

WIN-BIG **BALTIC** EVENT

Empowering Women in the Baltic Blue Economy:
Innovation, Growth, and Connection

5-6th November | Kiel, Germany

Organised by: 



Blaue
Bioökonomie



KIEL
MARINE
SCIENCE



LEARNING LAB 4

How our background shapes the way we communicate

Facilitators:

Raquel Clemente Martins + Tina Mertens

WIN-BIG Baltic Event | November 6th | Kiel, Germany



Funded by
the European Union

How our background shapes the way we communicate



Duration: 2 hours

Facilitators: Raquel Martins

Overview:

- Communication carries our histories, our wounds, and our hopes.
- Why Background Matters
- Crossing Backgrounds
- Recap & Toolbox

Communication carries our histories, our wounds, and our hopes.

Facilitators' introductions

Icebreaker TOOLKIT – Maritime Mystery (10–15 min)

- Solve gender-based 'mysteries' using imagination.
- Explore assumptions and perception.

Why Background Matters

It's you who defines which 'I' you think of when you say 'I'

Ram Dass

How our values reflect our background.

Exercise TOOLKIT: Good, Better, Best – Challenge

Cultural and Contextual Influences

- Explore direct vs. indirect, emotional vs. analytical communication.
- Share stories and examples (Belgium/Portugal).
- Project Olivia videos.

Crossing Backgrounds

Understanding Interpretation

Introduce The Culture Map by Erin Meyer.

Experiential Exercise

'Who am I?' Activity – pair storytelling.

Building Bridges

'Let's Bridge' activity – find common grounds to build communication bridges.

Discuss how background impacts communication.

Summary & Toolbox

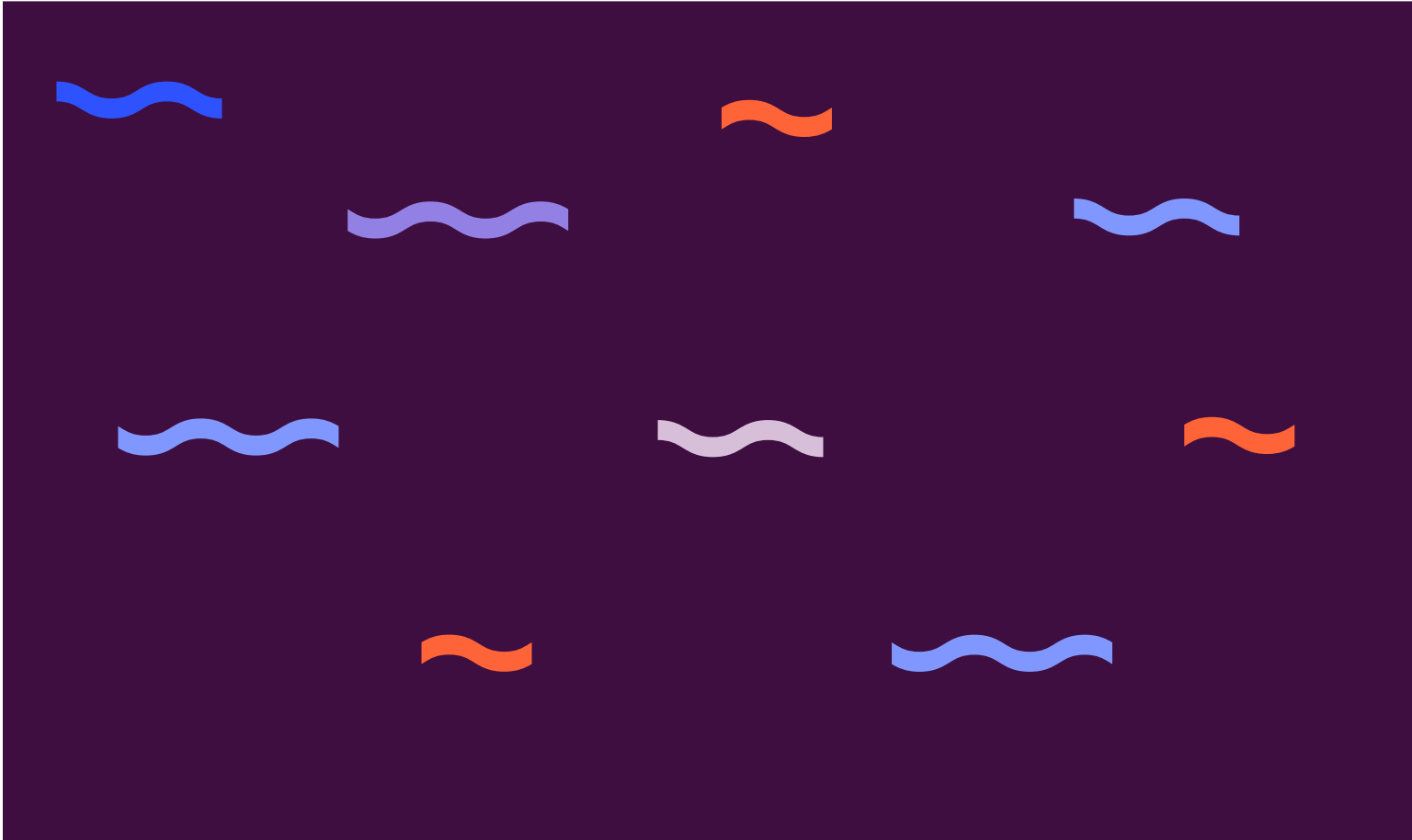
Recap, share, and care.

Present Toolbox resources.

- Recommended Resources:

The Culture Map by Erin Meyer (YouTube link)

Interviews from Belgium/Portugal



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