

# Cross Cultural Intelligence The Art of Global Negotiations

By

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Hello Guten tag

salaam Dobre Jitro

bonjour buenos días Tervi

Shalom Namasté

Konnichi Wa Bom

Dia Ni hao Jó Napot



THE INTERNATIONAL SCHOOL  
OF PROTOCOL & DIPLOMACY

# Understand “Being” Before “Doing”

Attitudes vary towards family, culture, lifestyle, politics, beliefs and life



JIM YOUNG/REUTERS

To create  
awareness  
about the  
perceptions  
we have

To adapt in  
a diversified  
world

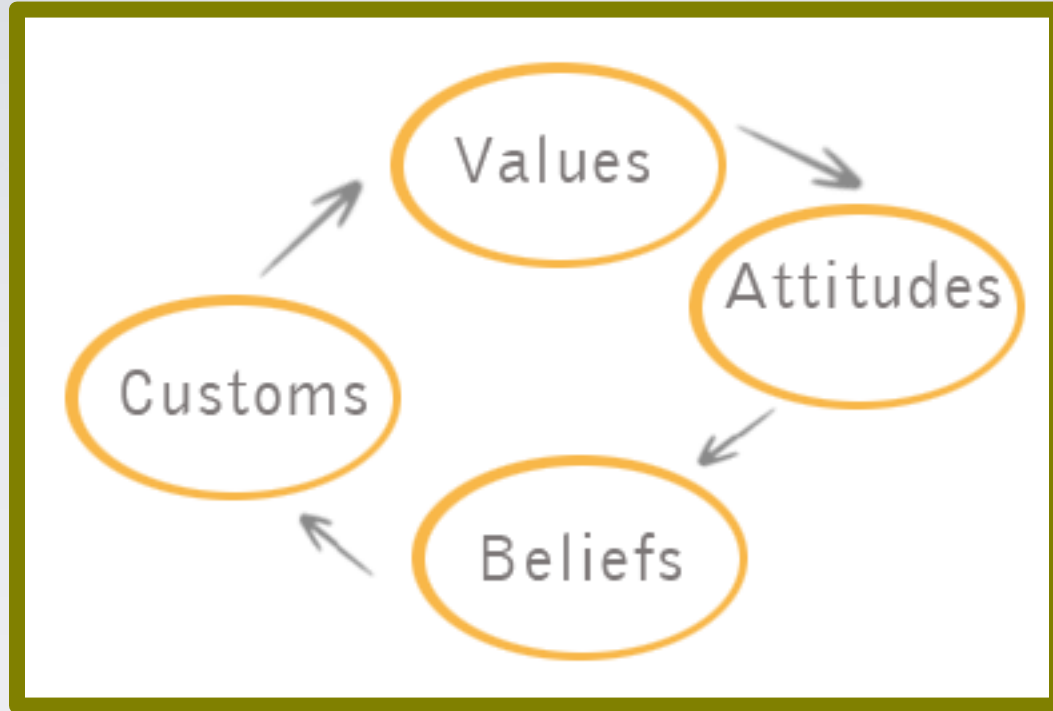
To lead  
international  
teams and  
projects

