Intercultural Working

National Occupational Standards (NOS)

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URN	NOS Title
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INSIWS002	Build working relationships with people from different countries or diverse cultures
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INSIWS007	Manage delivery of products and services to people from different countries or diverse cultures

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INSIWS001

Develop your intercultural skills and competencies to work with people from different countries or diverse cultures

Overview

This standard is for anyone who works with people from different countries or diverse cultures and needs to develop their intercultural skills and competencies.
You may be a member of a multicultural team, UK-based or international project team, a team collaborating with non-UK partners inside or outside your organisation. You embrace working alongside people with different cultural experiences and perspectives to your own and actively try to appreciate why differences and similarities may exist.

This standard is for anyone who needs to develop their intercultural skills and competencies about other countries and diverse cultures.

Performance criteria

You must be able to:

1. assess your own and your team members' values, beliefs and cultural conventions in relation to other countries and diverse cultures
2. evaluate how your own and your team members' perceptions and expectations affect working practices
3. challenge any stereotypes and prejudice expressed by your colleagues about people from other countries or diverse cultures
4. challenge and adapt your own and your team members' methods of communication with people from different countries or diverse cultures
5. engage and include people from different countries or diverse cultures throughout your working relationships
6. establish variety of methods of communication with people from different countries or diverse cultures
7. maintain respect and patience when you or your team members are unable to understand or empathise with their views or behaviour
8. allow additional time to respond to people from other countries or diverse cultures
9. seek assistance when dealing with unclear or confusing situations while working with people from different countries or diverse cultures
10. reflect on the impact of your behaviour and use of language when working with people from different countries or diverse cultures
11. adapt communication methods and working practices based on experiences of working with people from different countries or diverse cultures
12. ensure your working practices, diversity and equality policies are current and compliant with relevant legislation
13. review and amend your working practices and diversity and equality policies on a regular basis

Knowledge and understanding

You need to know and understand:

1. the importance of cultural competence in the context of diverse, global working environment
2. how finding shared ground can contribute to good working relationships between people from different countries or diverse cultures
3. the benefits and challenges cultural and linguistic differences may bring into building working relationships
4. how cooperation and competition can affect organisational relationships and to what extent these will benefit your organisation and working relationships
5. how differences and similarities between your own and other people's cultural behaviour may affect working practices
6. the differences in attitudes to roles of men or women
7. the levels of hierarchy and formality of business meeting conventions
8. how your own and other people's values and beliefs may change as a result of cultural influence on working practices
9. how to promote respect and inclusivity in the workplace
10. the variety of opinions about people from different countries or diverse cultures
11. how to avoid individual and common perceptions, bias, stereotypes, behaviours, prejudices or old information on working practices
12. how to promote cultural competence within your team and organisation
13. the key political and historical factors that affect the country or culture you are working with
14. how expectations may change or affect business ethics, decision making, communication, financial transactions, working procedures and relationship-building
15. the variety of communication techniques and styles used by yourself and the people from the countries or cultures
16. the ways to minimise misunderstanding and improve communication with people with a different first language to you
17. the benefits, use and drawbacks of different communication methods
18. the terms and phrases necessary to carry out particular jobs
19. the relevant courses of English as a foreign language
20. the translation or interpreting services
21. the importance of taking time to listen, using simple phrases, avoiding jargon and idioms
22. the range of challenges in communicating with people from another culture who share the same first language with you

23. your own or other people's cultural, local or community knowledge, interpersonal skills
24. the types of training or support to develop your skills and competencies for working with people from different countries or diverse cultures
25. the intercultural skills' training
26. the courses or awareness programmes about other countries
27. the benefits of mentoring, coaching and work-shadowing
28. how to find and make accessible or signpost to the information new people from different countries or diverse cultures
29. the relevant equality and diversity legislation
30. why it is important to review your working policies, practices on a regular basis
31. what to do or who to approach if you or a colleague feel unfairly treated at work

