

Understanding the Impact of Cultural Differences on QA Professionals

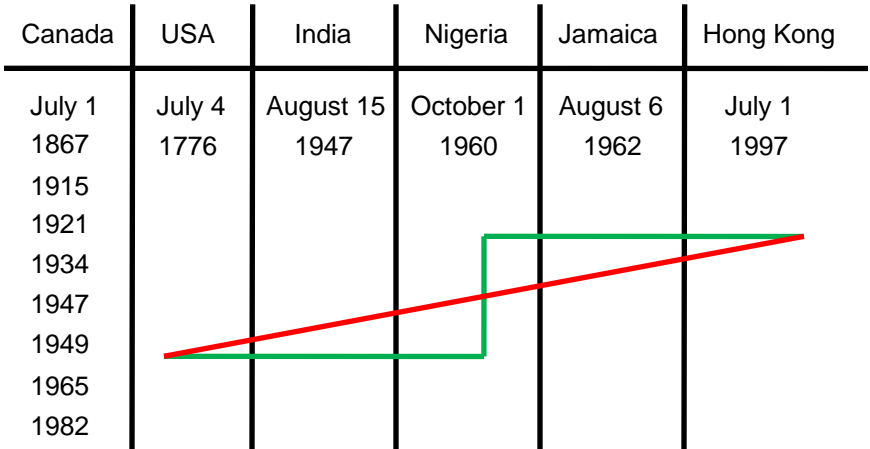
ASQ Edmonton – 21 January 2015

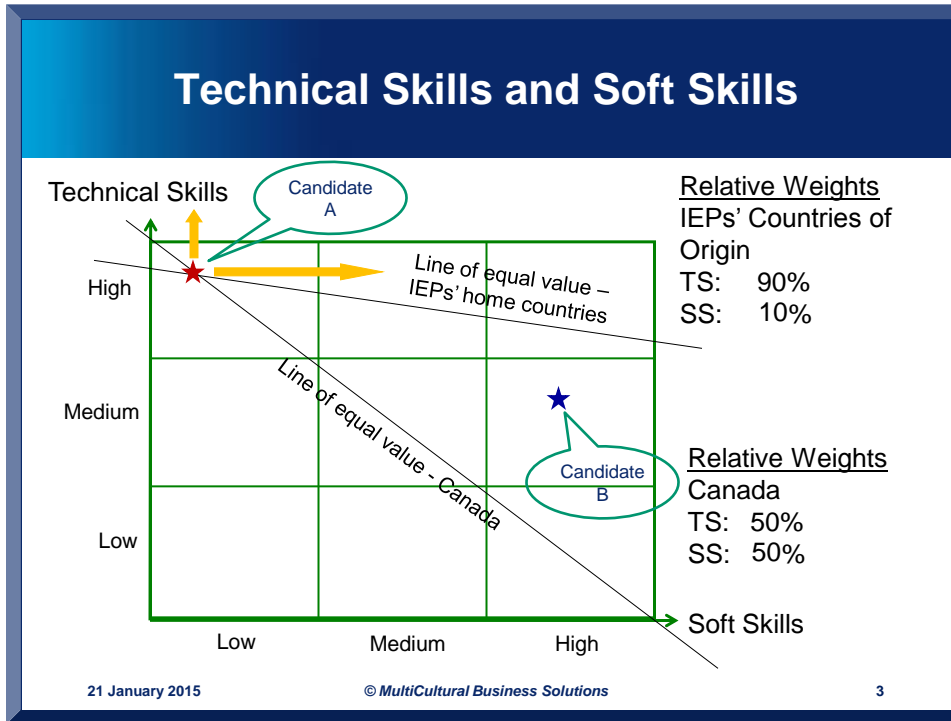


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How do people want change to happen?





Cultural Differences

Dress code, Org chart, Office layout, Presentations

Being on time

- Men – women relationships in the workplace*
- Importance of technical and soft skills*
- Communication – verbal and non-verbal*
- Performance management, feedback*
- Hierarchy, manager-employee relationship*
- Problem solving & decision making*
- Teamwork and many more....*

Generalizations and Stereotypes

Generalizations	Stereotypes
Provide general characteristics	Present a fixed and inflexible image
Recognize that individuals within groups vary	Ignore exceptions
Helpful when used to guide the observation of people's behaviours	Leading to difficulties when used to anticipate people's behaviours

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Cross-cultural Communication – Verbal

- English as a Second Language / connotations
- Accents

Suggestions

- Be patient and empathize with people who speak English as a Second Language
- Simplify your vocabulary and sentence structure
- Avoid contractions (“ain’t”, “gonna”, “wanna”)
- Encourage everyone to take business communication and ESL speakers to take accent modification training if applicable
- Ask people to repeat once, then to rephrase
- Ask questions that will lead them to give you more information
- State what you understood and what you did not understand

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Who Should Adapt to Whom?

Newcomers | 80% | 20% | Canadians

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Newcomers need to learn the unwritten rules of Canadian organizations and follow them

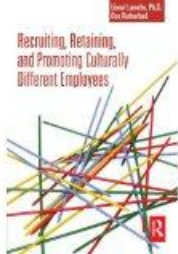
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Canadians need to explain these rules and give feedback

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For More Information

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