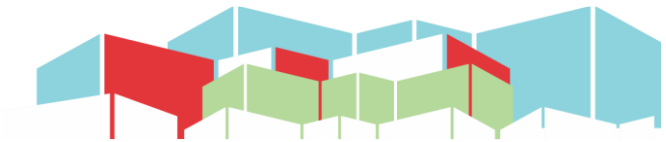
Cross Communication and Relationship

Fernando Cruz – MGM, CBSE
President/CEO
Dynamond Building Services



Learning Objectives

1. Obtain an Initial Understanding of Cross-Cultural Communication
2. How It Effects Relationships
3. Relationship Adaptation Works
4. The Three Pillar of a Health Relationship



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Different Cultures

- Latino Culture
  - Based on Shame
- American Culture
  - Based on Pride

Speak in the language of the listener
Listen in the language of the Speaker

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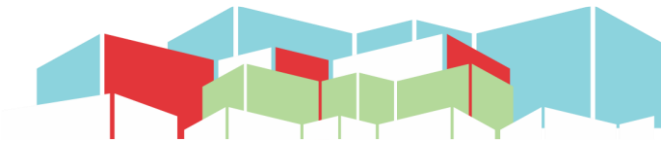

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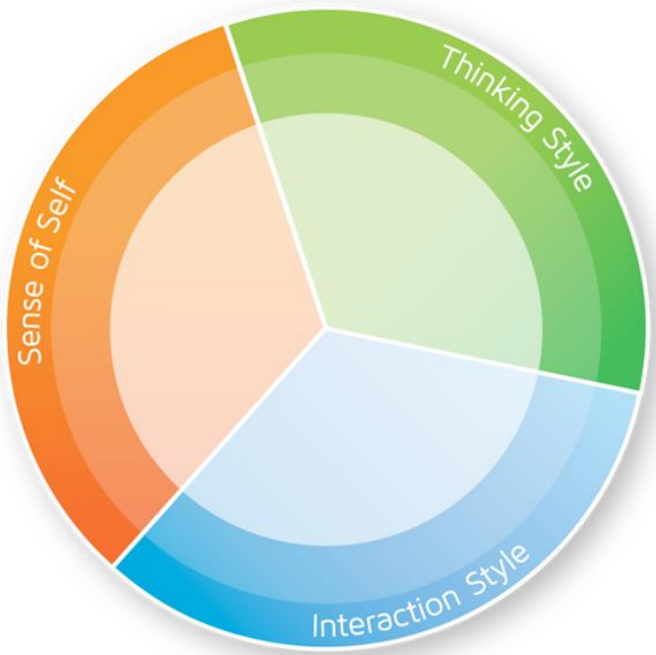
Cross Cultural Communication

Cultural Orientation Indicator – COI

Cultural Orientation Indicator - COI

- What is COI?

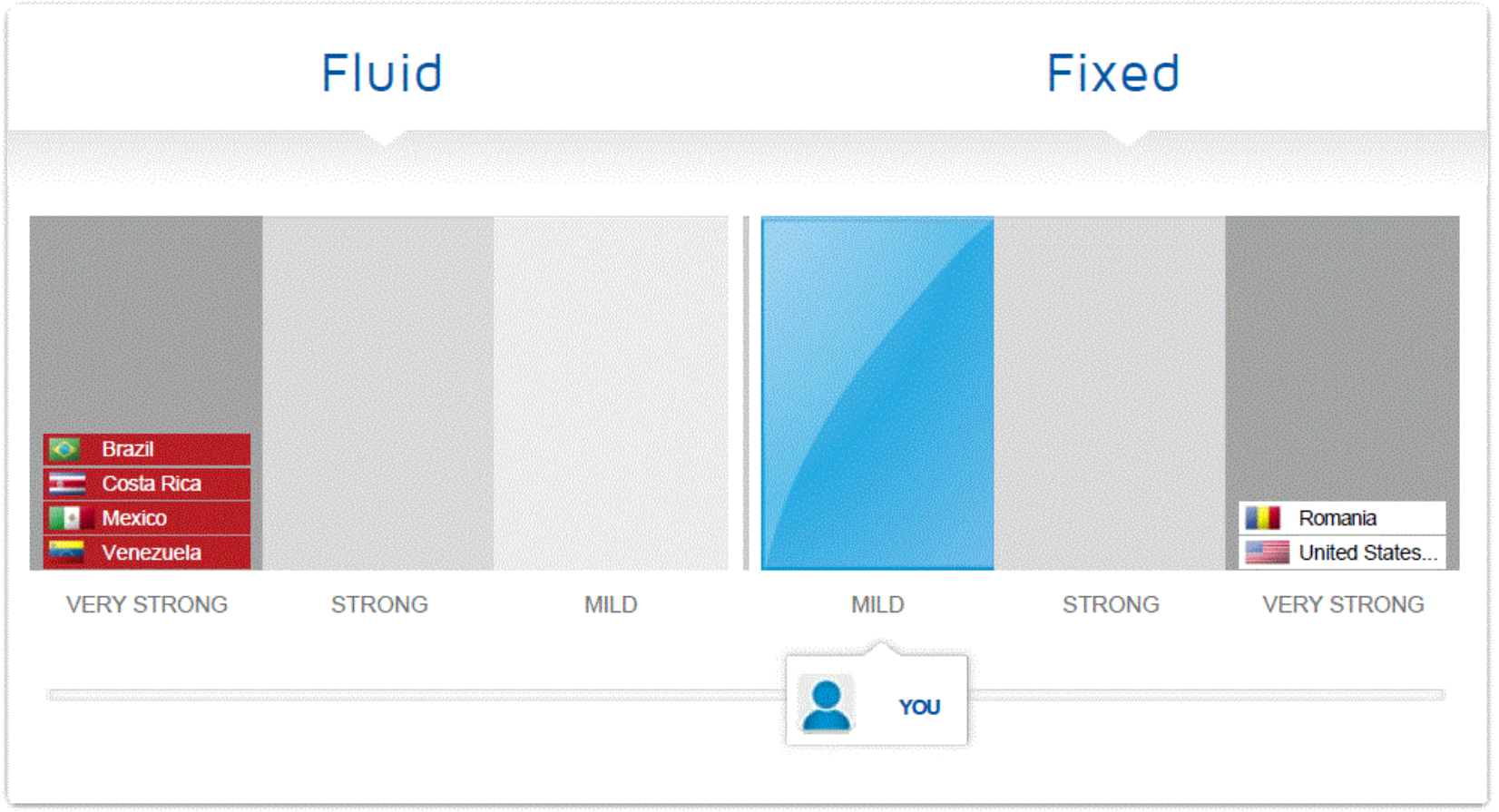


Interaction Style
Orientations that impact how you communicate and
engage with others in work situations.

