



Brief description	Participants analyze a case study from the three cultural reflexive perspectives.
Goals	<ul style="list-style-type: none">• Participants reflect on the different influences on thinking and behavior.• Participants analyze the complexity of interpersonal encounters using the cultural reflexive approach, i.e. they look at a situation from three meta-perspectives.
Time	ca. 45-60 minutes
Method	<ul style="list-style-type: none">• Culture non-specific• Distributive / instructive
Material	<ul style="list-style-type: none">• Worksheet
Implementation	<p>The trainer divides the participants into small groups. They discuss the case study under the following culturally reflective questions:</p> <ul style="list-style-type: none">• What cultural factors in the form of different perspectives, meanings and presuppositions might play a role here?• What other collective and group affiliations might have an influence? What the concrete situation in the business? What do we not know about the people involved? How could the situation be resolved constructively?• What privileges and collective experiences are pre-distributed in the situation described and need to be taken into account? <p>Evaluation in plenary: The participants present their results. The trainer moderates the presentation and summarizes the core results on the flipchart or whiteboard.</p>
Notes	n/a
Source	Hoffman, E. / Verdooren, A. (2019): Diversity Competence. Cultures don't meet, people do. CABI, Boston, p. 232.



Activity

Case Study: Buying a camera

An international student from Ghana goes into a photography shop in France to buy a camera. He browses around a bit but cannot find the price of a certain camera. The student asks the salesman for the price of the camera, to which the salesman immediately responds: “We don’t negotiate about prices here. This is not Africa.”

Read the case study and discuss the following questions:

1. What cultural factors in the form of different perspectives, meanings and presuppositions might play a role here?
2. What other collective and group affiliations could have an influence? What the concrete situation in the business? What do we not know about the people involved? How could the situation be resolved constructively?
3. What privileges and collective experiences are pre-distributed in the situation described and need to be taken into account?

Record your findings in writing.

Source: Hoffman, E. / Verdooren, A. (2019): Diversity Competence. Cultures don’t meet, people do. CABI, Boston, S. 232.