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## **A Look into the Intercultural Profession**

Have you ever wondered about what professional backgrounds your colleagues in the intercultural field come from? Or what motivates them to work in the intercultural profession? Did you know that the most common highest degree obtained by interculturalists is a master's degree? Or that the vast majority of interculturalists have personal experiences of living abroad? In a recent report (Salzbrenner, Schulze & Franz, 2014), 400 interculturalists from over 40 countries were asked to fill out an online survey consisting of 37 questions that, in different ways, shed light on the intercultural profession. The topics covered in the survey included the professional profile and average income of interculturalists, expertise matter, methods and tools used in trainings, and advice for newcomers to the field. The results of this research conducted by Susan Salzbrenner, Tanja Schulze and Anja Franz paint a fascinating picture of the intercultural profession. The full report is available online at <https://fitacrosscultures.leadpages.net/statusreport/>. In the meantime, below are some excerpts from their findings.

### ***Professional Profile***

Interculturalists come from a wide variety of educational backgrounds and hold a variety of degrees. While the most commonly held highest degree is a Master's degree, most of the degrees were obtained in the fields of linguistics/language/literature (12.8%), psychology (15.4%) and business/economics/marketing (10.8%). Other degrees held by interculturalists included arts, communications, education, engineering, healthcare and anthropology.

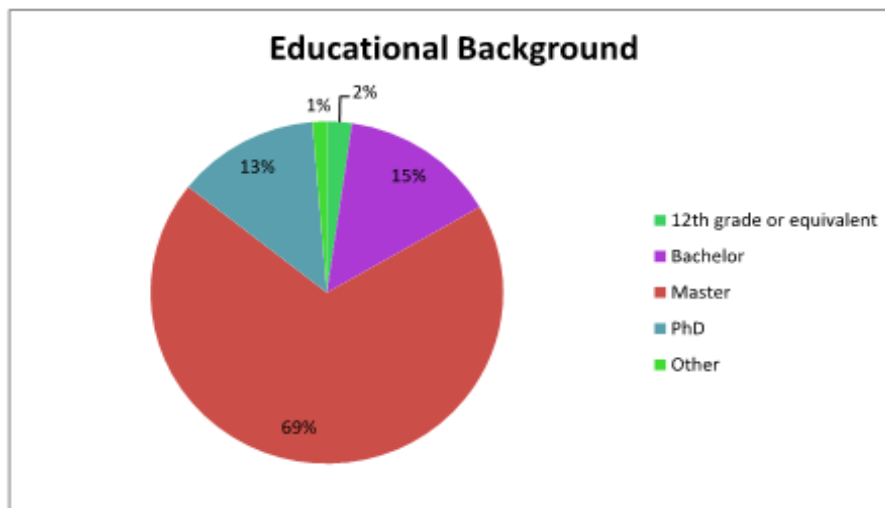


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## ***1. Educational background***

Figure 1. Educational Background of Interculturalists



Source: Salzbrener, Schulze, Franz (2014). A Status Report of the Intercultural Profession

More than half of the participants mentioned multiple training courses and programs that they attend in addition to their obtained degrees in an attempt to further develop themselves and advance their career in the intercultural field. The qualifying programs that were listed included the Summer Institute for Intercultural Communication in Portland, USA, NAFSA courses, AFS Summer Academy, SIETAR Congresses & Pre-Congress Workshops as well as certification courses. In addition, relevant life experiences such as being in intercultural relationships or living abroad were also mentioned as qualifying factors.

## ***2. Family background***

A vast majority of interculturalists have a personal experience with other cultures.



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Adult Third Culture Kid	Immigrant	Child of an Intercultural Marriage	Child of 1 <sup>st</sup> generation immigrants	Intercultural partnership	Living abroad experience	International adoption
11.6%	18.5%	12.1%	9.4%	45.7%	72.8%	3.2%

(Table 1. Family background of interculturalists n=405)

Source: Salzbreiner, Schulze, Franz (2014). A Status Report of the Intercultural Profession

### ***3. Involvement in the field***

On average, the interculturalists who participated in the research had been working in the industry for 13 years. However, there was an average of two and half years of earning gap reported, with women starting to earn income somewhat quicker than the men.