INSIWS001

Develop your intercultural skills and competencies to work with people from different countries or diverse cultures

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	Senior Officials, Managers in Distribution, Marketing and Sales, Media and Communication, Performing Arts, Personal Services Occupations NEC, Process, Plant and Machine Operatives, Production Managers, Protective Service Officers, Quality and Customer Care Managers, Research Professionals, Retail and Commercial Enterprise, Retailing and Wholesaling, Sales and Customer Services Occupations, Sales Assistants and Retail Cashiers, Sales Related Occupations, Secretarial and Related Occupations, Service Enterprises, Skilled Trades Occupations, Sports and Fitness Occupations, Systems Support, Transport Associate Professionals, Transportation Operations and Maintenance, Travel and Tourism, Warehouse and Distribution, Administration and Law, Legal Associates
Suite	Intercultural Working: Standards for working with people from different countries and diverse cultures
Keywords	language, communication, cohesion, racism, prejudice, stereotype, culture, multicultural, diversity, equality, respect, ESOL, intercultural, respect, training, international, other countries, interpersonal skills

INSIWS002

Build working relationships with people from different countries or diverse cultures

Overview

This standard is for anyone who needs to build working relationships with people from different countries or diverse cultures. You need to be able to address cultural differences, agree mutually beneficial working practices, deal with misunderstandings and other challenges. Intercultural working makes understanding a business imperative, strengthens diversity and equality policies and procedures, provides future opportunities for the organisations involved.

This standard is for anyone who is involved in building working relationships with people from different countries or diverse cultures.

Performance criteria

You must be able to:

1. identify opportunities for developing business, personal and social relationships with people from the countries or cultures
2. identify the range of similarities and differences that may impact on your working relationships and plan how to address them
3. establish methods of communication with the people from the countries or cultures
4. agree mutually beneficial working practices for all organisations or people involved
5. agree to decision making, values and attitudes towards people from the countries or cultures involved
6. establish the use of common courtesies and greetings used by the people from the countries or cultures
7. recognise how your use of verbal and non-verbal language may affect your working relationships with people from different countries or diverse cultures
8. minimise disruptions for the organisations and people involved
9. maintain respect and confidentiality when you are unable to understand or empathise with their views or behaviour
10. arrange translation or interpreting services
11. deal with miscommunications, resolve issues and challenges that may affect your working relationships with people from different countries or diverse cultures

Knowledge and understanding

You need to know and understand:

1. the importance of cultural competence in the context of diverse, global working environment
2. how finding shared ground can contribute to good working relationships between people from different countries or diverse cultures
3. the benefits and challenges cultural and linguistic differences may bring into building working relationships
4. how cooperation and competition can affect organisational relationships and to what extent these will benefit your organisation and working relationships
5. how differences and similarities between your own and other people's cultural behaviour may affect working practices
6. the differences in attitudes to roles of men or women
7. the levels of hierarchy and formality of business meeting conventions
8. how your own and other people's values and beliefs may change as a result of cultural influence on working practices
9. the variety of opinions and actions towards people from a different countries or diverse cultures
10. how to avoid individual and common perceptions, bias, stereotypes, behaviours, prejudices or old information on working practices
11. how to promote cultural competence within your team and organisation
12. the key political and historical factors that affect the country or culture you are working with
13. how expectations may change or affect business ethics, decision making, communication, financial transactions, working procedures and relationship-building
14. the variety of communication techniques and styles used by yourself and the people from the countries or cultures
15. how to promote respect and inclusivity in the workplace
16. the ways to minimise misunderstanding and improve communication with people with a different first language to you
17. the benefits, use and drawbacks of different communication methods
18. the terms and phrases necessary to carry out particular jobs
19. the relevant courses of English as a foreign language
20. the translation or interpreting services
21. the importance of taking time to listen, using simple phrases, avoiding jargon and idioms
22. the range of challenges in communicating with people from another culture who share the same first language with you
23. your own or other people's cultural, local or community knowledge, interpersonal skills

