

Intercultural Landscape Survey 2024 Results

The NetExpat Landscape Survey is a pivotal survey focused on the new intercultural learning landscape – a great means to learn if global organizations are future-ready. Working environments have changed dramatically in our hyper-connected multicultural world, bringing new questions for all employees, not only those who move abroad, as we work increasingly across cultures.



Are global organizations future-ready?

Key Questions Answered

- How important is cultural agility and where would the benefits in the organization be felt?
- What are the biggest challenges for global leaders?
- What type of training is currently being offered and to whom?
- Who else could benefit from intercultural training?
- What do organizations and participants expect of intercultural training in the future?

Target Audience

HR Representatives



Talent Management



Learning & Development



Global Mobility



Compensation & Benefits



DE&I

Global Talent Pool



Mobile employees



Business Travellers



Expats



Permanent Transfers



Any Employees Working Across Cultures

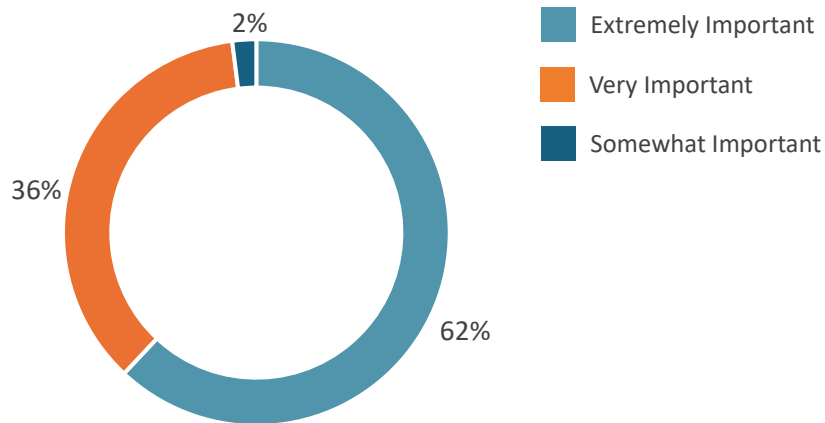
How do organizations really feel about the importance of cultural agility?

Do they recognize the impact of culture on the global teamwork, expat assignment success, and leadership? 98% of respondents said that cultural agility is extremely or very important! Survey participants also felt that the benefits of having cultural agility would most improve communication, effective teamwork, and competent leadership.

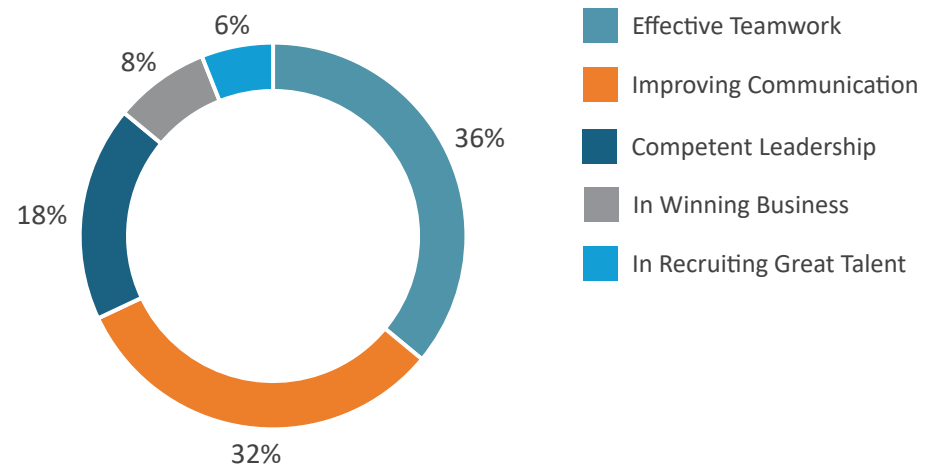


Cultural Agility is the ability to engage, empathize, motivate, influence, negotiate and build trust with people from different cultural environments.

In today's global business environment, how important is cultural agility?



Where would the benefit of cultural agility be felt the most?