## **Work structure**

### ***1. Distribution of workload***

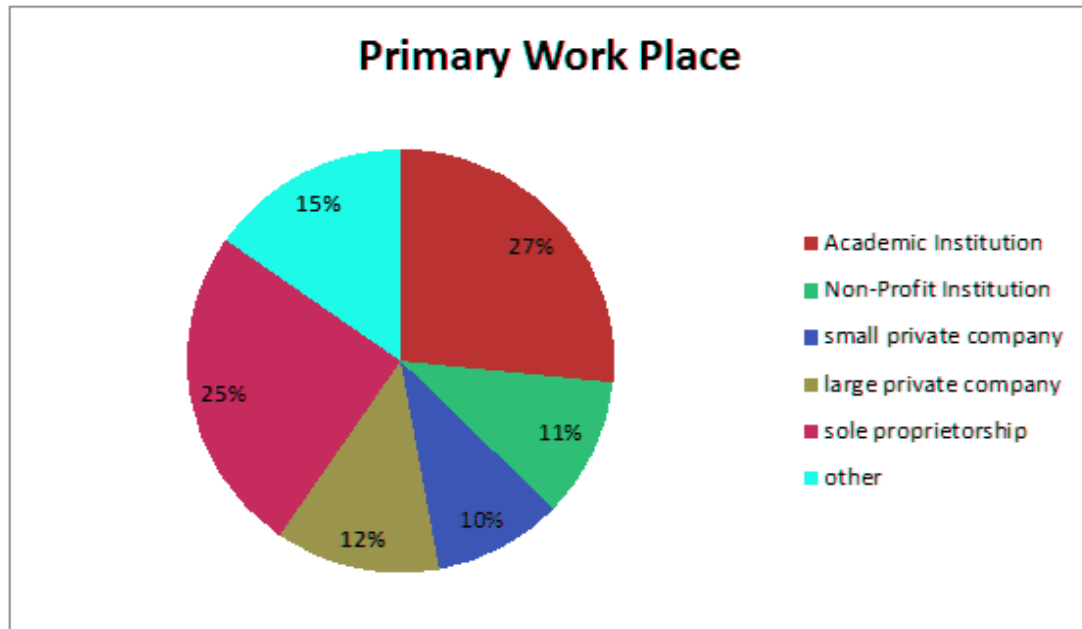
The ratio of work related to the intercultural field versus non-intercultural field was 65% versus 42% for the surveyed interculturalists. In the intercultural field related work, it was common for interculturalists to split their time between different institutions, most of them being between academic institutions (27%) and self-employment and subcontracting (25%).



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Figure 2: Distribution of primary work place among interculturalists (n=327)



Source: Salzbrenner, Schulze, Franz (2014). A Status Report of the Intercultural Profession

The participants of the survey reported holding a variety of titles when they are conducting their intercultural work, including: "facilitator" (17.3%), "professor/teacher" (23%), "student" (15.5%), as well as "curriculum designer," "coach," "interculturalist," "consultant," "HR," "professional," "intern," "trainer," and "training manager."

## ***2. Professional development***

To further personal and professional development in the intercultural field the surveyed interculturalists reported reading about 2 books per year, attending about 3 conferences per year, 3 programs/seminars a year, and 4 webinars a year. When traveling for the their intercultural work, participants went on three domestic trips a year, and approximately two international trips.



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## **Income and fees**

### ***1. Annual income***

For the majority of respondents, their intercultural work was not the source of their main income.

<b>Income Bracket</b>	<b>Overall annual income</b>	<b>IC-Related Income</b>
<b>Less than 5,000 EUR</b>	11.3%	21.4%
<b>5,001 - 10,000 EUR</b>	7.3%	10.9%
<b>10,001 - 20,000 EUR</b>	9.6%	15.3%
<b>20,001 - 35,000 EUR</b>	18.9%	14.6%
<b>35,001 - 50,000 EUR</b>	18.2%	16.0%
<b>50,001 - 75,000 EUR</b>	17.5%	10.9%
<b>75,001 - 100,000 EUR</b>	9.9%	3.7%
<b>100,001 - 500,000 EUR</b>	6.6%	7.1%
<b>More than 500,000 EUR</b>	0.7%	-

(Table 4. Percentages of annual income, n=290)

Source: Salzbrenner, Schulze, Franz (2014). A Status Report of the Intercultural Profession

### ***2. Time spent in Training, Preparation and Marketing***

On average, the participants spent eleven hours to prepare for a workshop, seminar or training. The average duration of programs was estimated to be around 8 hours. The respondents noted that in 2014 they had on average 5 trainings per month and spent 14 hours per month on marketing activities, including social media.

### ***3. Fees and rates***

Below is a summary of fees that interculturalists charged per day and per hour of work.



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Rates	In EUR
Average rate you charge a client directly per day of work	1,200.43 EUR
Average rate you charge a client directly per hour of work	128.89 EUR
Average rate paid per day of work when subcontracting/freelancing for another company	684.53 EUR

(Table 6: Average rates for intercultural professionals, n=135)

Source: Salzbrenner, Schulze, Franz (2014). A Status Report of the Intercultural Profession

Rates	Male	Female
Average rate you charge a client directly per day of work	1,400 EUR	1,121.36 EUR
Average rate you charge a client directly per hour of work	124.73 EUR	132.44 EUR
Average rate paid per day of work when subcontracting/freelancing for another company	823.47 EUR	640.77 EUR

(Table 7. Average rates by gender, n=135)

Source: Salzbrenner, Schulze, Franz (2014). A Status Report of the Intercultural Profession

### *Subject matter expertise and country-specific expertise*

The subject matter of expertise (SME) along with the country-specific expertise was varied among the participants of the survey.