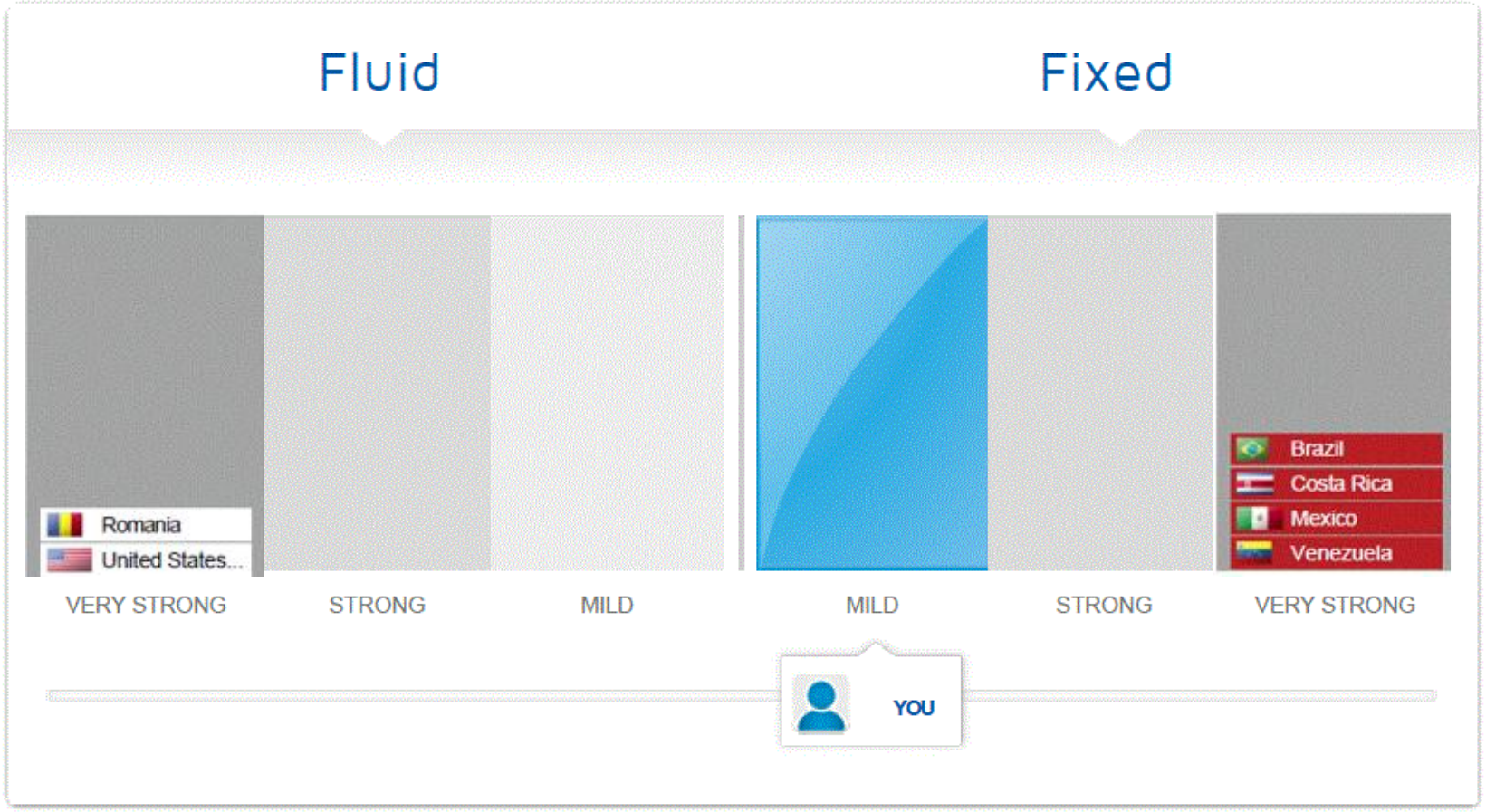
Thinking Style
Orientations that impact how you conceptualize
and process information in work situations.

Sense of Self
Orientations that define how you view yourself and
are motivated in the workplace.