To  
communicate  
with citizens  
from each  
culture





# Culture and Culture Intelligence

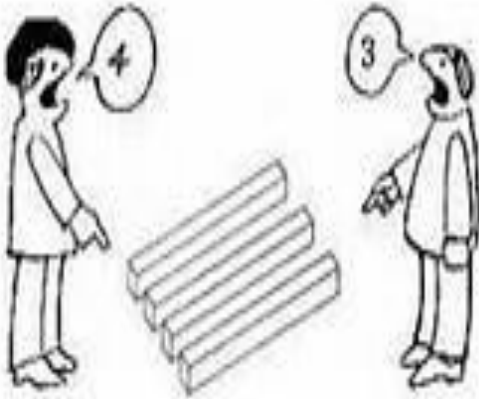


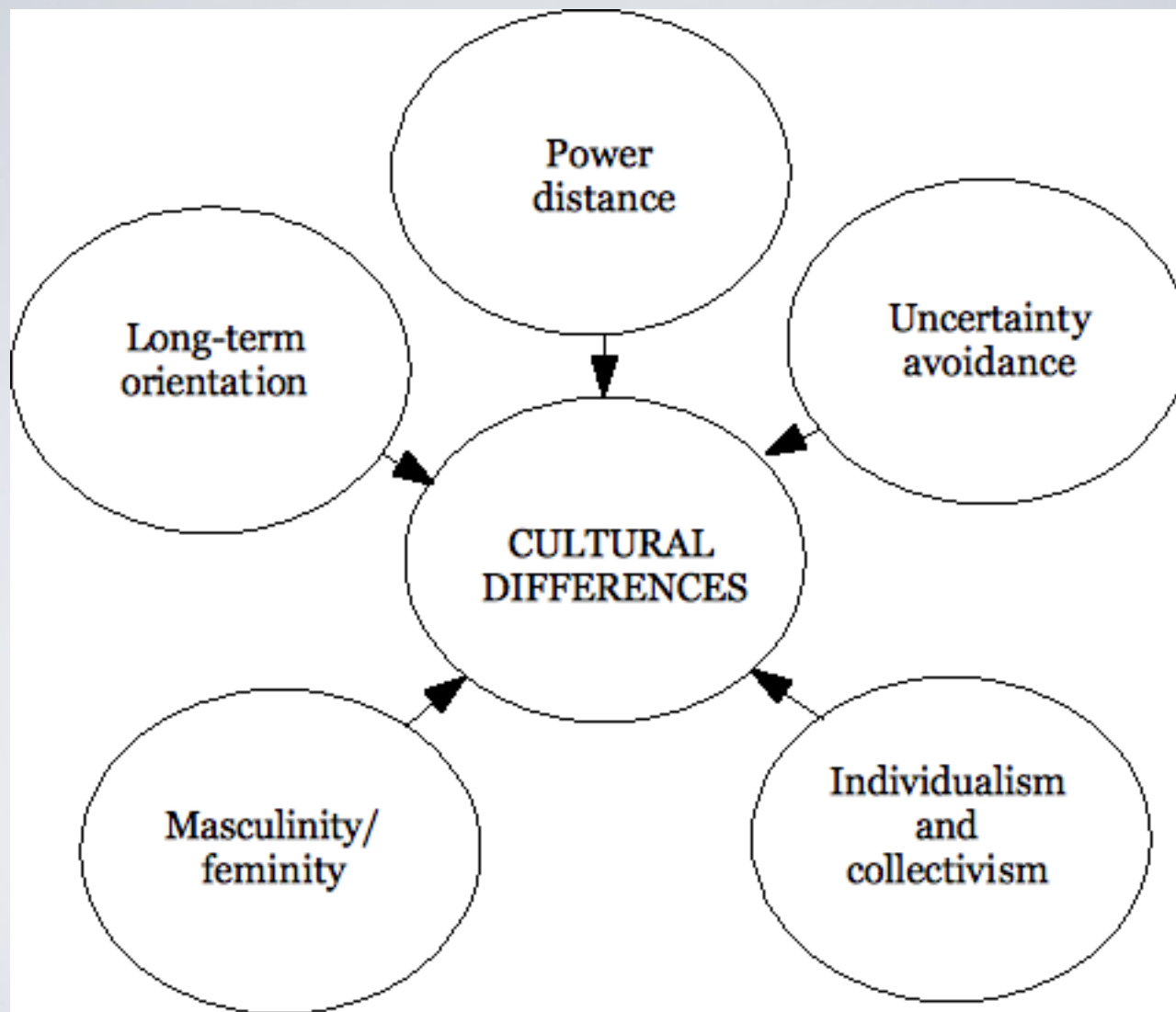


# What can go wrong?

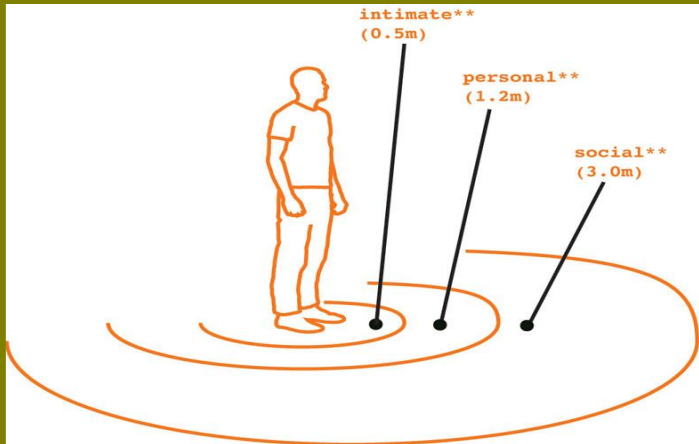
We assume  
others are like  
us

Consequence:  
We transfer our  
values, history  
and behaviour





# Non-verbal communication



Facial Expression  
Hand Gesture  
Posture  
Space Usage  
Touching  
Eye Contact  
Hair Style  
Dress code  
Cosmetics

Colour symbolism  
Silence  
Food & Feeding  
Habits  
Olfaction  
Graphic Symbols

# What do we do when we stereotype a nation and its people?



# Global Negotiation and Decision Making

CULTURE



NEGOTIATION



DECISION



# Principles of Negotiation

## Step1

- Don't take a position

## Step 2

- Separate the people from the problem

## Step 3

- Focus on interests



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Ines Pires is a renown international consultant and strategist. She was born in 1976, studied economics and obtained a MA in International Politics and PG in Communication & Image and Protocol & Ceremonial. She is a PHd Candidate doctorate in Cross Cultural Design.

Ms. Pires has career of 16 years as an Official of the european parliament and an International consultant in international Affairs, Communication and Corporate Diplomacy Strategies worldwide for different Governments, Ministries of Foreign Affairs, Forbes 500 companies and Development. She founded ISPD Protocol & Diplomacy and the International Association Innovation in Diplomacy Network. Ms Pires speaker 8 langues, served in 17 countries and lives her passions of concept designer, author and public speaker.

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