

## Webinar #1, Fall Semester 2018:

### Developing Cultural Agility: Practical Tools for Intercultural Skill Development

Deirdre Mendez, University of Texas at Austin  
Thursday September 13, 2018, 1-2 pm Eastern time

In this presentation, Deirdre Mendez introduces Cultural Analysis, a step-by-step approach to developing skills at recognizing and responding to cultural difference for classroom teaching or study abroad. Students create eight-dimension cultural profiles for themselves and a counterpart. Comparing the profiles enables them to identify differences in their cultural orientations and predict and manage challenges for relationships. Cultural Analysis allows students to assess the unique cultural tendencies of specific groups, organizations and individuals, without relying on country generalizations. It suggests culture-based strategies for managing misunderstanding and conflict for any combination of cultural tendencies in the framework.



The webinar will describe the *Cultural Analysis Toolkit*, an open-access, downloadable suite of materials that guides educators and students in using the approach. Developed at the Center for Global Business at The University of Texas at Austin, this resource is used in study abroad programs at UT and has been accessed by hundreds of educational institutions worldwide. Deirdre will describe resources offered on the site, which include the Toolkit handbook for faculty, administrators, and students, a sample introductory presentation, a sample assignment, and an example of student work. She will share strategies for skills development and teaching methods and help participants tailor Cultural Analysis to their program goals and formats.

#### Learning Outcomes: Participants in this webinar will be able to:

- Access and provide information and resources for classroom and pre-departure presentations;
- Explain the Cultural Analysis approach and facilitate creation of personal and counterpart profiles;
- Design exercises and assignments that develop skills at recognizing and responding to cultural difference;
- Leverage competencies developed via Cultural Analysis in recruiting and employment advising.

#### About the Presenter

**Deirdre Mendez** is a sociolinguist whose research focuses on developing practical tools for facilitating intercultural communication and collaboration. In 2005, after twenty years as a consultant in international business, she joined the Center for Global Business at The

University of Texas at Austin, where she is currently Associate Director for Cultural Programs. Deirdre is a member of the faculties of management and marketing at the McCombs school of Business, and oversees the university's cross-disciplinary Certificate in Global Management. She teaches intercultural management in the U.S. and abroad and coaches students and executives in strategies for intercultural communication, global teambuilding, negotiations, partnership, and conflict mediation. Her book, [The Culture Solution](#), facilitates self-guided problem-solving for people working in international contexts.