



## ***Communicating Across Cultures***

In an increasingly globalized world where geo-political boundaries are fast disappearing, cross-cultural communication has become of paramount importance. Gone are the days when people who were born and raised in similar cultures did business deals locally. In today's globalized world, it is imperative that engineering professionals are aware of the cultural sensibilities of their business counterparts. *Communicating Across Cultures* takes a light-hearted approach to discuss what constitutes culture and what are the various factors that influence it. Several real-world examples are discussed to highlight the interesting scenarios and faux pas cultural differences have led to in different professional situations. This interactive workshop will help engineers and engineering managers realize the importance of cross-cultural communication in a professional setup and provide them with some cues to interact more effectively when dealing with other professionals who are from a different culture.

**Speaker: Dr. Jitendra Paliwal, Ph.D., P.Eng.**