

# Tverrkulturell Kommunikasjon

Pellegrino Riccardi

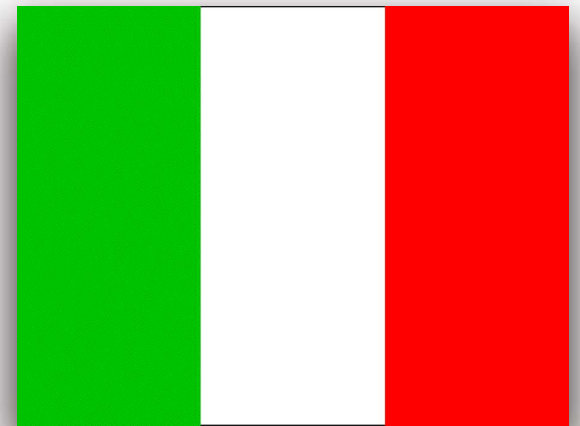
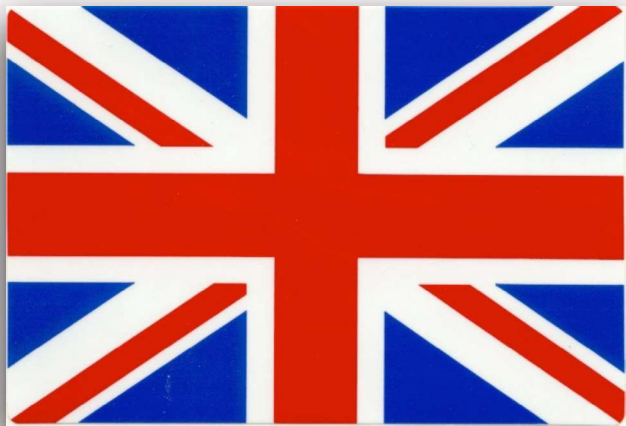
# diversity



the *images* in your head

can be a **BARRIER** to growth

"you can trust me"