24. the types of training or support to develop your skills and competencies for working with people from different countries or diverse cultures
25. the intercultural skills' training
26. the courses or awareness programmes about other countries
27. the benefits of mentoring, coaching and work-shadowing
28. how to find and make accessible or signpost to the information new people from different countries or diverse cultures
29. the relevant equality and diversity legislation
30. why it is important to review your working policies, practices on a regular basis
31. what to do or who to approach if you or a colleague feel unfairly treated at work

INSIWS002

Build working relationships with people from different countries or diverse cultures

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	Services Occupations NEC, Process, Plant and Machine Operatives, Production Managers, Protective Service Officers, Quality and Customer Care Managers, Research Professionals, Retail and Commercial Enterprise, Retailing and Wholesaling, Sales and Customer Services Occupations, Sales Assistants and Retail Cashiers, Sales Related Occupations, Secretarial and Related Occupations, Service Enterprises, Skilled Trades Occupations, Sports and Fitness Occupations, Systems Support, Transport Associate Professionals, Transportation Operations and Maintenance, Travel and Tourism, Warehouse and Distribution, Administration and Law, Legal Associates
Suite	Intercultural Working: Standards for working with people from different countries and diverse cultures
Keywords	language, communication, culture, multicultural, cohesion, racism, stereotype, prejudice, diverse, diversity, equality, respect, ESOL, English, intercultural, cultural awareness, working relationships, beliefs, training, flexibility, tolerance, decision making

INSIWS003

Collaborate with people from different countries or diverse cultures

Overview

This standard is for anyone who collaborates with people from different countries or diverse cultures. Collaboration with people from different countries or diverse cultures can mean, but does not assume, that a different language is spoken and can apply equally to working with people from English-speaking and non-English-speaking nations. It also applies to working practices within the vast array of multicultural workforces that can be found within the UK.

This standard is for anyone who is involved in collaboration with people from different countries or diverse cultures.

Performance criteria

You must be able to:

1. identify your preconceptions and biases in relation to variety of working practices when collaborating internationally
2. analyse the impact your preconceptions and biases may have on your working approaches
3. identify where your communication methods and working practices require adapting
4. communicate in clear manner that can be understood by the people from the countries or cultures
5. balance your expectations of other people with the need to achieve organisational objectives
6. ensure your working practices engage and include people from different countries or diverse cultures
7. maintain respect and confidentiality when you are unable to understand or empathise with their views or behaviour
8. arrange translation or interpreting services
9. deal with miscommunications, resolve issues and challenges that may affect your working relationships with people from different countries or diverse cultures
10. empathise with views and behaviours of other people from different countries or diverse cultures

Knowledge and understanding

You need to know and understand:

1. the importance of cultural competence in the context of diverse, global working environment
2. how verbal and non-verbal language may appear to people from different countries or diverse cultures and influence their perceptions of you and your team members
3. how to avoid individual and common perceptions, bias, stereotypes, behaviours, prejudices or old information on working practices
4. why visual and graphic content may be more useful with people from other countries or diverse cultures
5. the range of challenges in communicating with people from another culture who share the same first language with you
6. how differences and similarities between your own and other people's cultural behaviour may affect working practices
7. the differences in attitudes to roles of men or women
8. the levels of hierarchy and formality of business meeting conventions,
9. how your own and other people's values and beliefs may change as a result of cultural influence on working practices
10. how to promote respect and inclusivity in the workplace
11. the translation or interpreting services
12. the importance of taking time to listen, using simple phrases, avoiding jargon and idioms
13. how to promote cultural competence within your team and organisation
14. the ways to minimise misunderstanding and improve communication with people with a different first language to you