Communication Style



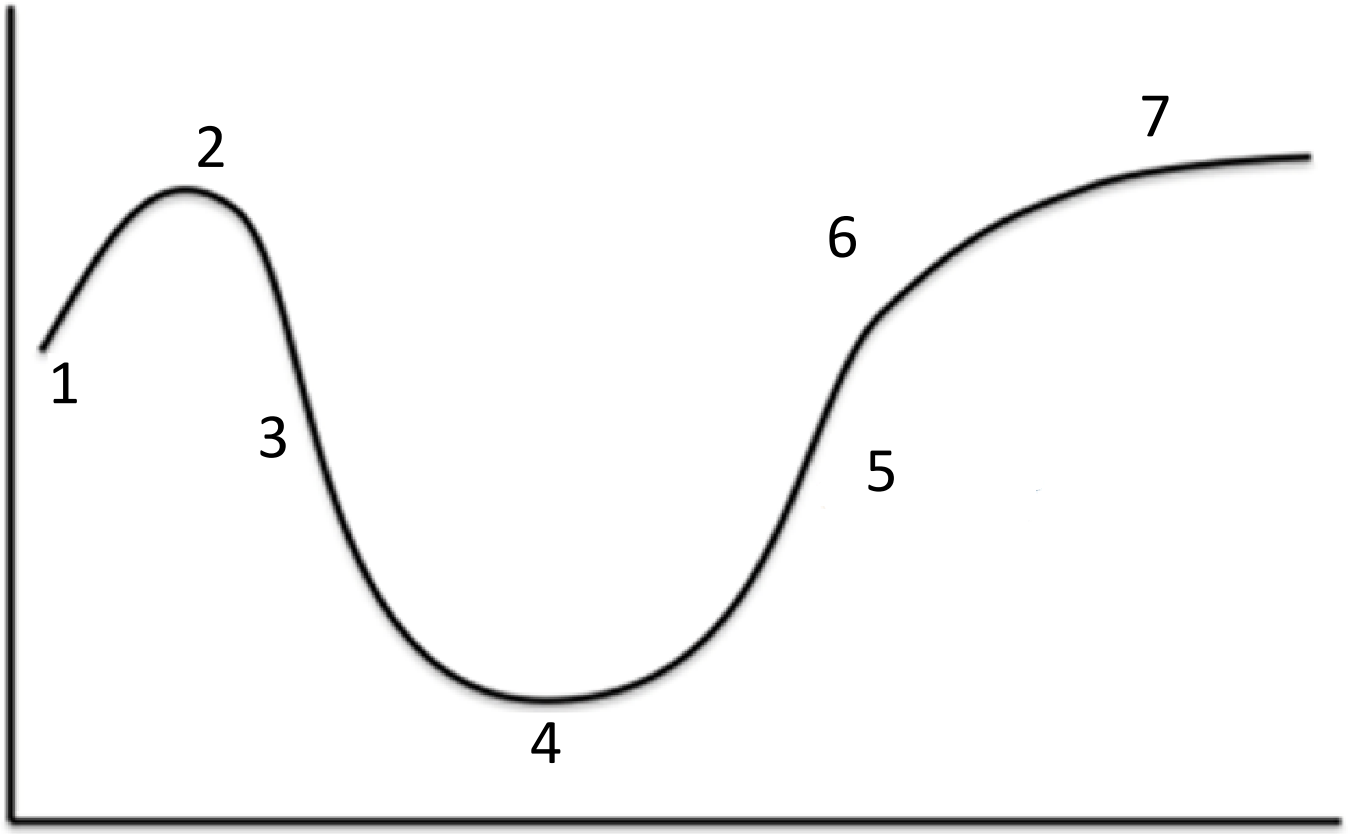
Feedback Style



Relationship Adaptation

U-Curve

U-Curve