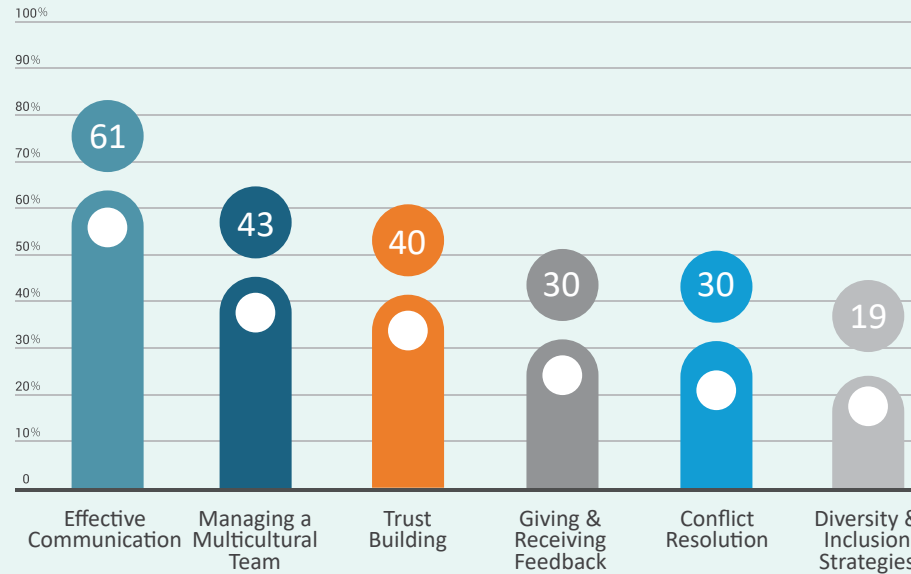


Top Intercultural Challenges

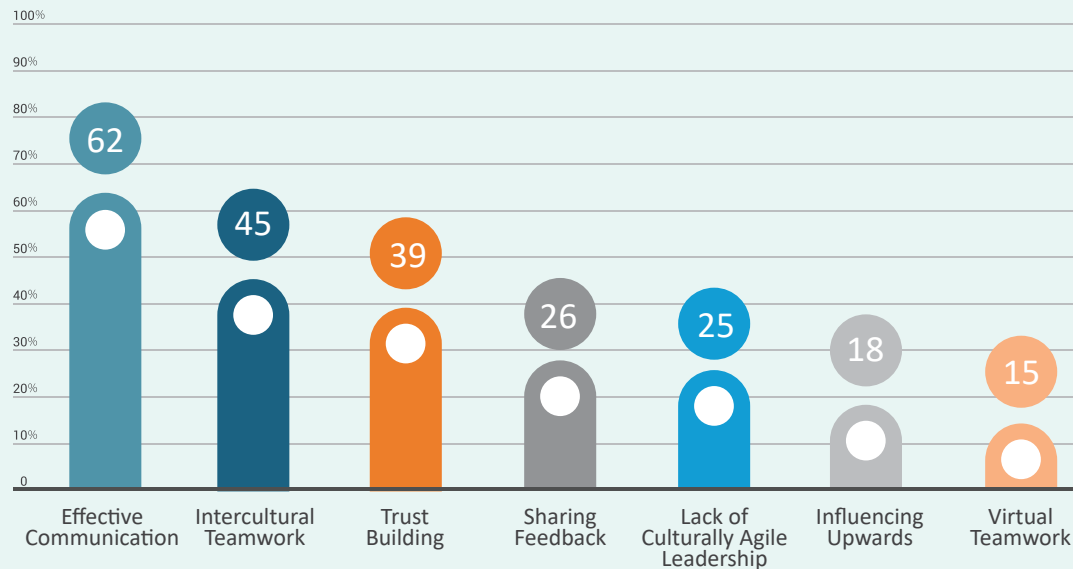
- Over **60%** of leaders and teams cite effective communication as a main challenge
- Teamwork was cited as the second challenge by both leaders and teams
- Almost **40%** of leaders and teams cite building trust as a main challenge

Both groups also pointed out trust-building as another major challenge.

What are the challenges faced by team leader's supervising an intercultural team?



What are the challenges faced by members of an intercultural team?

