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Cultural Confusion: Bridging the gap between initiative and implementation





Car Culture

Driving Tail of the Dragon, courtesy of KillBoy Photography.



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What is “culture”?

Merriam-Webster. (n.d.). Culture. In Merriam-Webster.com dictionary. Retrieved October 01, 2021, from <https://www.merriam-webster.com/dictionary/culture>

Fuzzy

Bolten, J. (2014). The dune model – or: How to describe cultures. *AFS Intercultural Link*, 5(2), 4-5.
https://issuu.com/afsinterculturalprograms/docs/afs_intercultural_link_news_magazin/4



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Hard to pin down



Implementation is hard

Unwritten rules

The forest and the trees

Bolten, J. (2014). The dune model – or: How to describe cultures. *AFS Intercultural Link*, 5(2), 4-5.
https://issuu.com/afsinterculturalprograms/docs/afs_intercultural_link_news_magazin/4



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Boundaries and Scale

Define where you are



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Make a map

Explore confusion



Know the history...



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... and ensure everyone listens



Break it down

Barriers and Oil Slicks

Communication, empathy, and trust

Fixes



Remember



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Thank you!

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People problems