



Mastering Communication in Multicultural Communities

TRAINING

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



Facilitated by
IRMA VARTANIAN

Online → May 23 & 30, 2024



PUBLIC
SECTOR
NETWORK



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B
Corporation



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



Module One - Culture and Self-Awareness

10:00am **Welcome and Introductions**

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

- Defining Culture
 - How and Why Cultures Differ
 - Self - Awareness
 - Unconscious Bias and the downside of Generalization & Assumptions
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11:25pm **Break**

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

- Defining key Cultural aspects
 - Cultural Identity Reflection
 - Public Sector Connecting with Multiculturally Diverse Communities
 - Key components to Overcome Challenges
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12:30pm **Lunch**

Module Two - Building Psychological Safety

1:00pm **Creating a psychologically Safe Environment with diverse communities for healthy and effective engagements**

- Characteristics of Healthy Workspaces
 - Building Trust within Multicultural Communities
 - Defining Psychological Safety
 - Addressing Psychological Safety Cross Culturally
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2:00pm **Breakout Room Activity**

Applying the Lessons Learned - Group Activity

2:20pm **Closing Remarks**

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

Module Three - Engaging with Culturally Diverse Community Leaders

10:00am **Welcome and Introductions**

10:15am **Public Sector Global Leadership Skills**

- Leadership Across Cultures 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
 - Group Activity
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12:30pm **Lunch**

Module Four - Overcoming Challenges

1:00pm **Overcoming Barriers for Effective Communication**

- Managing Conflict
 - Giving/Receiving Feedback Properly
 - The Accountability factor
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2:00pm **Breakout Room Activity**

Apply the lesson learned in this session

2:20pm **Closing Remarks**

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