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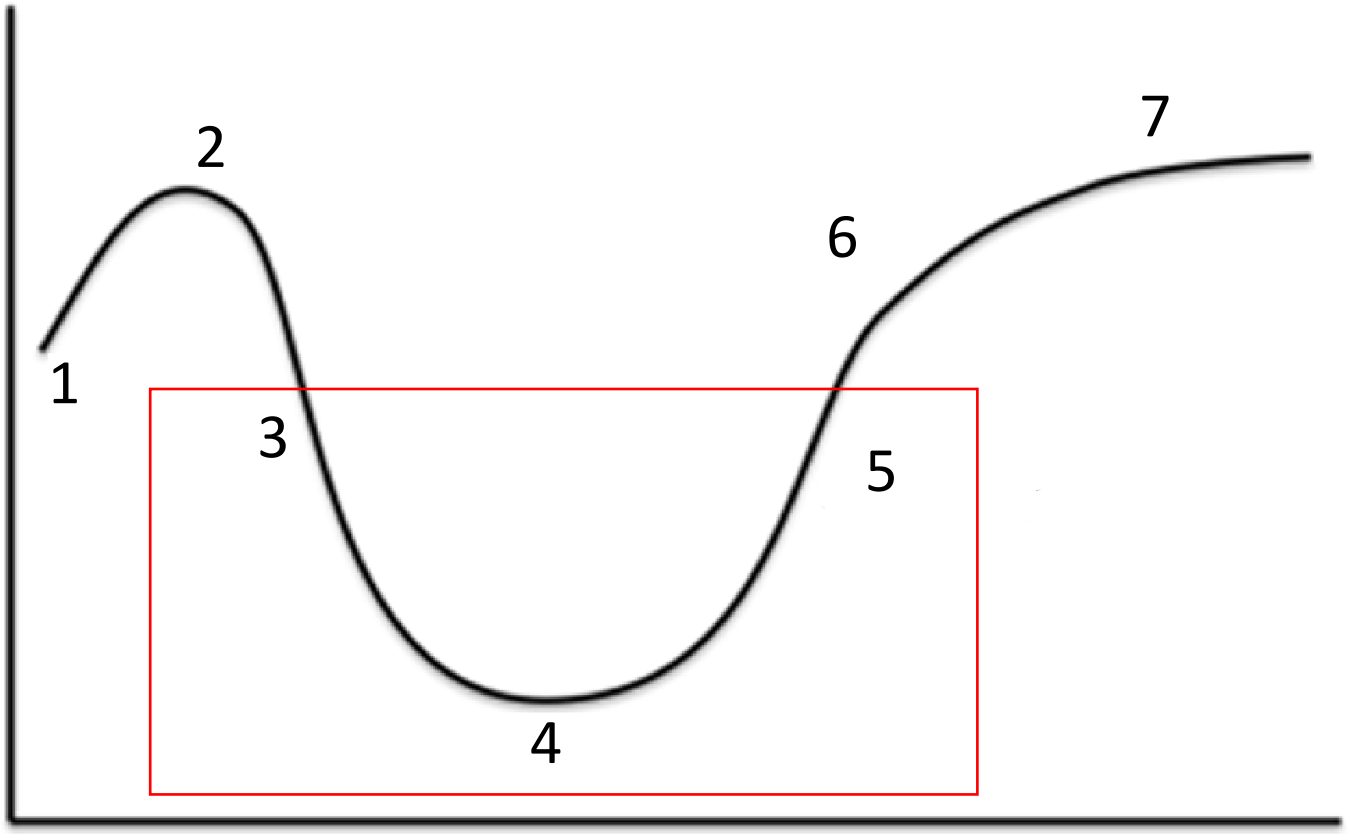
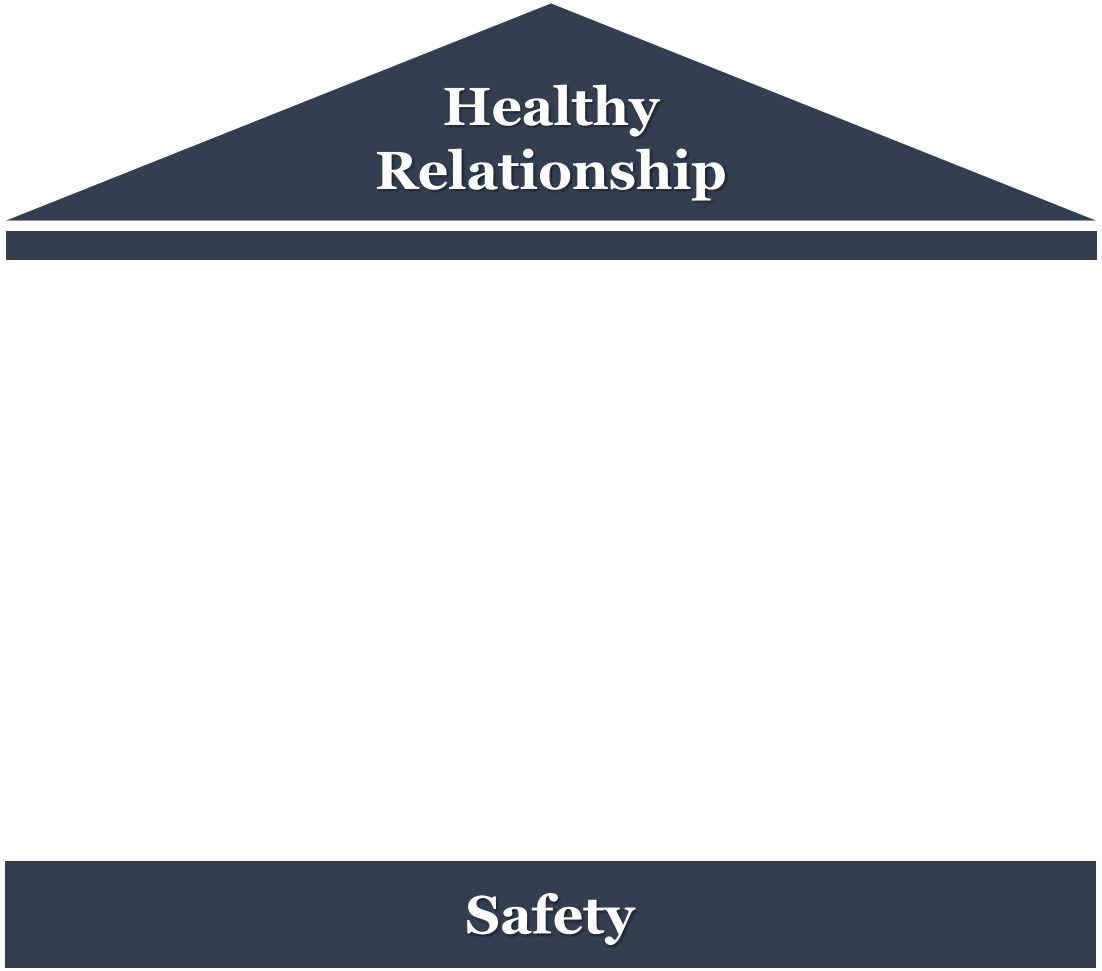
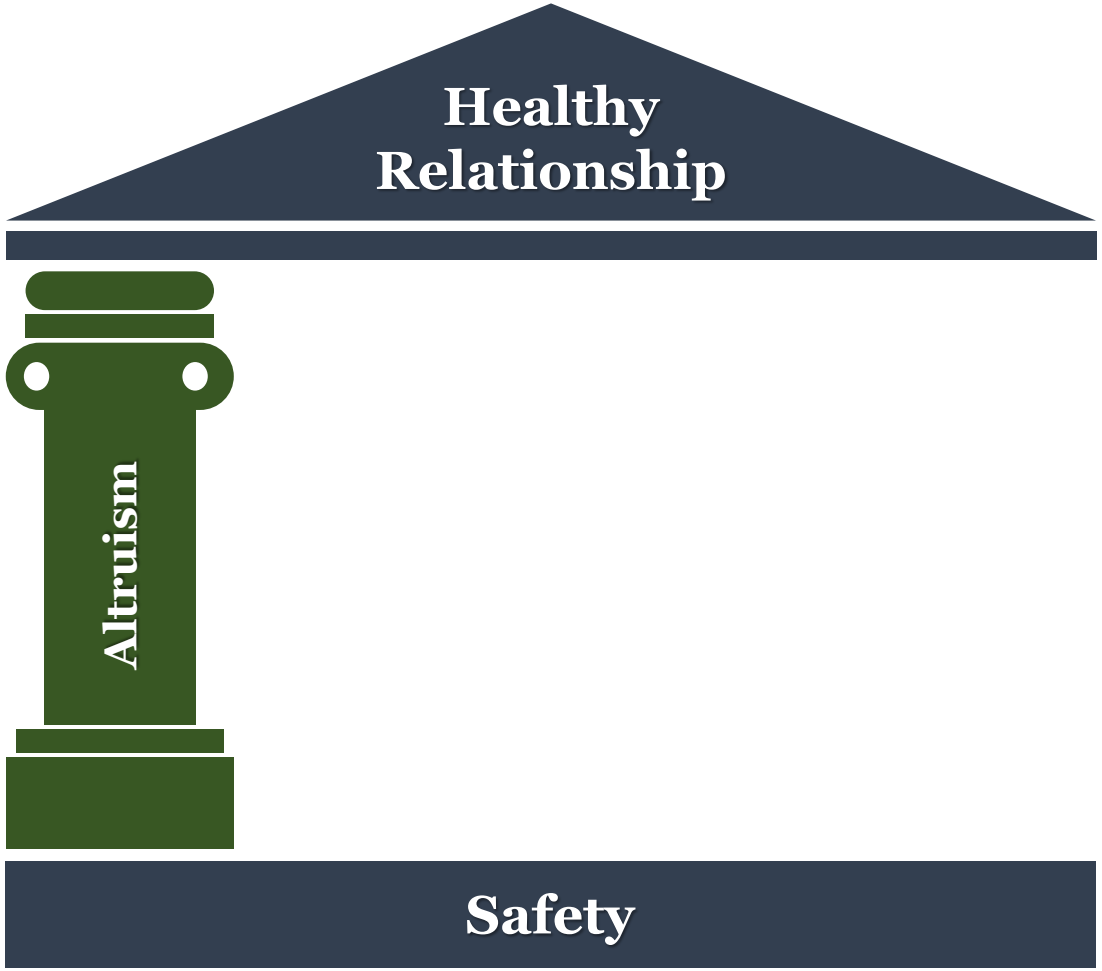