INSIWS003

Collaborate with people from different countries or diverse cultures

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	Services Occupations NEC, Process, Plant and Machine Operatives, Production Managers, Protective Service Officers, Quality and Customer Care Managers, Research Professionals, Retail and Commercial Enterprise, Retailing and Wholesaling, Sales and Customer Services Occupations, Sales Assistants and Retail Cashiers, Sales Related Occupations, Secretarial and Related Occupations, Service Enterprises, Skilled Trades Occupations, Sports and Fitness Occupations, Systems Support, Transport Associate Professionals, Transportation Operations and Maintenance, Travel and Tourism, Warehouse and Distribution, Administration and Law, Legal Associates
Suite	Intercultural Working: Standards for working with people from different countries and diverse cultures
Keywords	communication, language, cultural awareness, stereotype, prejudice, cohesion, diversity, racism, respect

INSIWS004

Appoint people from different countries or diverse cultures

Overview

This standard is for anyone who appoints people from different countries or diverse cultures. This standard addresses recruiting or promoting people with the required skills and language levels, arranging strategies for communication, building relationships with support organisations, inducting and supporting new people, training and managing the perceptions of the wider workforce.

This standard is for anyone who is involved in appointing people from different countries or diverse cultures.

Performance criteria

You must be able to:

1. follow the relevant legislation and selection procedures for workforce from other countries
2. evaluate candidates' suitability to the roles and their potential to do the job
3. base your decisions to employ or promote people in accordance with job specifications, skills and work experience
4. build relationships with, and signpost to, organisations that can support people from the countries or cultures you are employing
5. identify and remove any barriers that may stop people from different countries or diverse cultures working effectively
6. onboard, train and support people from different countries or diverse cultures to help them adapt and maximise their productivity
7. manage the expectations and perceptions of existing workers and arrange for any necessary training or ongoing support
8. implement communication strategies and that take account of the diversity of language and culture of the people within it
9. comply with relevant recruitment, equality and diversity legislation

Knowledge and understanding

You need to know and understand:

1. the importance of cultural competence in the context of diverse, global working environment
2. how differences and similarities between your own and other people's cultural behaviour may affect working practices
3. the differences in attitudes to roles of men or women
4. the levels of hierarchy and formality of business meeting conventions
5. how your own and other people's values and beliefs may change as a result of cultural influence on working practices
6. how to promote respect and inclusivity in the workplace
7. the variety of opinions about people from different countries or diverse cultures
8. how to avoid individual and common perceptions, bias, stereotypes, behaviours, prejudices or old information on working practices
9. how to promote cultural competence within your team and organisation
10. the key political and historical factors that affect the country or culture you are working with
11. how expectations may change or affect business ethics, decision making, communication, financial transactions, working procedures and relationship-building
12. the variety of communication techniques and styles used by yourself and the people from the countries or cultures
13. the ways to minimise misunderstanding and improve communication with people with a different first language to you
14. the benefits, use and drawbacks of different communication methods
15. the terms and phrases necessary to carry out particular jobs
16. the relevant courses to study English as a foreign language
17. the translation or interpreting services
18. the importance of taking time to listen, using simple phrases, avoiding jargon and idioms
19. the range of challenges in communicating with people from another culture who share the same first language with you
20. the factors to consider for appointing, recruitment or promotion of staff from other countries and diverse cultures
21. how to assess candidates' levels of English and match them against job requirements
22. how to operate selection and promotion procedures for people from different countries or diverse cultures
23. how to create job specifications with relevant skills and experience
24. the questioning and interviewing techniques
25. the importance of clarification questions and putting them in context for a specific job

