

# TEACHING IM INTERNATIONALLY: THE LAST BASTION OF ETHNOCENTRICITY?

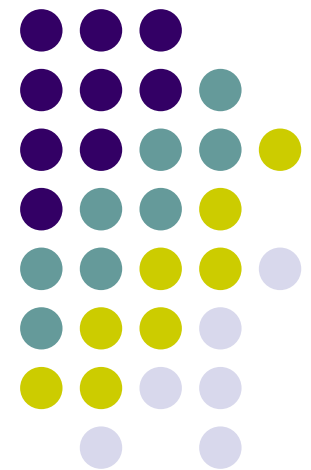
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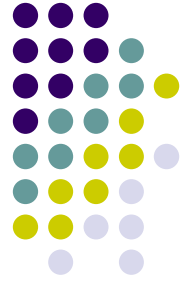
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## Outline:

- **Overview: background, perspective & context**
- **Issues & considerations in approaches to teaching IM**
- **Implications for teaching IM**

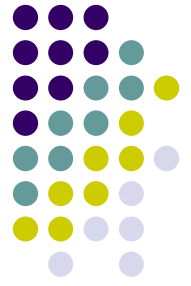


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# OVERVIEW

- **My background: influence on perspective**
- **Context for discussion**
  - **What is IM & why is that relevant to our teaching approach?**
  - **Objective for this session**



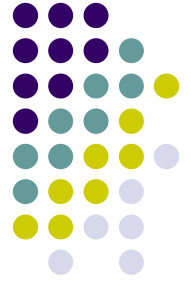
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# **APPROACHES TO TEACHING IM: ISSUES AND CONSIDERATIONS**

- **Signal to noise ratio**
- **Reception strength**
- **Mode of delivery**
- **Relevance of message**

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**APPROACHES TO TEACHING IM:  
IMPLICATIONS**



- **Knowing content**
- **Knowing context**
- **Knowing self**
- **Recognizing & acknowledging challenge**
- **Managing message**
- **Maintaining flexibility**
- **Obtaining effective & timely feedback**