



WHAT DISTINGUISHES A CULTURALLY COMPETENT ORGANIZATION?

- > A defined set of values and principles, as well as behaviours, attitudes and structures, which enables employees and leaders effectively cooperate in multicultural teams and with foreign partners
- > Competences, such as:
 - > Recognition of diversity
 - > Orientation in intercultural dynamics
 - > The acquisition and transfer of know-how and experience regarding interaction with foreign partners
 - > Coping with complexity which results from cultural diversity
 - > Leveraging own strengths and weaknesses in intercultural cooperation
- > Consideration of these values, principles and competences in every aspect of organizational processes such as strategy, performance management, employee recruitment and development, marketing, communication with clients and stakeholders, etc.