

# CULTURAL AWARENESS

Introduction to cultural awareness

Cultural awareness deals with tolerance, respect, sensitivity, recognition, protection, existence and acceptance. It is about similarities, differences, expectations, perspectives, opinions, views and traditions.

Culture mapping allows you to see the unseen.



It is essential you identify your target population (=group or community) and their aspects (=behaviours, language, etc.)



Do not generate conflict if you do not understand the different culture of an employee.



Do not transform a culture only for the sake of changing something.