26. the criteria and evaluation methods of candidates' suitability for the job
27. the methods of recognising experience, qualifications and references from other countries
28. the relevant documentation for the candidates from other countries and why it is necessary to check it on a regular basis
29. how to make employment in your organisation more accessible to people from different countries or diverse cultures
30. how to meet different people's cultural needs whilst maintaining fairness for all
31. your own or other people's cultural, local or community knowledge, interpersonal skills
32. the types of training or support to develop your skills and competencies for working with people from different countries or diverse cultures
33. the intercultural skills' training
34. the courses or awareness programmes about other countries
35. the benefits of mentoring, coaching and work-shadowing
36. how to find and make accessible or signpost to the information new people from different countries or diverse cultures
37. the local and national organisations that can support the people you are recruiting
38. how finding shared ground can contribute to good working relationships between people from different countries or diverse cultures
39. the benefits and challenges cultural and linguistic differences may bring into building working relationships
40. the challenges and barriers newly arrived people from other countries may face
41. how cooperation and competition can affect organisational relationships and to what extent these will benefit your organisation and working relationships
42. how to improve working relationships between existing workers and new workers from different countries or diverse cultures
43. the relevant equality and diversity legislation
44. why it is important to review your working policies, practices on a regular basis
45. what to do or who to approach if you or a colleague feel unfairly treated at work

INSIWS004

Appoint people from different countries or diverse cultures

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	Services Occupations NEC, Process, Plant and Machine Operatives, Production Managers, Protective Service Officers, Quality and Customer Care Managers, Research Professionals, Retail and Commercial Enterprise, Retailing and Wholesaling, Sales and Customer Services Occupations, Sales Assistants and Retail Cashiers, Sales Related Occupations, Secretarial and Related Occupations, Service Enterprises, Skilled Trades Occupations, Sports and Fitness Occupations, Systems Support, Transport Associate Professionals, Transportation Operations and Maintenance, Travel and Tourism, Warehouse and Distribution, Administration and Law, Legal Associates
Suite	Intercultural Working: Standards for working with people from different countries and diverse cultures
Keywords	communication, language, cultural awareness, stereotype, prejudice, cohesion, diversity, racism, respect

INSIWS005

Manage a multicultural team

Overview

This standard is for anyone who is managing a multicultural team. Managing a multicultural team involves developing a shared team culture, encouraging mutual respect, promoting equality and inclusiveness, making sure communication, work processes and training can be followed by all team members.

This standard is for anyone who is involved in managing a multicultural team.

Performance criteria

You must be able to:

1. motivate your colleagues to work as a team
2. promote respect and equality among your team members
3. make everyone aware of their values, beliefs and cultural conventions
4. ensure your team members' contributions are shared and valued
5. explore common ground to achieve an atmosphere of mutual acceptance and purpose
6. develop a working culture that maximises productivity while balancing the cultural needs and expectations of all team members
7. ensure all team members are onboarded and included into the working culture
8. encourage your team members to interact with each other and other colleagues from different countries or diverse cultures
9. ensure your team meets their objectives while showing flexibility towards team members' cultural needs
10. use your team members' skills, experiences and contributions to the benefit of overall performance and results
11. ensure inter-team communication is understood by everyone
12. challenge any stereotypes, prejudice or racism expressed by other people about yourself or others in the team
13. maintain respect and confidentiality when you are unable to understand or empathise with their views or behaviour
14. get the support you need to resolve issues caused by intercultural tension or misunderstandings
15. follow equality and diversity policies and procedures

Knowledge and understanding

You need to know and understand:

1. the importance of cultural competence in the context of diverse, global working environment
2. how differences and similarities between your own and other people's cultural behaviour may affect working practices
3. how to promote respect and inclusivity in the workplace
4. the differences in attitudes to roles of men or women
5. the levels of hierarchy and formality of business meeting conventions
6. how your own and other people's values and beliefs may change as a result of cultural influence on working practices
7. the variety of opinions about people from different countries or diverse cultures
8. how to avoid individual and common perceptions, bias, stereotypes, behaviours, prejudices or old information on working practices
9. how to promote cultural competence within your team and organisation
10. the key political and historical factors that affect the country or culture you are working with
11. how expectations may change or affect business ethics, decision making, communication, financial transactions, working procedures and relationship-building
12. the variety of communication techniques and styles used by yourself and the people from the countries or cultures
13. the ways to minimise misunderstanding and improve communication with people with a different first language to you
14. the benefits, use and drawbacks of different communication methods
15. the terms and phrases necessary to carry out particular jobs
16. the relevant courses of English as a foreign language
17. the translation or interpreting services
18. the importance of taking time to listen, using simple phrases, avoiding jargon and idioms
19. the range of challenges in communicating with people from another culture who share the same first language with you
20. your own or other people's cultural, local or community knowledge, interpersonal skills
21. the types of training or support to develop your skills and competencies for working with people from different countries or diverse cultures
22. the intercultural skills' training
23. the courses or awareness programmes about other countries
24. the benefits of mentoring, coaching and work-shadowing
25. how to find and make accessible or signpost to the information new people from different countries or diverse cultures

26. when you need to seek advice or support for yourself or your team members
27. the factors to consider when developing a working culture
28. the benefits of encouraging team members to share their intercultural knowledge
29. the complexities involved in managing a multicultural team
30. the variety of practices that may cause disagreements, misunderstanding or conflicts
31. how to meet your team members' cultural needs whilst maintaining fairness for all
32. the work activities or practices where you need to take team members' different cultural perspectives into account
33. how to resolve conflicts, disputes and disagreements
34. the methods of improving working relationships between team members
35. the relevant equality and diversity legislation
36. why it is important to review your working policies, practices on a regular basis
37. what to do or who to approach if you or a colleague feel unfairly treated at work

INSIWS005

Manage a multicultural team

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	Services Occupations NEC, Process, Plant and Machine Operatives, Production Managers, Protective Service Officers, Quality and Customer Care Managers, Research Professionals, Retail and Commercial Enterprise, Retailing and Wholesaling, Sales and Customer Services Occupations, Sales Assistants and Retail Cashiers, Sales Related Occupations, Secretarial and Related Occupations, Service Enterprises, Skilled Trades Occupations, Sports and Fitness Occupations, Systems Support, Transport Associate Professionals, Transportation Operations and Maintenance, Travel and Tourism, Warehouse and Distribution, Administration and Law, Legal Associates
Suite	Intercultural Working: Standards for working with people from different countries and diverse cultures
Keywords	language, communication, culture, multicultural, intercultural, migrant, foreign, international, other country, difference, racism, prejudice, stereotype, misunderstanding, conflict, diversity, equality, ESOL, English, training, team building, management, efficiency

INSIWS006

Explore and develop markets with different countries or diverse cultures

Overview

This standard is for anyone who is exploring and developing markets with different countries or cultures. You need to identify expectations of products and services in current and new markets, respond to the needs of these markets, test your ideas, develop processes to implement them, recognise opportunities for the future.

This standard is for anyone who is involved in exploring and developing markets with different countries or diverse cultures.

Performance criteria

You must be able to:

1. explore and compare opportunities in current and new markets
2. carry out research about trends, preferences, values, sensitivities, cultural expectations and buying patterns of customers in other markets
3. identify opportunities to develop products and services for existing and new markets
4. respond to the needs of chosen markets with offers of products and services
5. test or pilot your products and services that meet the expectations of the country or culture in your chosen market
6. collate ideas from different countries or cultures that may help you to be more innovative in your international business strategy and operations
7. use processes and procedures that take account of the key differences and similarities in working practices, laws, regulations, values and attitudes in other countries or cultures
8. identify the language requirements and options for language support for the chosen markets
9. identify barriers to international business development and methods to overcome these
10. manage products and services between your organisation and its customers to promote sustainable relationships and growth
11. monitor performance of your organisation in other countries and cultures and review your products and services

Knowledge and understanding

You need to know and understand:

1. the importance of cultural competence in the context of diverse, global working environment
2. how to avoid decisions based on common perceptions, bias, stereotypes, prejudice or old information
3. how to promote cultural competence within your team and organisation
4. the key political and historical factors that affect offering products and services in another country or culture
5. how differences and similarities between your own and other people's cultural behaviour may affect offering products and services
6. the preferences and cultural differences and similarities of the people in your chosen market
7. how to promote respect and inclusivity in the workplace
8. how your own and other people's values and beliefs may change as a result of cultural influence on products and services
9. the variety of opinions about people from different countries or diverse cultures
10. the sources of information about different countries or diverse cultures
11. the variety of communication techniques and styles used by yourself and the people from the countries or cultures
12. the challenges in communicating with people from different cultures
13. the ways to minimise misunderstanding and improve communication with people with a different first language to you
14. the language support required for customer service in other countries
15. the translation services required for your products and services
16. the range of challenges in communicating with people from another culture who share the same first language with you
17. your own or other people's cultural, local or community knowledge, interpersonal skills
18. the types of training or support to develop your skills and competencies for working with people from different countries or diverse cultures
19. the intercultural skills' training
20. the courses or awareness programmes about other countries
21. how to develop products and services for your chosen markets in other countries or cultures
22. how to review your products and services to identify whether they need translating or tailoring to appeal to people from different countries or cultures
23. the factors that may affect the development of new markets in other countries

24. the market expectations of your products and services in other countries
25. the financial environment, legislation, technological capacity and other factors in the chosen markets
26. how to adapt your products and services in terms of names and content, packaging, positioning, price, marketing materials, marketing methods and sales techniques to appeal to your chosen market and its distribution channels
27. the relevant equality and diversity legislation
28. the relevant regulations and legislation affecting international trade

INSIWS006

Explore and develop markets with different countries or diverse cultures

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Relevant Occupations	Administration, Administration and Secretarial Occupations, Architecture, Arts, Media and Publishing, Associate Professionals and Technical Occupations, Building and Construction, Child Development and Well Being, Communications, Construction, Planning and the Built Environment, Corporate Managers and Senior Officials, Customer Service Occupations, Elementary Cleaning Occupations, Elementary Occupations, Elementary Personal Services Occupations, Elementary Sales Occupations, Elementary Security Occupations, Engineering Professionals, Financial Institution and Office Managers, Functional Managers, General, Government and Related Organisations, Hairdressers and Related Occupations, Health, Public Services and Care, Hospitality and Catering, Housekeeping Occupations, Information and Communication Technology, Language, Literature and Culture, Law and Legal Services, Librarians and Related Professionals, Managers and Proprietors in Hospitality and Leisure Services, Managers and Senior Officials, Managers in Distribution, Marketing and Sales, Media and Communication, Performing Arts, Personal

	Services Occupations NEC, Process, Plant and Machine Operatives, Production Managers, Protective Service Officers, Quality and Customer Care Managers, Research Professionals, Retail and Commercial Enterprise, Retailing and Wholesaling, Sales and Customer Services Occupations, Sales Assistants and Retail Cashiers, Sales Related Occupations, Secretarial and Related Occupations, Service Enterprises, Skilled Trades Occupations, Sports and Fitness Occupations, Systems Support, Transport Associate Professionals, Transportation Operations and Maintenance, Travel and Tourism, Warehouse and Distribution, Administration and Law, Legal Associates
Suite	Intercultural Working: Standards for working with people from different countries and diverse cultures
Keywords	language, communication, international, abroad, new market, English, foreign, cultural awareness, culture, communication, prejudice, misunderstanding, discrimination, customers, services, products, import, export, business development, training, local communities

INSIWS007

Manage delivery of products and services to people from different countries or diverse cultures

Overview

This standard is for anyone who is managing delivery of products and services to people from another country or culture. You encourage people involved in delivery of products and services to respect customers' cultural conventions, deal with stereotypes, deliver a consistent high standard of service to all service users, adapt service delivery practices, deal with intercultural tension or misunderstandings.

This standard is for anyone who is involved in delivery of products and services to people from different countries or diverse cultures.