SME	Percentages
Cultural Awareness/Sensitivity	98.3%
Intercultural Communication	67.2%
Global Teams/Team work	35.1%
Relocation/Expatriation	33.6%
Diversity & Inclusion	32.1%
Global Leadership	23%
Repatriation/ Re-entry	18.5%
Virtual Multicultural Teams	18.3%
Global Project Management	16.8%
International Negotiations	14.6%
International Conflict Resolution	11.6%
Expat Candidate Assessment	8.6%
Global Mergers & Acquisitions	5.7%

(Table 8: Subject Matter Expertise, ranked, n=405)

Source: Salzbrenner, Schulze, Franz (2014). A Status Report of the Intercultural Profession



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### ***Country-specific expertise***

1. USA (24%)
2. Germany (18.7%)
3. China (15.1%)
4. France (11.1%)
5. India (10.4%)
6. Japan (9.1%)
7. Italy (7.4%)
8. Brazil (5.9%)
9. South Korea (5.4%)
10. Spain (5.2%)

### ***Industry-specific expertise***

Top ten most frequently served industries by interculturalists in 2014 were:

1. Education (41.5%)
2. Higher Education (28.9%)
3. Non-Profit Organizations (24.2%)
4. Automotive (19.5%)
5. Banking (18.5%)
6. Financial Services (16.3%)
7. Information Technology and Services (15.8%)
8. Consumer Goods (13.8%)
9. Government (13.3%)



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## 10. Food & Beverages (12.6%)

### Motivation and identification

In order to gain an insight into why interculturalists choose their professions in the intercultural field, the participants were asked to reveal their extrinsic and intrinsic motivational factors. Below is a summary of their responses.

Extrinsic Motivation	Average rating (scale of 1-5, 5 rating the lowest approval)
I wanted good income opportunities.	3.5
My parents and/or other important people in my life suggested this field.	4.3
I liked the perceived associated status and reputation.	3.9
I admired the work other interculturalists did.	2.6
I wanted to be in contact with many different kinds of people.	1.5

(Table 9. Items for Extrinsic Motivation Scale, n=257)

Source: Salzbrener, Schulze, Franz (2014). A Status Report of the Intercultural Profession

Intrinsic Motivation	Average rating (scale of 1-5, 5 rating the lowest approval)
It had been a dream of mine since I was young.	3.2
I wanted to help others.	2.3
I wanted to challenge and develop myself.	1.9
I had an academic/scientific interest.	2.3
I saw the opportunity to fulfill myself.	1.9
I wanted to do something useful for society.	2.1
I wanted to have a good feeling about the work I do.	1.8
I wanted to move and change things.	2.1
I wanted to analyze and work through my own intercultural experiences.	2.2

(Table 10. Items for Intrinsic Motivation Scale, n=257)

Source: Salzbrener, Schulze, Franz (2014). A Status Report of the Intercultural Profession

### Methods and exercises

With the variety of methods and tools available for intercultural work, the participants shared some of their most frequently used methods.





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Method	Percentages
<b>Examples &amp; Storytelling</b>	52.3%
<b>Case Studies</b>	49.4%
<b>Roles Plays/ Simulations</b>	42.5%
<b>Games/ Icebreakers</b>	36.8%
<b>Videos</b>	34.8%
<b>Lectures &amp; Presentations</b>	34.1%
<b>Models &amp; Theories</b>	31.9%
<b>Assessment &amp; Instruments</b>	20.7%
<b>Immersion</b>	19.3%
<b>Online Tools</b>	11.1%
<b>Checklists &amp; Tip Sheets</b>	8.9%
<b>Music/Dance/Art/Poetry</b>	7.9 %
<b>Journaling</b>	6.4 %

(Table 12. Preferred methods and tools, n=405)

Source: Salzbrenner, Schulze, Franz (2014). A Status Report of the Intercultural Profession

### ***Advice to newcomers***

The list below features advice most commonly given by the participants of the survey to newcomers of the intercultural field.

Suggested Advice	Percentages
<b>Living/Working Abroad</b>	49.9%
<b>Receiving Training or Developing Skills</b>	45.2%
<b>Gaining Work Experience</b>	35.1%
<b>Developing skills beyond intercultural work</b>	32.6%
<b>Gaining a degree or an academic background</b>	25.2%
<b>Reading</b>	22 %
<b>Attending professional conferences</b>	18.8%
<b>Developing a niche</b>	14.3%

(Table 13. Advice to newcomers, n=405)

Source: Salzbrenner, Schulze, Franz (2014). A Status Report of the Intercultural Profession