The brain is hardwired to  
**look for the negative**  
before the positive

We are hardwired to  
look for the **PROBLEMS**

dangers

barriers

limitations

**100 REASONS WHY IT WON'T WORK**

# ***CHALLENGE***

the images in your head

*Those who deal best with CHANGE are:*

***OPEN*** ***åpen***

***CURIOUS*** ***nysgjerrig***

***BRAVE*** ***modig***



***THE WORLD***  
*is changing* ***FAST!!!***

# VHS Video Cassette



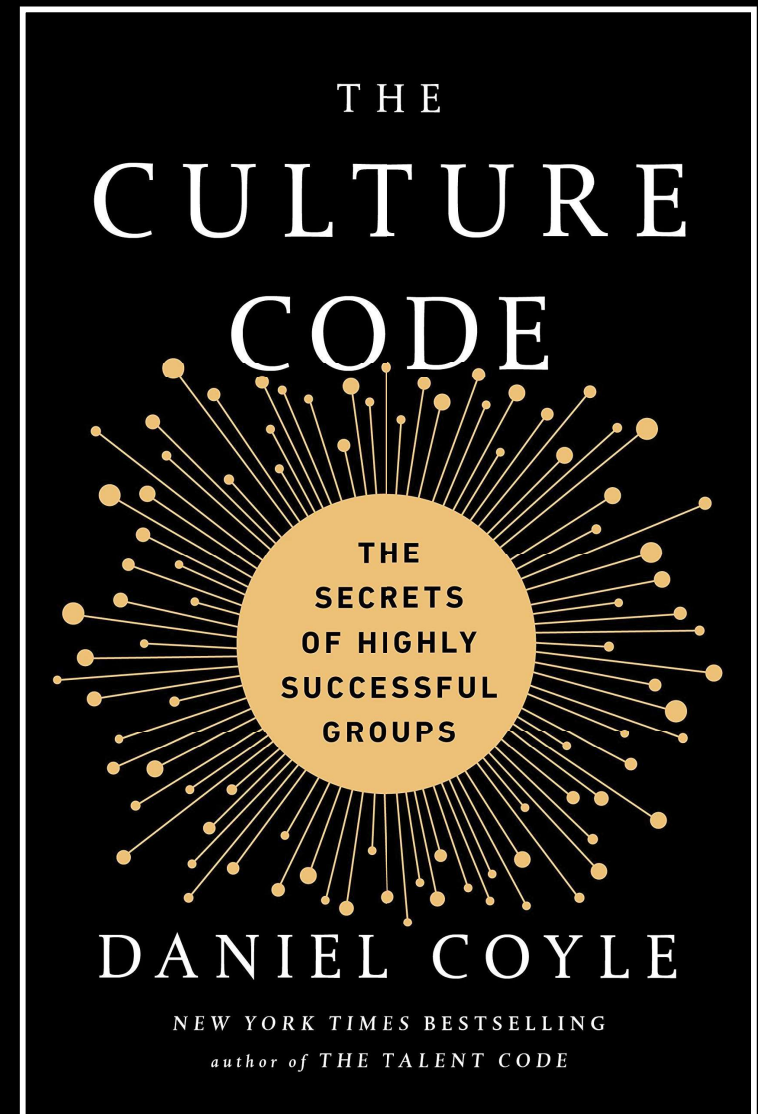
It takes time to change

On average, it takes **66 days**  
for a habit to become automatic

# CULTURE

*"The way we do things  
around here."*





**"Are we safe?"**

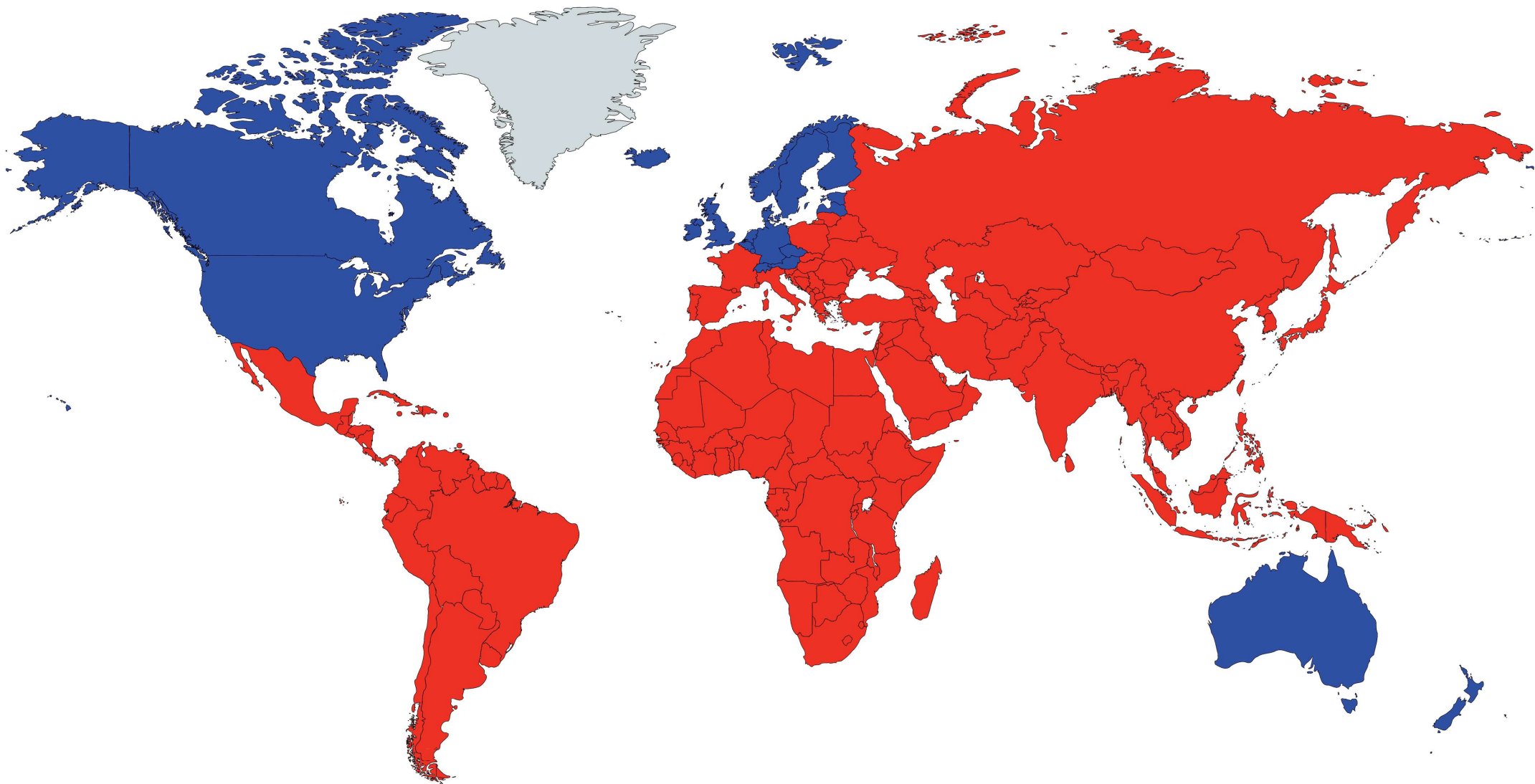


**"Are we connected?"**



**"Do we share a future together?"**





**RULES**

**SYSTEMS**

**INSTITUTIONS**

predictability

transparency

equal treatment





Middelthunsgate 25 c

eUROPAK  
P  
Avgifts-  
parkering  
degnat.  
væring  
Europer  
ret

CITY  
SERNSTOR

Behind the behaviour  
there is usually a

***POSITIVE INTENTION***

why?