Three Pilars of a Health Relationship


Healthy
Relationship
Safety

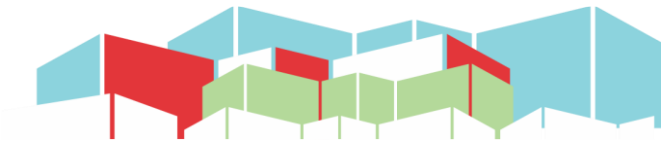
“In general, only a child who feels safe dares to grow forward healthily. His safety needs must be gratified. He can’t be pushed ahead, because the ungratified safety needs will remain forever underground, always calling for satisfaction.”

Abraham Maslow

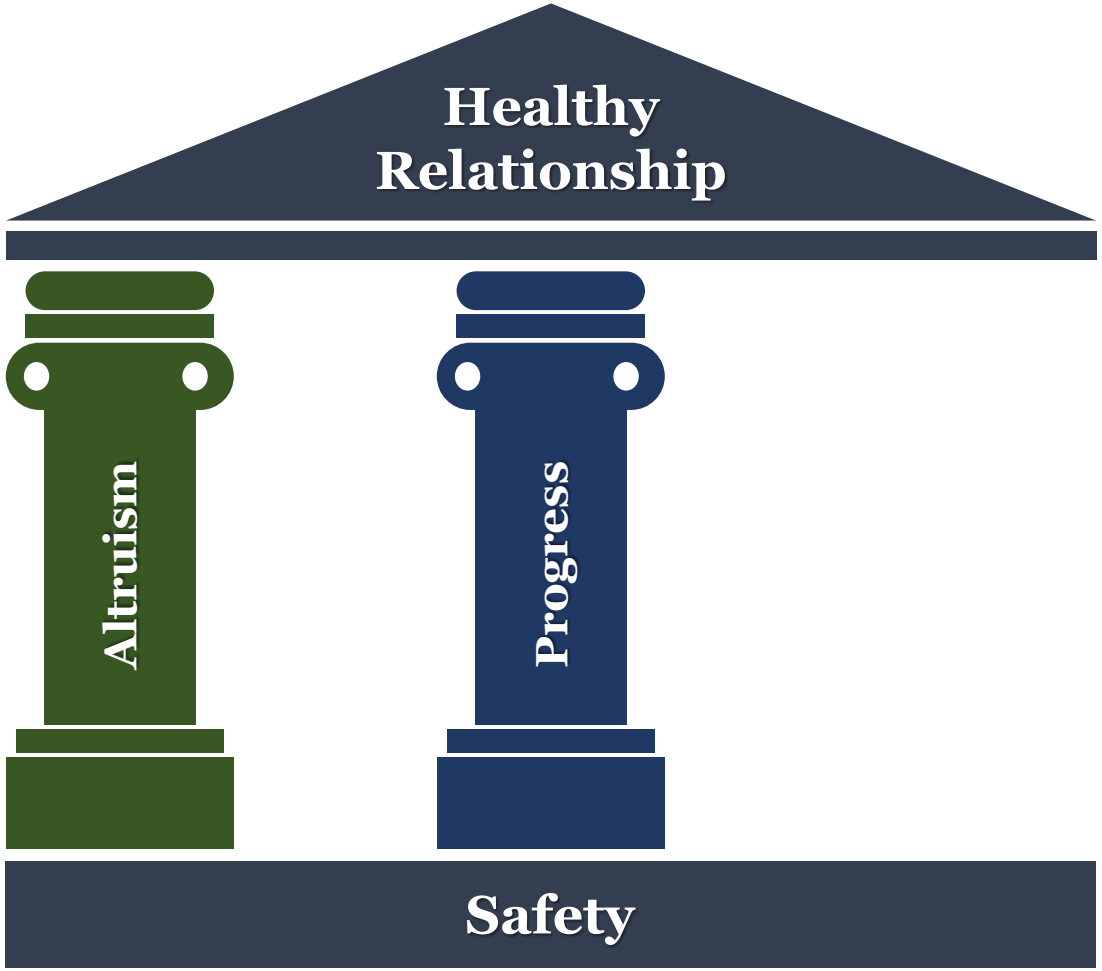

Healthy
Relationship
Altruism
Safety

“Every man must decide whether he will walk in the light of creative altruism or in the darkness of destructive selfishness.”

Martin Luther King, Jr.

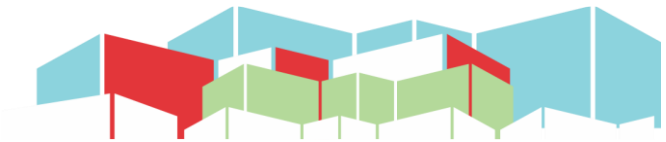





Healthy
Relationship
Altruism
Progress
Safety

“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.”

