The Language Factor in Intercultural Communication
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WORKSHOP 1  TAPPING INTO DIVERSITY: THE EXAMPLE OF PEER TO PEER LANGUAGE LEARNING

Peer to Peer Learning is more and more successful today as knowledge sharing among the members of a learning organization can lead to cutting-edge performance.

We will interactively study the case of the ITER Languages Program, in the presence of both the learners and the providers of cultures and languages, exchange views on the ethics of learning and hear of the experience of international groups.

Shawn Simpson, Training Project Manager at the Agence ITER France, created, develops and runs the Intercultural & Language Learning Program for all ITER Organization employees and their spouses. Shawn is a “global nomad”, founder of the AIF Intercultural Think Tank and European expert on mobility and languages. With over 30 years of experience in developing and training in international programs, she is now focusing on the importance of knowledge transfer in intercultural settings.

Nicolas Madelénat di Florio, Professor at the Faculty of Law and Political Science of the Aix Marseille University and member of the Research Center on Economic and Professional Ethics. He is co-founder of the research track on “Ethics, Norms and Cosmopolitanism”. Nicolas also co-directs the Journal “Cosmopolitismes” at the University Press of Aix-Marseille University.

Luc Gillet, International Human resource Consultant with 30+ years of experience, mainly in multicultural environments, the management of major turn-arounds, reorganizations, Mergers & Acquisitions in Hi-Tech or Finance Services businesses.

Dimitri Aguero, after a career in nuclear R&D and in the IT industry, has been working in Security technology since 2008. He is currently Responsible Officer at Iter Organization, where he teaches Spanish at the A2/B1 level, as a part of the ITER Languages Program. Dimitri has a Masters in Nuclear Engineering, a Masters in Artificial Intelligence & Knowledge Engineering, and a Masters in Spanish Language, Literature & Civilisation. He is an amateur cellist and he conducts an amateur classic music orchestra.

Florence Bataillé is a learner of Spanish as well as a facilitator in French in the ITER Languages Program. She is French from Aix en Provence and returned in 2007 after spending 7 years in Los Angeles, California. Florence has been working as Assistant at ITER Organization for 7 years now. She has lived abroad – Yugoslavia / French Guyana / USA. Because of its specific multicultural “melting pot”, working for ITER is a challenge as well as very motivating.

Mr. Syed Mahaboob Basha joined ITER Organization in March 2009 after working in the BARC Indian nuclear research center for more than 12 years. He was brought up in the South Indian state of Andhra Pradesh and speaks English, Hindi, Urdu and Telugu. Basha lives in Aix en Provence and to improve his French language and cultural skills he started learning Tango and practices it till today. He chairs the Sports, Social & Culture section of the ITER Staff Committee and organizes events for staff and their families.
WORKSHOP 2 LIMITED BY YOUR LANGUAGE? THE CASE OF NON-NATIVE ENGLISH SPEAKERS IN MULTICULTURAL SETTINGS

Have you ever wondered how clearly you speak when communicating internationally? Which words are you using that are likely to create problems?

Cultures receive and process information differently. We think differently, make decisions differently, and act upon what we hear differently. We will interactively study cross-cultural communication (verbal and non-verbal), and explore the case of « Global English » in multicultural settings, exchanging views and experiences in order to overcome the language barriers.

Laurence Madiot (France/USA) is a professional coach and communication consultant. She holds a DESU in coaching from Aix Marseille University, and a BA in Business Administration with a specialty in Marketing. Over the years working for listed companies in New York and Paris, she acquired an extensive knowledge in marketing and business development before venturing into launching her own business in the United States advising market leaders in their communication strategy.

Having spent in excess of ten years working abroad in multicultural environments, she has developed key qualifications in communication strategy and cross-cultural coaching by working with CEOs and industry leaders both in Europe and in the USA.

WORKSHOP 3 STORIES OF FAILURE AND SUCCESS IN INTERCULTURAL COMMUNICATION

We are all familiar with the amusing language blunders which emerge as humorous business stories but in this interactive and dynamic workshop you will experience just how easy it is to fail in individual communications. We will explore some headline-making breakdowns in corporate intercultural communications and some uplifting successes.

You will take away from this lively session several instantly applicable strategies for making real improvement in your intercultural exchanges.

Maryna Blankenstein was brought up in the British Isles with a Scottish mother and Polish father juggling different languages, cultures and religions. She has lived in Switzerland, the U.S.A and France and works regularly in multinational companies and organisations bringing dynamic coaching and training solutions to communicating between cultures.

She has coached in the international arena since the start of the biotech era when she contributed to a clinical research program involving 28 laboratories in 13 countries with dozens of nationalities.

The challenge of making oneself understood and comprehending others has held a fascination ever since! She is the founder of the coaching and training company Winfluence.

With degrees from Edinburgh and Dundee in Scotland, Maryna contributes to international business programs at the University of Aix-Marseille, is invited to speak in a number of forums and is a member of the International Coach Federation.
The influence of culture on communication effectiveness has been studied for over 60 years. Today most managers are aware of the importance of learning cross-cultural skills to properly manage decision-making, cooperation, negotiation and resolve conflict in business relationships. Building on the three workshops, the conference will present today’s challenges of cross-cultural communication in our globalized and complex world.

Carolina Serrano Archimi, Professor and consultant in change management, IAE AIX, MA in Philosophy, MBA and PhD in Management from Aix-Marseille Université, is professor of Organizational Behavior at IAE AIX-MARSEILLE Graduate School of Management.

She is the director of the full-time MBA and the Academic advisor for the Euro*MBA. Carolina is a change consultant in large and medium organisations, a keynote speaker on management topics, a certified professional coach, and a trainer involved in corporate executive training programmes.

She has worked for 12 years in several companies internationally before joining academia over 10 years ago. Her major teaching domains are change management, leadership, process consulting practice, team effectiveness, and coaching at an intercultural level. Her research domain covers cynicism in organisations, trust repair processes, and social exchange mechanisms between middle management and top management.