**RE:SPECT**

*from Latin*

***“TO LOOK AGAIN”***

**RELATIONSHIPS**

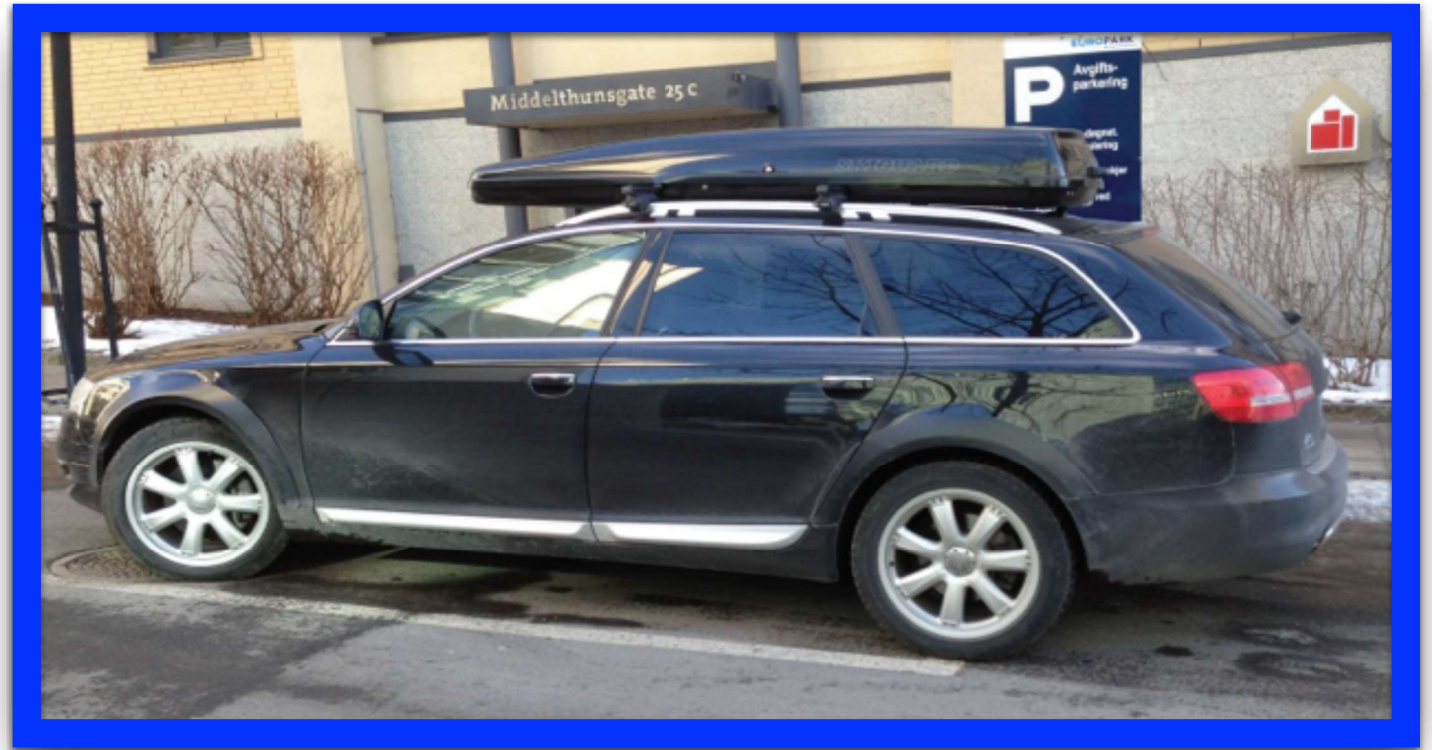
**RELATIONSHIPS**

**RELATIONSHIPS**





**RE:SPECT - LOOK AGAIN**



**control feelings**

**show feelings**



hierarchy





**OSLO 1973**

**The King of Norway**





Honesty

*saves time*

*Honesty*

*Integrity*

*Courage*

*Responsiveness*