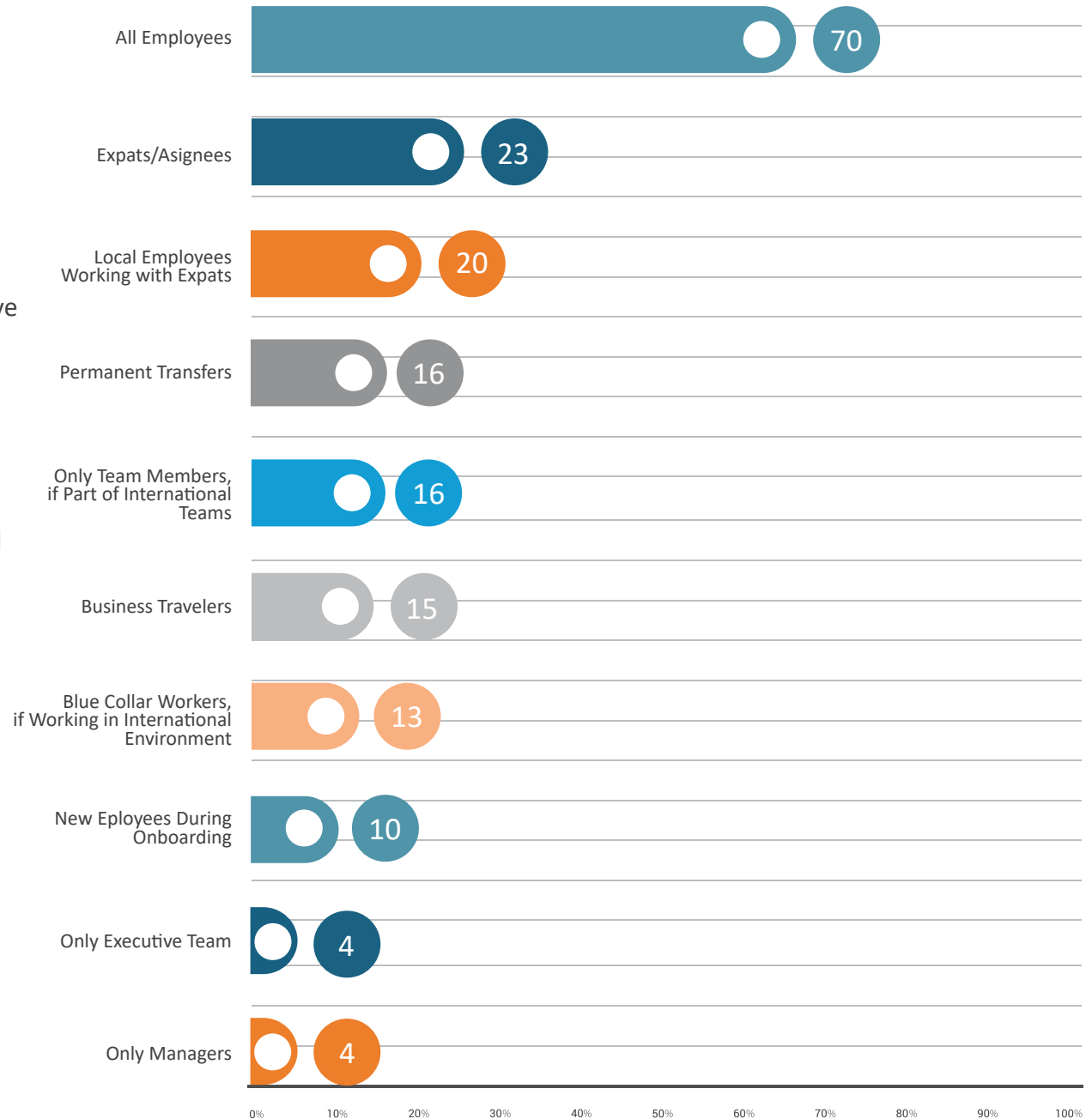


Who Should Have Access to Intercultural Training?

Based on the initial survey results, over 70% of respondents believe that all employees should have access to intercultural training.

Only 4% of respondents believe that intercultural training should be offered to only executive team, or only managers. 23% of respondents expressed that such training should be offered to expats, and 20% expressed that it should be offered to local employees, too.