Benjamin Franklin



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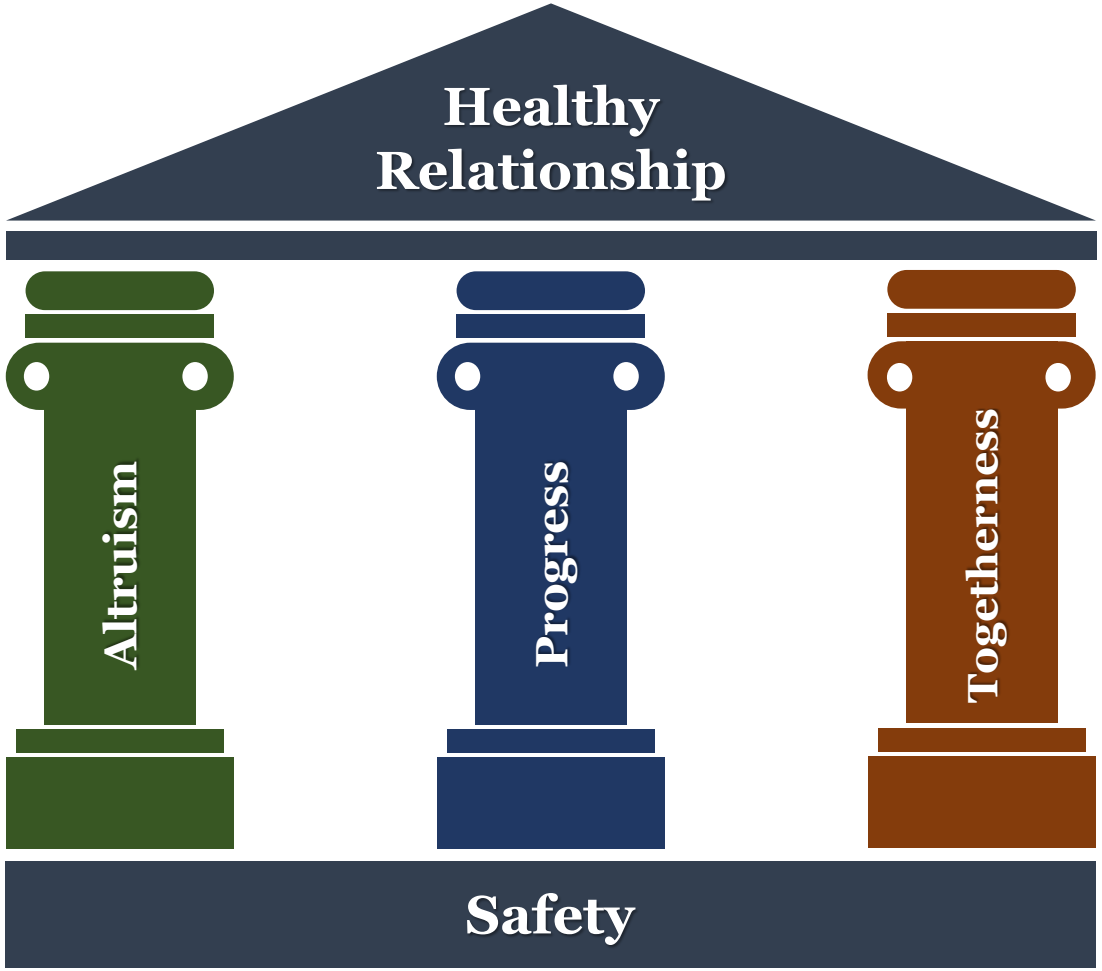
Healthy
Relationship
Altruism
Progress
Togetherness
Safety

“If one suffers, we all suffer. Togetherness is strength. Courage.”

Jean-Bertrand Aristide

Recap

Different Cultures

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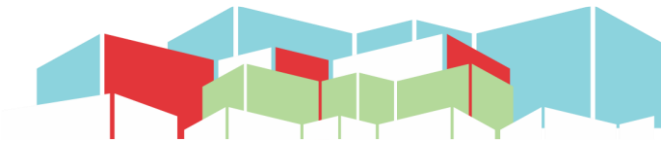

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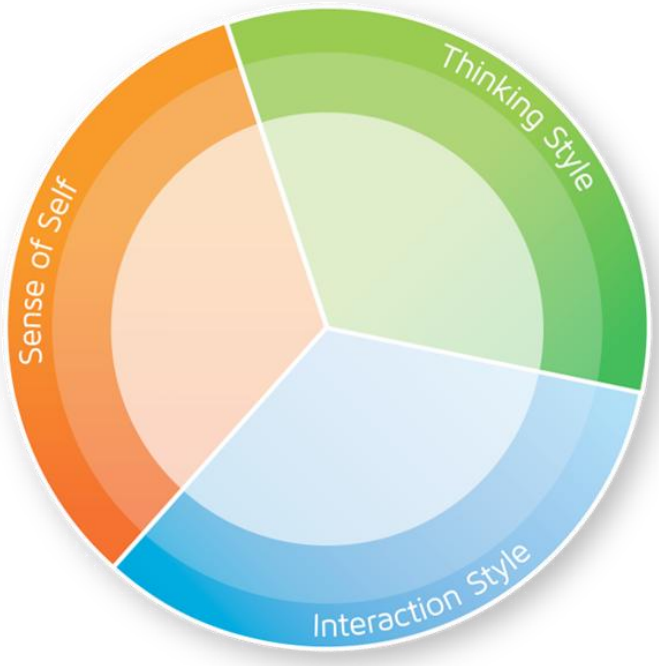

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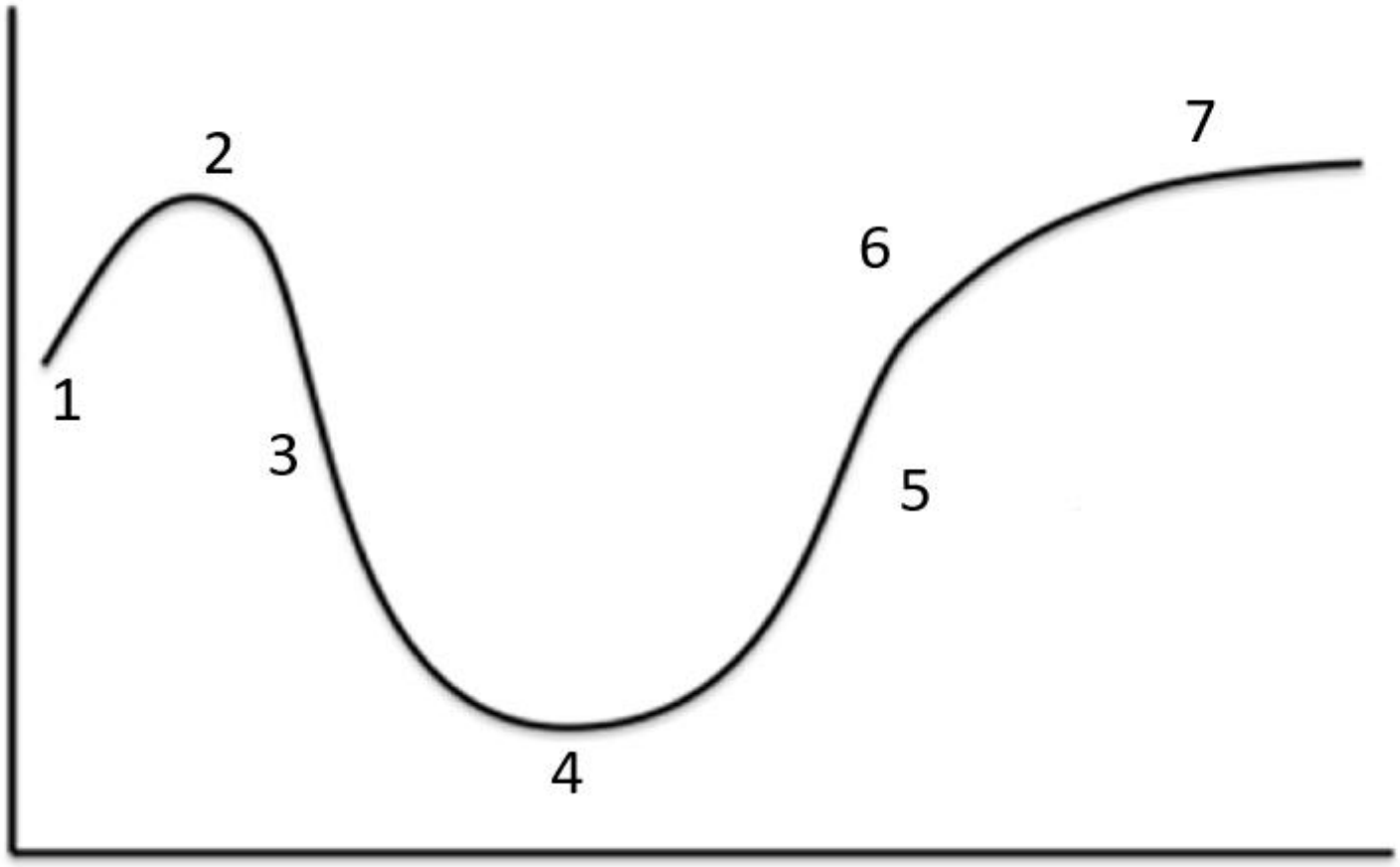

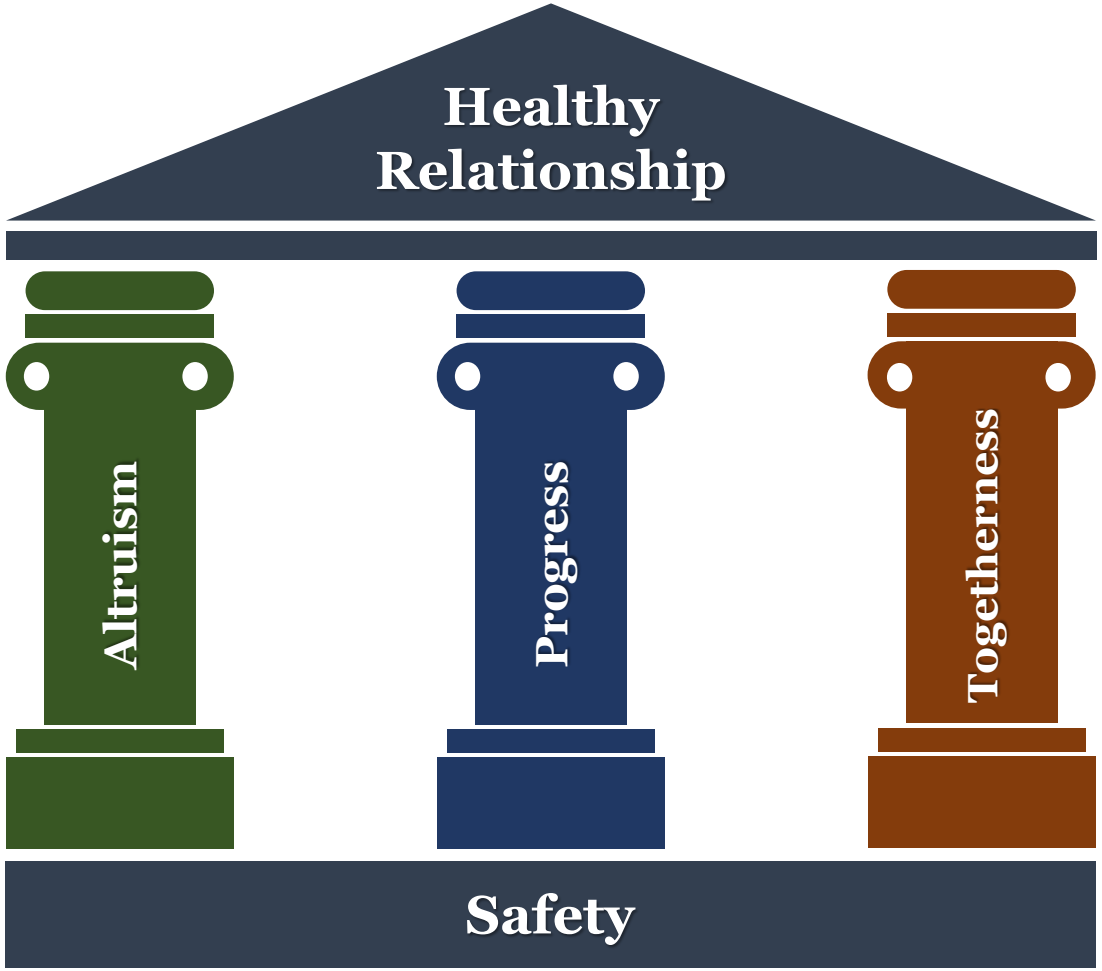
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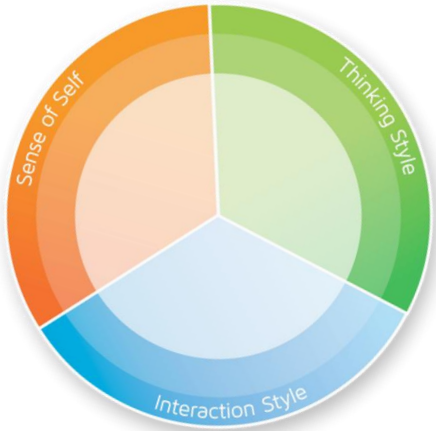