*Benevolence*



***Ærlighet***

***Integritet***

***Mot***

***Tilstede***

***Velvilje***

**"Are we connected?"**



**NORDIC NEED FOR SPACE**



“Are we connected?”

**What CONNECTS people  
more than anything else?**

vulnerability





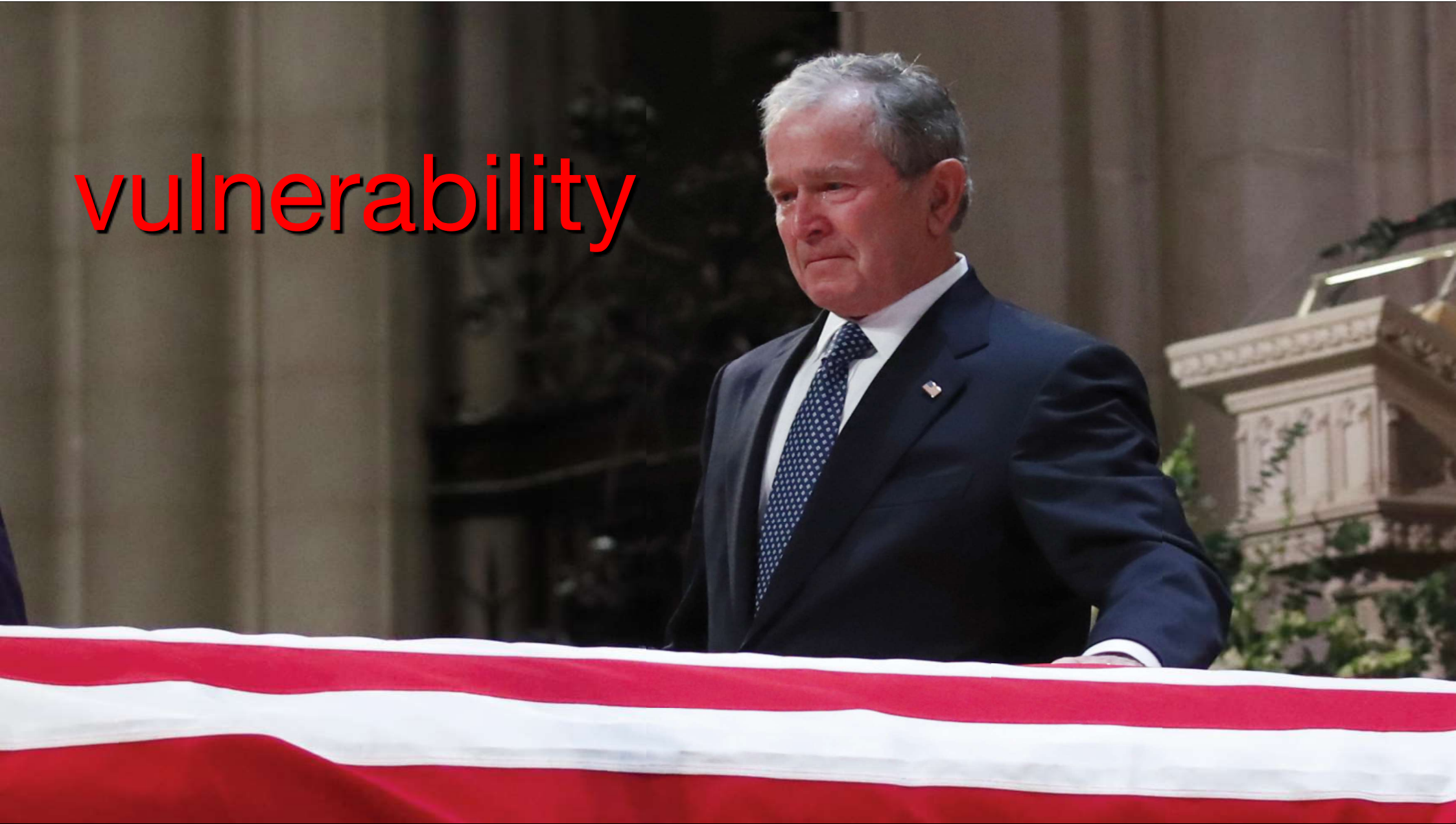
# Kryptonite



AND I AIN'T  
TALKING ABOUT THE  
KRYPTONITE!



