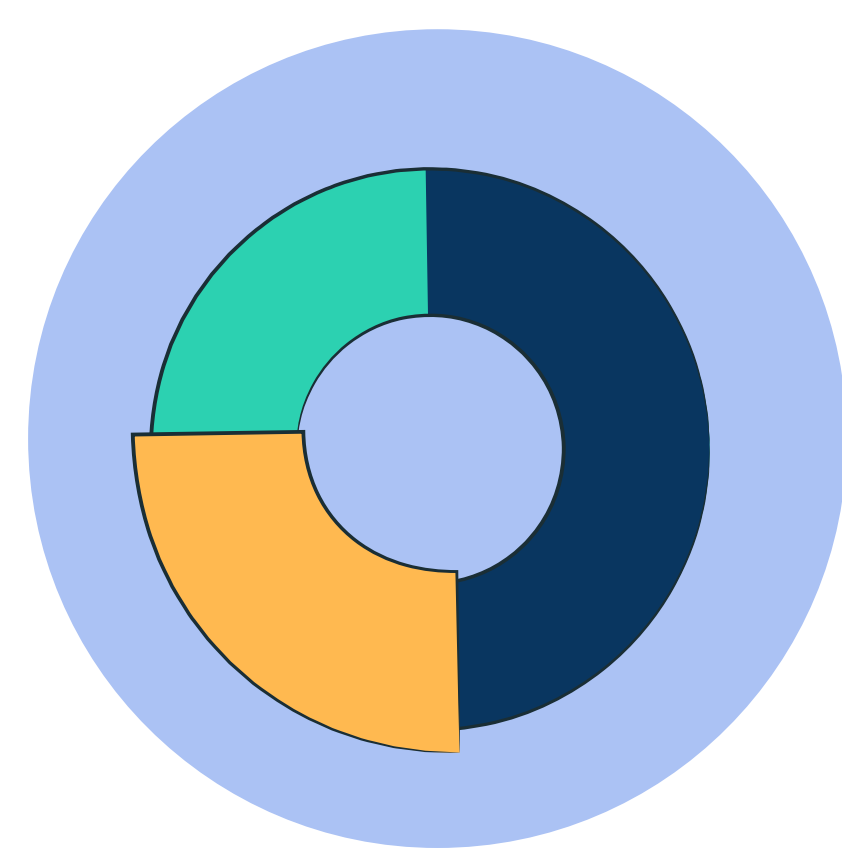


INTRODUCTION TO CULTURAL NUANCES



Be empathetic, listen carefully, be prepared to learn something new, and set your preconceptions aside.



The information you take for granted needs further analysis.

Customs and behaviours develop over time and are personal to **particular individuals, communities, localities, or points in time.**



Communication difficulties can be caused by one group imposing their own style of working without consultation.

Differences may be linked to location, but shared location does not necessarily indicate shared understanding.