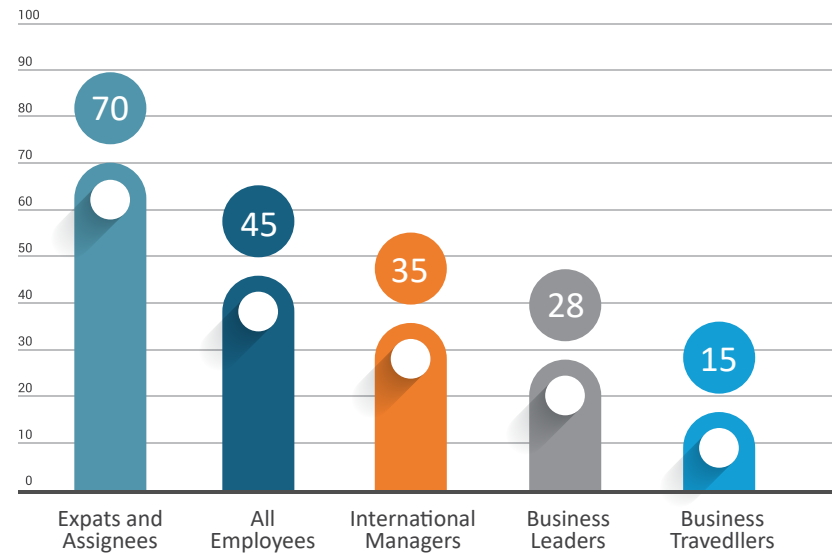
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Almost 45% of respondents said that All Employees are offered intercultural training today.

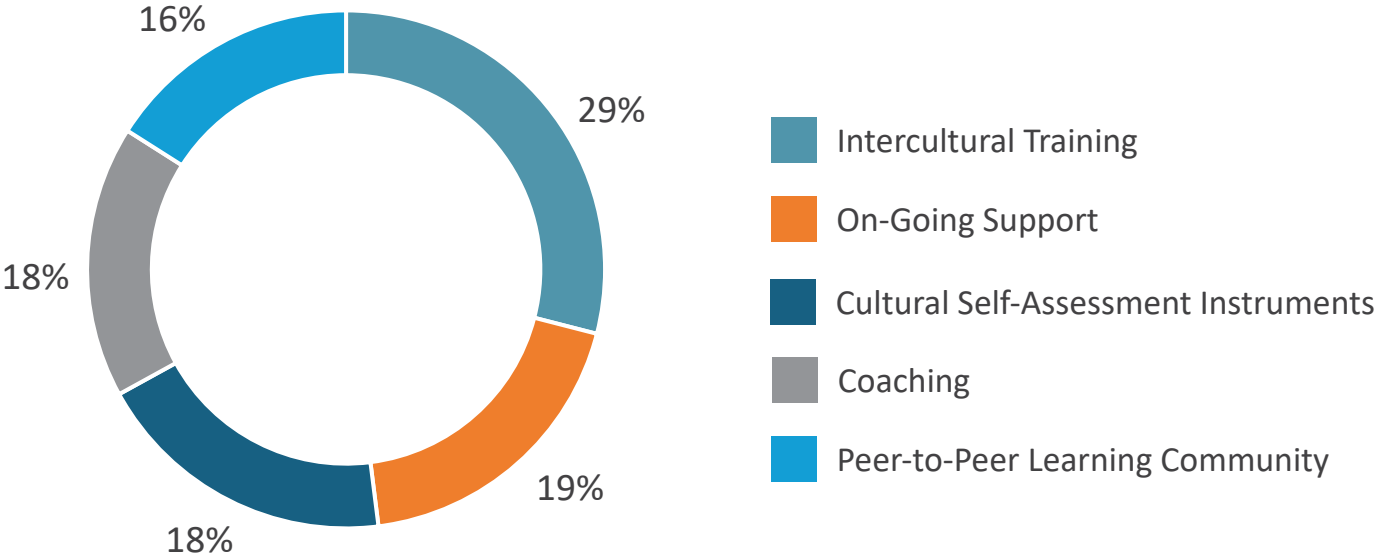
Who is Currently Offered Training?

Almost 70% of respondents admitted that their organization offers intercultural training to expats and assignees. In the industry overall, we have been seeing an uptake of such training for all employees - and this is confirmed by the respondents too (45%). Interestingly, a growing target population for intercultural training has been business travellers and business leaders.



What Cultural Support Should be Part of an Expat Experience?