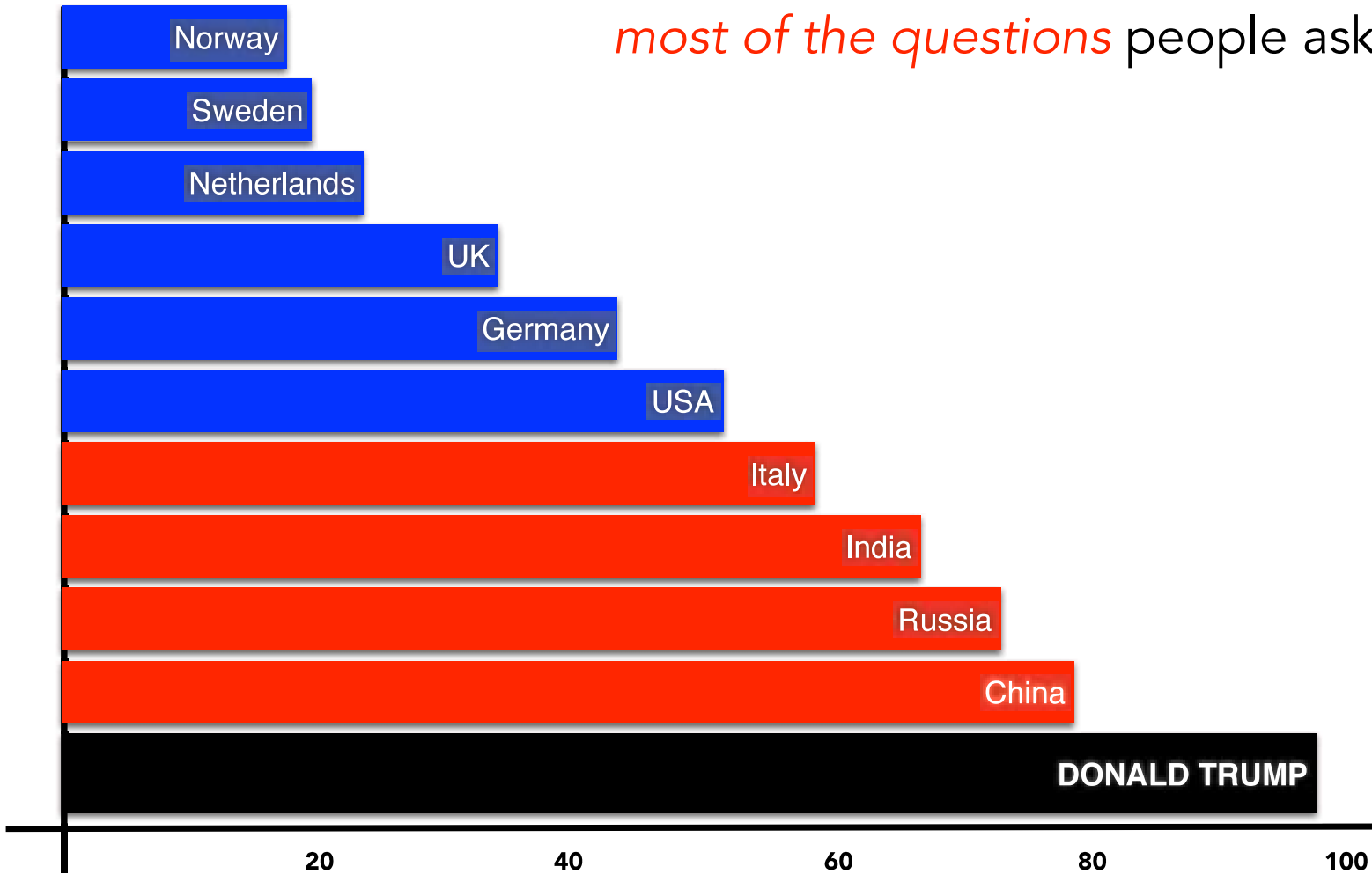
vulnerability



asking for help

Managers should have *precise answers* to

*most of the questions* people ask them about their work



The **IQ** of **LOVE**

WORLD  
ECONOMIC

WORLD  
ECONOMIC  
FORUM



But this is **BUSINESS!**

*What's love got  
to do with it?*



LEAD

## Love May Be Just the Thing You Need for Long-Term Business Success

Alan Mulally and other CEOs and leaders are learning the power of love in business – and in life.