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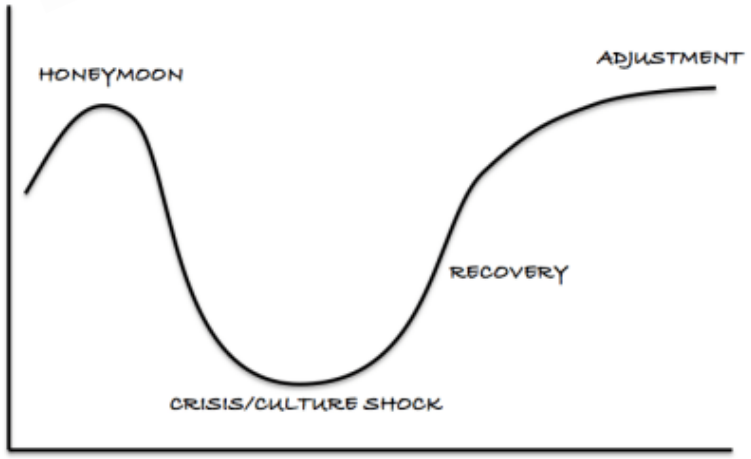

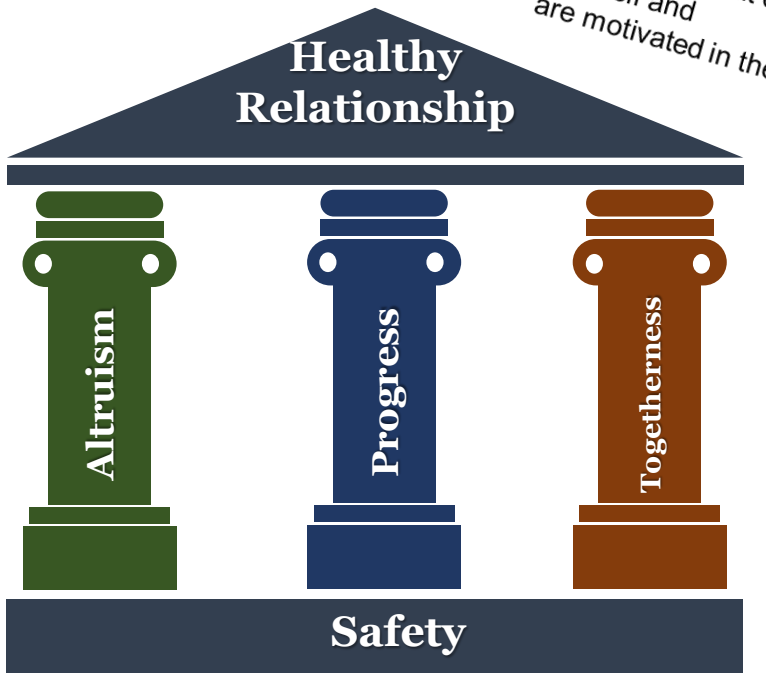

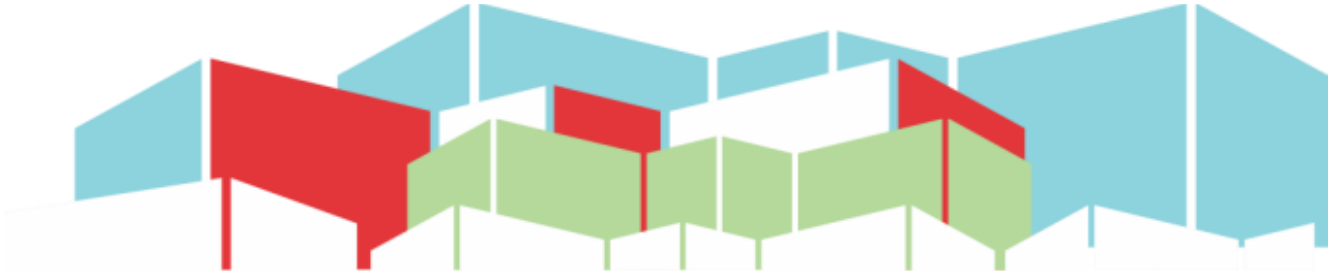

Thank you for completing a session survey in the **NFMT event app!**

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Fernando Cruz - MGM, CBSE

President/CEO, Dynamond Building Services