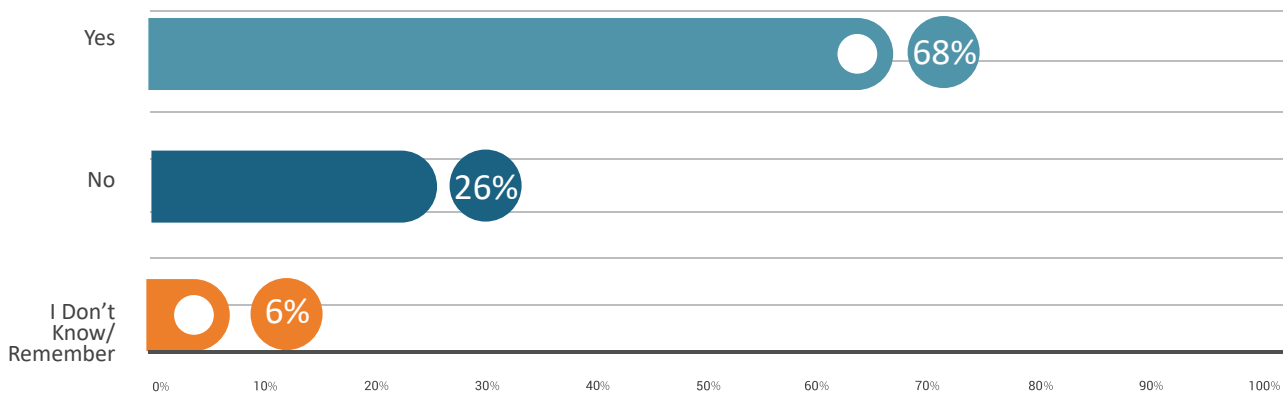
Most of the respondents agreed that intercultural training should be part of an expat experience. However, it is interesting to note how important each of these factors are, and which one does not dominate in the responses.



Value of Intercultural Training

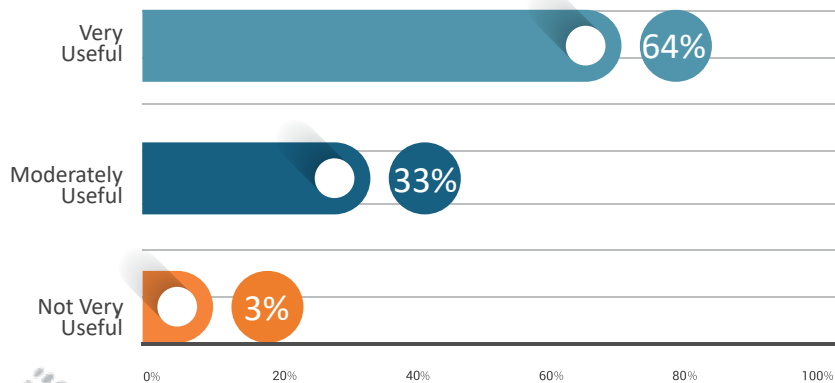
The value of intercultural training has been seen across the organizations of the survey participants. The majority of the participants have taken intercultural training in the past, and over half of them found it useful.

Have you ever taken intercultural training?



97% of those who have taken intercultural training found it moderately or very useful.

How useful was it?

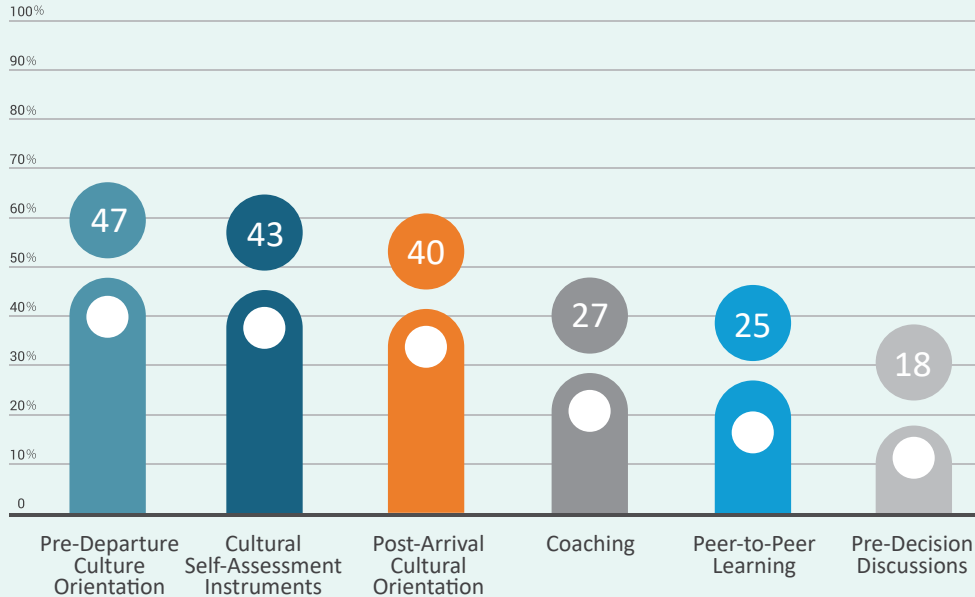


What would have made your intercultural training more useful?