in f t



By Peter Economy *The Leadership Guy* @bizzwriter



GETTY IMAGES

**Harvard  
Business  
Review**

MANAGING PEOPLE

## Employees Who Feel Love Perform Better

## Corporate Culture: Love Is All You Need

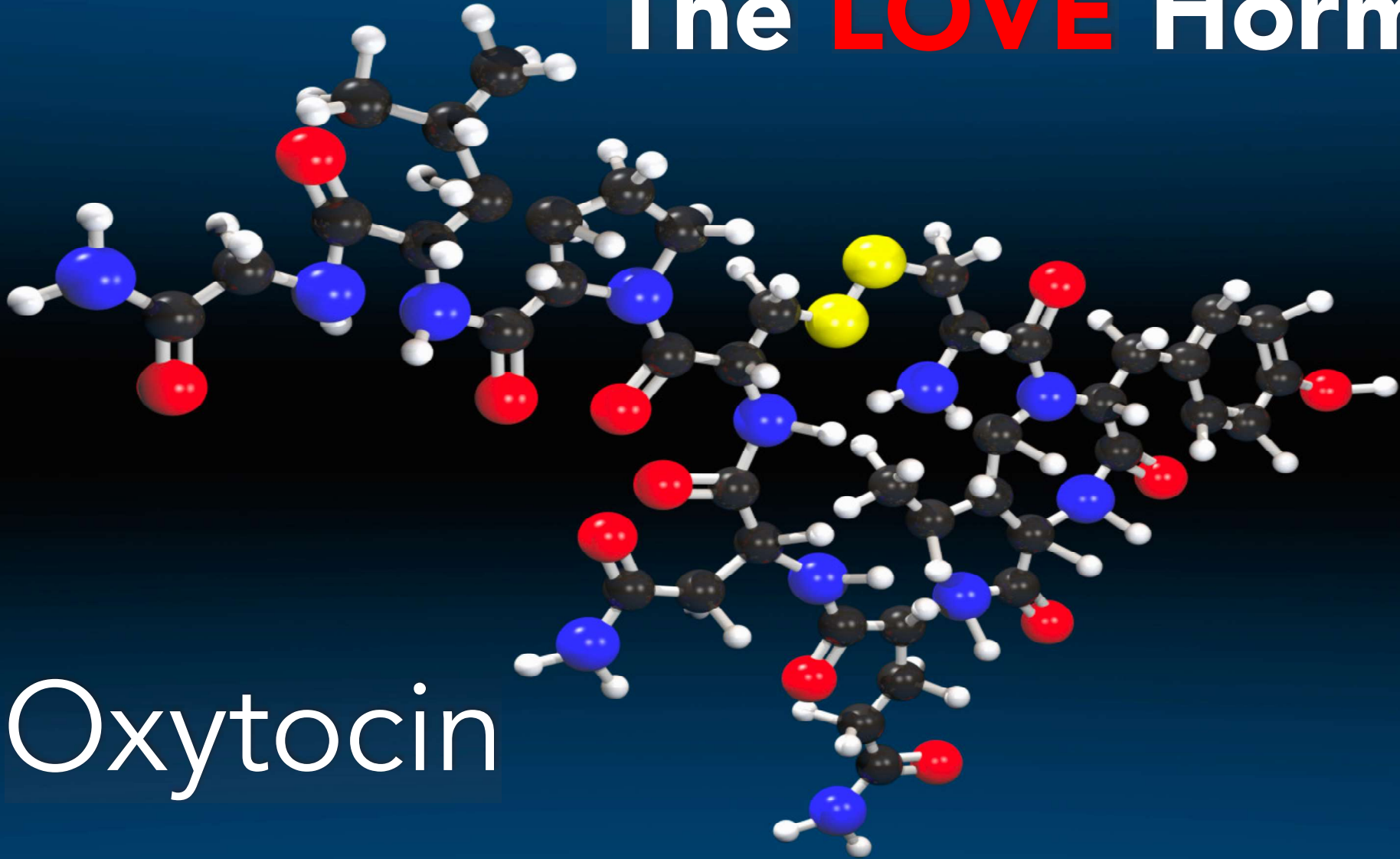
**Great  
Place  
To  
Work®**



what does "love" look  
like in business?

