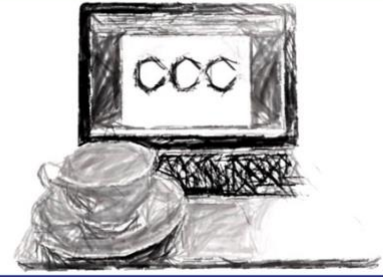




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### **CCC-Break 8: 25.11.2020. Burning Question: What are your experiences of conducting cross-cultural workshops for the "social media generation"?**

This was the burning question that Kalavani Mattern had in 2019 while preparing to provide an online intercultural training session. By Social Media generation, she meant people who are used to getting their information from the Internet in a digital format. But of course, when posing the question, none of us foresaw the pandemic and the absolute necessity to go “online” with our businesses. 2020 rushed us into this digital age and caught us off-guard. In a way, the CCC break question became a burning question on many of our fellow trainers/coaches mind and even more relevant says Kalavani.

The CCC break session revealed how much there is to unpack on this subject. The question was from the viewpoint of human element in a digital world, but in 2020 other points of views have emerged. It ended up being a very lively discussion touching on many topics that were close to all our hearts.

Some of the questions that came up which will need more discussion are:

Could this be due to generation-gap, being comfortable in a digital training — if the trainees felt more comfortable with their own age-group in a digital setting, more than they would in a face-to-face?

It was pointed out that this might be something to do with how we use these social media tools — so far, we have used them to promote our trainings but now we are forced to apply the same tools for a different purpose — to provide and enhance our content. Also a very valid point to consider is that in a virtual setting we engage only 2 of our 5 senses, so it is always going to be a different ballgame.

Another point is that too many different tools can also be a hinderance. It could be distracting and confusing. Multiple outlets for communication might lead to the opposite as it is difficult to track everything and keep them straight.

One fascinating feedback from a source with first-hand information with international students, that although used to online teaching they preferred face-to-face interactions. Everyone agreed that there is definitely some loss with purely virtual interactions — for example, some of the training techniques which involve being physically close to a person cannot be simulated.

# SIETAR Europa Cross Cultural Coffee Breaks

## Summary

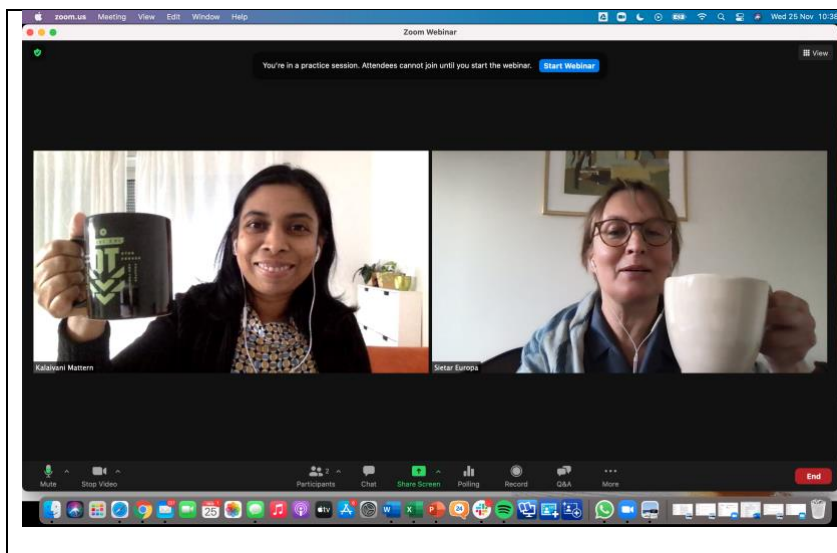
Even in breakout rooms the interaction between a trainer and her/his groups cannot be replicated easily — it takes a whole lot of time and patience, and people lose focus quickly when the technology breaks down.

A challenge that we all seem to be facing is how to keep the attention of our trainees in this virtual world — a day of training consisting of 8hrs is definitely not feasible but are 90sec bursts of training possible? It is a question to ponder.

Some of the key messages from this session are:

- we should pick the tools that make the most sense to us and what we are presenting just because an online app is novel doesn't mean it is the correct thing for us to use
- new technology is like new language — we need to practise to get better
- even the social media generation struggle with technology sometimes
- our content has to be attractive and we might have to employ professionals like graphic designers to make up for physical tools that encourage interaction in a session
- make the content relevant to the trainees even in an online setting
- 

Thanks for this summary of our CCC Break discussion to:



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# SIETAR Europa Cross Cultural Coffee Breaks

## Summary



Thanks for the intriguing discussions to our participants:

