



## **Member Initiated Taskforces and Projects**

### **Final Report - CultureSmart**

Note of appreciation: We would like to thank the Executive Board of BPW International for the opportunity to run this task force. International Past President Dr. Antoinette Ruegg has been a tremendous support with her advice and encouragement, as has former European Coordinator Sabine Schmelzer inspiring us and supporting us with her technical know-how.

#### **Short Overview**

CultureSmart is an online program for intercultural learning led by Johanna Marius and Dahlia Salem. The task force will have its own space on the BPW ONLINE ACADEMY where videos on intercultural topics will be posted.

It is our mission to passionately create understanding among cultures

We believe that knowledge about cultures helps make and keep friends, and in business will save time, money and energy.

#### **Status**

So far, we have had discussions about the content. We established a facebook page CultureSmart and posted bits of cultural information. So far, we have 42 likes. By the time this report is read, we will have made an introductory video where we introduce ourselves, our mission and the content of upcoming videos to be seen on the BPW Online Academy.

#### **Goals for next period**

1. We are going to produce short videos clips on the following topics:

Introduction to communicating across cultures

What is culture?

culture shock

self-awareness

stereotypes, unconscious bias

communication styles

solving problems

teaching and learning styles

negotiating across cultures

presenting to an international audience

How to make friends



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2. Enabling an exchange for Young BPW members in BPW countries of their choice
3. Presenting our task force at the Young BPW Symposium in Rome from April 21 to 23, 2017 at least with the introductory video.

### **Challenges and Opportunities**

At this point, we only see opportunities for us as task force leaders and for our participants. For us, it's dealing successfully with the technical issues of producing quality video clips. For our participants, it's the inspiration to become aware of and possibly change perspective.

February 8, 2017

Johanna Marius

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