



## 52 Activities for Improving Cross-Cultural Communication

By Donna M. Stringer, Patricia A. Cassidy

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**52 Activities for Improving Cross-Cultural Communication** By Donna M. Stringer, Patricia A. Cassidy

Communication styles and patterns differ vastly among people from different cultures. Every culture has a "communication style norm" and when that style mixes with another, stereotypes and misperceptions arise. *52 Activities for Improving Cross-Cultural Communication* explores cross-cultural communication issues with an eye toward increasing understanding and effectiveness.

*52 Activities for Improving Cross-Cultural Communication* is a practical trainer's manual that includes applications from many sectors, such as business, diversity, cross-cultural fields, and from many trainers in the U.S., Europe, Asia, the Middle East and Latin America. Exercises are organized according to audience, time required to perform and the risk level for participants, a unique feature created by the authors, and are easily adaptable to the user's particular need and situation.

Many of the exercises are written with instructions that address requirements for a specific audience (e.g., gender or generation). There is something for everyone: those who like hands-on, practical activities; those who prefer experiential exercises; and those who learn best through reflection.

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### **Editorial Review**

#### Review

At last, practical intercultural communication activities! Trainers and educators will find this book to be an extraordinary resource for assisting international professionals or students with day-to-day interactions, the ones where effectiveness counts. **Barbara R. Deane, Editor-in-Chief and Training Director, DiversityCentral.com, The GilDeane Group, Inc.**

This practical book is a must-have for facilitators who are seeking new communication exercises to add to their repertoire. Whether in a classroom or in a group session, the exercises in 52 Activities for Improving Cross-Cultural Communications are sure to be a hit with participants and practitioners alike. Stringer and Cassidy are leaders in the area of cross-cultural competence and now all of us can benefit from their expertise!

Stringer and Cassidy have put together the definitive set of experiential activities designed to help adult learners improve their cross-cultural communications skills. In addition to sharing 52 activities they also provide a way to match the right exercise with the needs of your audience. I strongly recommend this book to anyone interested in helping others improve their cross-cultural communications.

For those of us who have been eagerly anticipating another volume from Donna Stringer and Patricia Cassidy, the wait has been well rewarded with this wide-reaching, cogently designed collection of activities. Deeply grounded in intercultural concepts, the exercises stimulate creative ideas for the advanced trainer as well as introduce new methods for those entering our field. This manual will no doubt become a well-used reference in each of our resource libraries.

#### About the Author

Patricia Cassidy is a cross-cultural consultant, trainer, and coach specializing in international transitions. She is the lead facilitator at Collaborative Connection, a consulting firm in the Seattle area.

Donna Stringer, the founder and former president of Executive Diversity Services, is a social psychologist with more than thirty years of experience as a cross-cultural educator and trainer. She has worked with U.S. corporations in 23 countries.

### **Users Review**

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#### **Inez Morales:**

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