What type of intercultural interventions are organizations planning to implement?

As more organizations begin to work interculturally and virtually, there are plans to offer intercultural training in the future, mainly around pre-departure time, and involving cultural assessment tools.



“Greater than 43% of organizations are intending to use self-assessment instruments.”

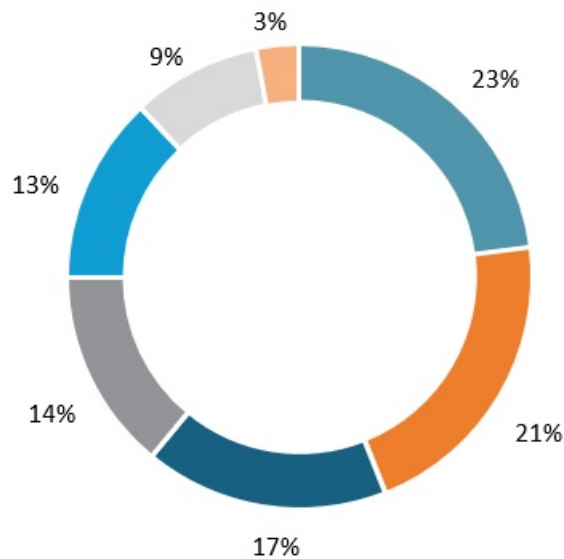
Intercultural Training in the Future

While no one knows exactly what the future holds, respondents felt strongly that the training methods would be both more immersive and more collaborative.

Despite the push for AI and online tools, survey participants also believe there will be more human interaction, not less when it comes to intercultural training!



What would you expect from intercultural training in the future?



- More Collaborative Approaches
- More Immersive Training Methods
- More Face-To-Face Training
- Increased Use of AI
- Shorter Online Training
- Increased Use of Bots
- Longer Online Training

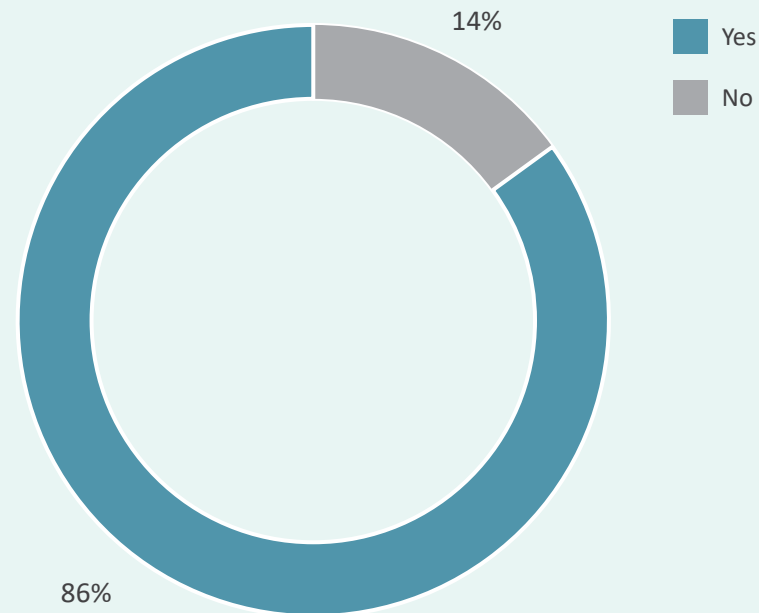


Cultural compliance is a preventative series of developmental solutions to align individual behaviors with the cultural norms, and legal expectations in a different culture.

Survey respondents expressed that cultural compliance training should be mandatory, part of on-boarding and leadership training, and should include toolkits on improving self-awareness and cultural blind spots.

Should organizations introduce the concept of cultural compliance?

86% said yes! This concept involves the potential for policies such as mandatory annual refresher training, compulsory training during onboarding, a system to evaluate intercultural skills as part of performance reviews to help individuals effectively communicate across cultures, training on inclusion and belonging, understanding the cultural impact in an international work environment, among other similar topics.



Take the survey

This report includes the initial findings from the Intercultural Landscape Survey. If you have not already taken the short survey, use the QR code to understand the transformational intercultural changes in the modern workforce.

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