



Rethinking Communication and Engagement with Multicultural Communities

TRAINING

How to Connect, Communicate and Build
Effective Partnerships with Diverse and
Hard-to-Reach North Americans



Facilitated by
IRMA VARTANIAN

Online → November 7 & 14, 2023



PUBLIC
SECTOR
NETWORK



Overview

North America is a region known for its rich multiculturalism and diverse ethnocultural groups. In North America specifically, there are over 250 ethnocultural groups, making it a land of immigrants. The country's population is also experiencing an aging demographic, with immigration being the primary source of population growth. In fact, the Federal Government has set a goal to welcome around 1.5 million immigrants by 2025.

Given this demographic shift and the increasing cultural diversity, there is a growing need for intercultural training for Government specialists, managers, and officers. This training aims to enhance their understanding and appreciation of different cultures, improve their intercultural communication skills, and foster inclusivity and engagement with diverse communities.

By investing in intercultural training, Government professionals can effectively navigate the complexities of working with diverse populations, promote cultural sensitivity in their interactions, and ensure equitable and inclusive service delivery.

It recognizes the importance of adapting communication and engagement strategies to effectively reach and serve multicultural (Culturally and Linguistically Diverse) communities, fostering stronger relationships and trust.

Learning Outcomes

- Understand what it means to be multicultural: Historical background; the complexities and diversity
- Discuss strategies to overcome the challenges of connecting with Culturally and Linguistically Diverse communities
- Build insights on the multicultural community to inform better engagement and outreach decisions
- Explore channels that are accessible to and appropriate for multicultural stakeholders
- Tailoring nuanced messages that resonate with diverse audiences

Learning Outcomes

- Communicate with empathy to break down barriers
- Avoid the pitfalls of generalization and assumption
- Understand how you can improve services for overlooked and marginalized groups
- Learn what to do when things do not go to plan

Who Should Attend

Leads, Managers, Directors, Co-ordinators, Specialists of:

- Multicultural Engagement
- Stakeholder Engagement
- Community Outreach
- External Communications
- Community Engagement
- Digital Communications

Meet Your Facilitator



Facilitated by
IRMA VARTANIAN

Irma Vartanian is an Intercultural Competence Trainer with more than 25 years of experience in the corporate world. With a background in Protocol & Diplomacy, she's an expert in the fields of People Skills for Leaders, and Communication across cultures.

Irma's clients include Fortune 500 company executives, Government officials, General Security officers, and international corporate leaders.

Her trainings include enhancing leadership brand, developing negotiation & communication skills within a global framework, where bridging cultural gaps and sensitivities are a must for success. She also customizes her trainings for Women Leaders working across cultures.

Irma has a Bachelor's in Pure Mathematics, an MBA from Imperial College and an MA in Protocol and Soft Diplomacy. She's a Licensed ICQ Global DISC and Growth Zone practitioner; a Certified Diversity,

Equity and Inclusion Executive; Cornell Certified - Women in Leadership; and a Tea Champion from the UK Tea Academy.

A global citizen, Irma lives in Montreal, Canada. A keynote speaker, author and columnist, educated, worked and lived in Europe, North America and the Middle East.

Irma is the President of SIETAR BC in Canada, currently serves on several international boards with loyalty, integrity, empathy & commitment, and volunteers as a Mentor for emerging women leaders & entrepreneurs.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organization.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

Registration

Extra Early Bird	Early Bird	Standard Price
Register by August 25, 2023	Register by September 29, 2023	
\$595 USD	\$750 USD	\$895 USD

[CLICK HERE TO REGISTER](#)

Additional discounts are available for group registrations of 10 or more.

For group discount inquiries, payment inquiries or custom training solutions please contact register@publicsectornetwork.co

Module One - Introduction and Challenges

10:00am **Welcome and Introductions**

10:15am **Understanding the Concept of Culture**

- Self-Awareness
 - How and why Cultures Differ
 - Cross-Cultural Communication
 - Defining key Cultural aspects
 - Unconscious Bias and the downside of Generalization & Assumptions
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11:25am **Break**

11:30am **Connecting with Multiculturally Diverse Communities**

- Public Sector Communication
 - Multiculturalism within the Public Sector
 - Discussing and categorizing the key challenges: From language barriers to literacy; assumptions and lack of awareness; professionalism and credibility
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12:00pm **Lunch**

Module Two - Building Psychological Safety

12:30pm **Creating a psychologically Safe Environment with diverse communities for healthy and effective engagements**

- Characteristics of healthy working Relationships
 - Building Trust and Confidence with Multicultural community members
 - Benefits of Psychological Safety
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1:55pm **Break**

2:00pm **Breakout Room Activity**

Self-Reflection: Re-evaluating How to Engage with Culturally Diverse Communities

2:25pm **Summary and Closing Remarks**

2:30pm **End of Day 1**

Module Three - Engaging with Culturally Diverse Community Leaders

10:00am PSN Welcome and Introductions

10:15am Public Sector Global Leadership Skills

- The importance of community leaders and strategies to build partnerships
 - Negotiation Skills across cultures
 - Key factors and nuances to consider
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11:20am Break

11:25am Effective Communication Across Cultures

- Top 10 Intercultural Skills for Effective Communication
 - The importance of non-verbal body language across cultures
 - Key People Skills vital for Multicultural community Engagement
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12:00pm Lunch

Module Four - Overcoming Challenges

12:30pm Overcoming Barriers for Effective Communication

- Managing Conflict
 - Giving/Receiving Feedback Properly
 - The Accountability factor
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1:30pm Breakout Activity

Apply the lesson learned in this session

1:50pm Break

1:55pm Group Presentations and Closing Remarks

2:30pm End of Day 2