Performance criteria

You must be able to:

1. promote respect and understanding of customers' values, beliefs and cultural conventions
2. challenge any stereotypes, prejudice or discrimination expressed by your employees or customers
3. identify any skills and language support required for delivering customer service
4. ensure the customer service meets the needs of service users from different countries and diverse cultures
5. adhere to required quality standards of service for all service users
6. assess and monitor levels of customer satisfaction with the products and services
7. identify and implement improvement measures where levels of customer satisfaction are low or not met
8. develop methods of resolution when it comes to different cultural expectations, miscommunication and misunderstandings
9. identify any issues or levels of tension between team members and ensure these are resolved to minimise their impact on ongoing service delivery
10. arrange relevant support when you or your employees require it

Knowledge and understanding

You need to know and understand:

1. the importance of cultural competence in the context of diverse, global working environment
2. how differences and similarities between your own and other people's cultural behaviour may affect delivery of products and services
3. the differences in attitudes to roles of men or women
4. the levels of hierarchy and formality of business meeting conventions
5. how your own and other people's values and beliefs may change as a result of cultural influence on working practices and customer service
6. the key political and historical factors that affect the country or culture you are working with how to promote cultural competence within your team and organisation
7. how to promote respect and inclusivity in the workplace
8. how expectations may change or affect business ethics, decision making, communication, financial transactions, working procedures and relationship-building
9. the sources of information and support about different countries or diverse cultures
10. the variety of communication techniques and styles used by those involved in delivery of products and services
11. the verbal and non-verbal communication styles used in delivery of products and services
12. the ways to minimise misunderstanding and improve communication with people with a different first language to you
13. the benefits, use and drawbacks of different communication methods
14. the terms and phrases necessary to carry out particular jobs
15. the relevant courses of English as a foreign language
16. the translation or interpreting services
17. the importance of taking time to listen, using simple phrases, avoiding jargon and idioms
18. the challenges in communicating with people from different cultures
19. the benefits of mentoring, coaching and work-shadowing
20. your own or other people's cultural, local or community knowledge, interpersonal skills
21. the variety of experts and consultants involved in delivery of products and services and customer service
22. the questioning techniques for clarification of required products and services
23. the types of training or support to develop your skills and competencies for working with people from different countries or diverse cultures

24. the intercultural skills' training
25. the courses or awareness programmes about other countries
26. the benefits of mentoring, coaching and work-shadowing
27. how to find and make accessible or signpost to the information new people from different countries or diverse cultures
28. when you need to seek advice or support for yourself or your team members
29. the service ethics of the countries or cultures to which you are delivering customer service
30. the methods of resolution in relation to customer dissatisfaction, disagreements, misunderstandings and potential conflicts
31. how customer service practices, processes and policies can be adapted to the legal, technical and communication needs of the service users from different countries or diverse cultures
32. the relevant equality and diversity legislation
33. why it is important to review your working policies, practices on a regular basis
34. what to do or who to approach if you or a colleague feel unfairly treated at work
35. the legislation and regulation relating to consumer protection and data protection

INSIWS007

Manage delivery of products and services to people from different countries or diverse cultures

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	Services Occupations NEC, Process, Plant and Machine Operatives, Production Managers, Protective Service Officers, Quality and Customer Care Managers, Research Professionals, Retail and Commercial Enterprise, Retailing and Wholesaling, Sales and Customer Services Occupations, Sales Assistants and Retail Cashiers, Sales Related Occupations, Secretarial and Related Occupations, Service Enterprises, Skilled Trades Occupations, Sports and Fitness Occupations, Systems Support, Transport Associate Professionals, Transportation Operations and Maintenance, Travel and Tourism, Warehouse and Distribution, Administration and Law, Legal Associates
Suite	Intercultural Working: Standards for working with people from different countries and diverse cultures
Keywords	language, communication, English, ESOL, international, foreign, diverse, service delivery, management, customer satisfaction, misunderstanding, cultural awareness, respect, training, problem solving, discrimination, racism, stereotype, prejudice, community