



YARNU

THE ART OF SOCIAL INTELLIGENCE

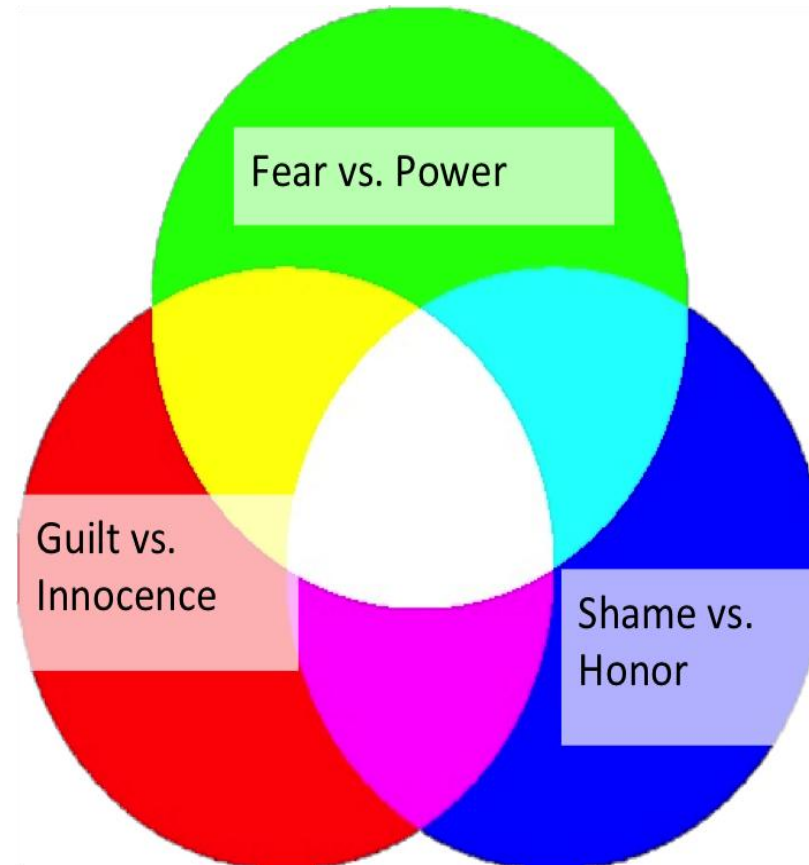
World Communications Forum

Davos
11 March 2015



The Three Colours of Worldview

- **Innocence / Guilt**
(N. America, Europe, Australia, New Zealand).
- **Honor / Shame**
(Asia, Middle East, South America).
- **Power / Fear**
(Parts of Africa, Asia, South America).





Cultural Intelligence

Meanings and Universal concepts

Trust



Cultural Intelligence

Can the
gap be
bridged?





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