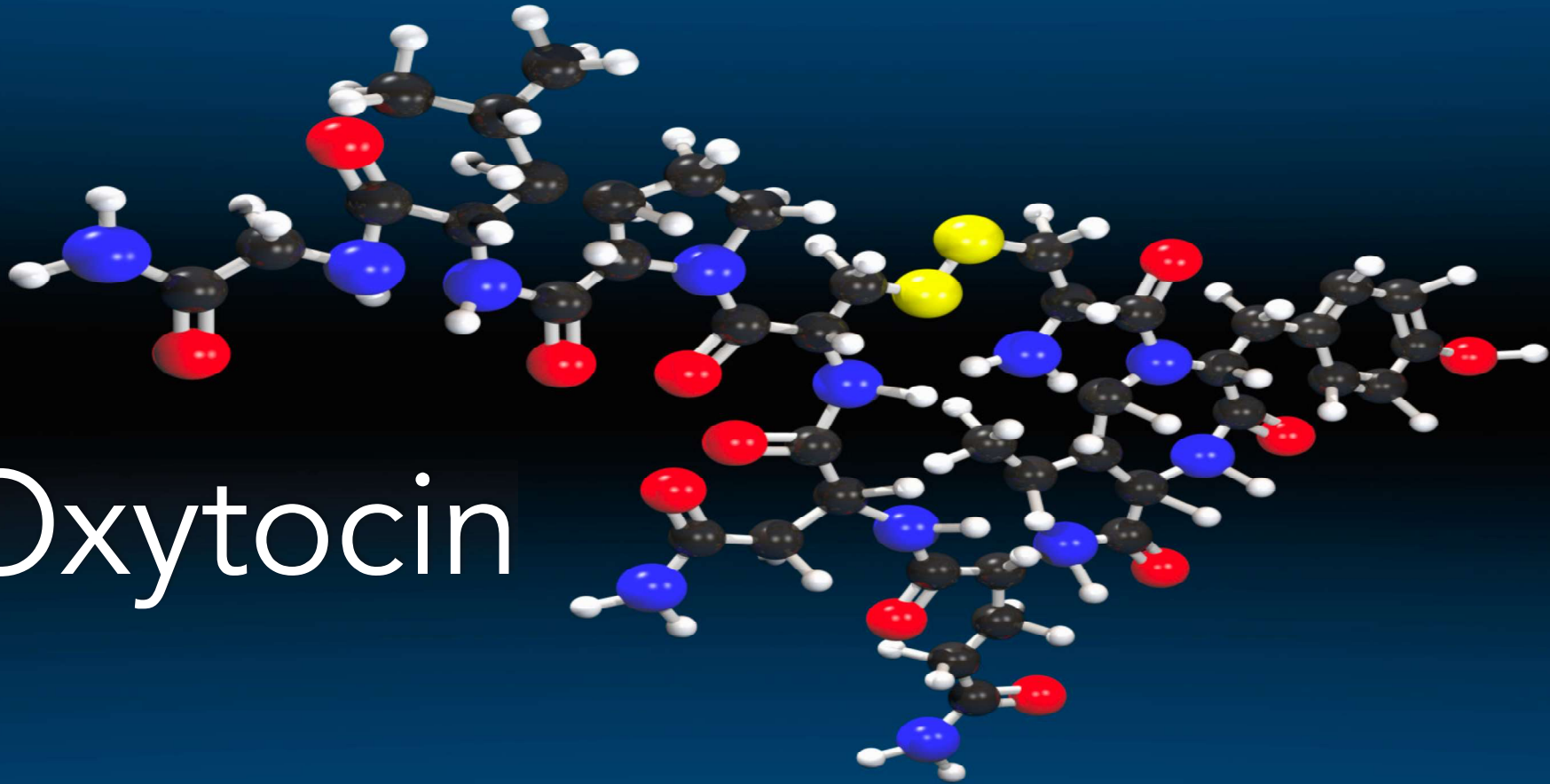


# The **LOVE** Hormone



Oxytocin

# HUMAN GLUE



Oxytocin

Pellegrino Riccardi

"you can trust me"