



# Intercultural Landscape Survey 2025 Results

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The NetExpat Intercultural 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  
Travelers



International  
Assignees



Permanent  
Transfers



Any Employees  
Working Across  
Cultures

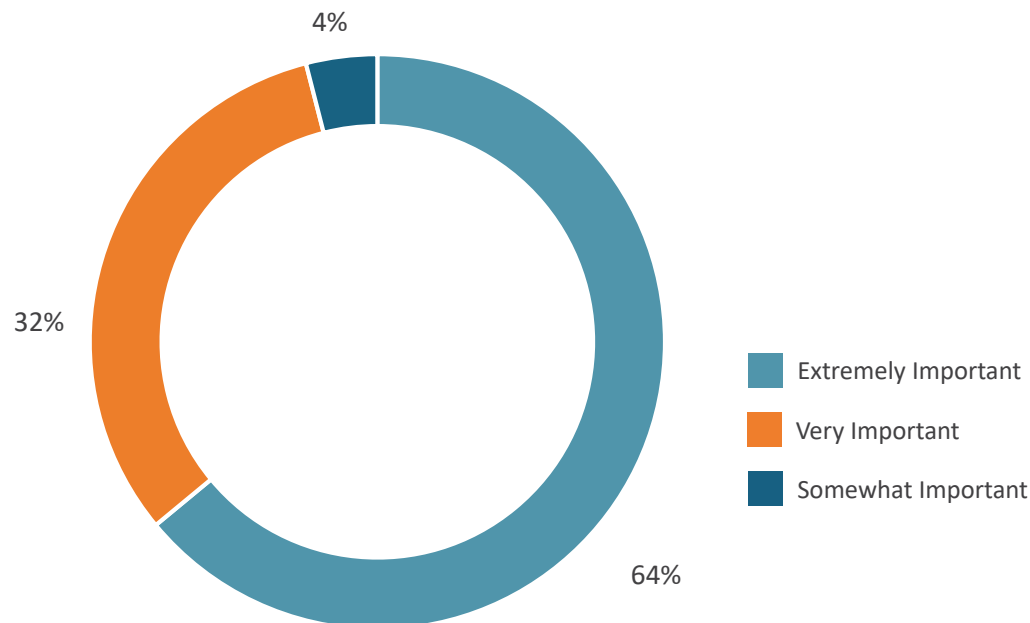
# How Do Organizations Really Feel About the Importance of Cultural Agility?

Do they recognize the impact of culture on the global teamwork, international assignment success, and leadership? 96% 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. *Read how cultural agility impacts mergers and acquisitions.*



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

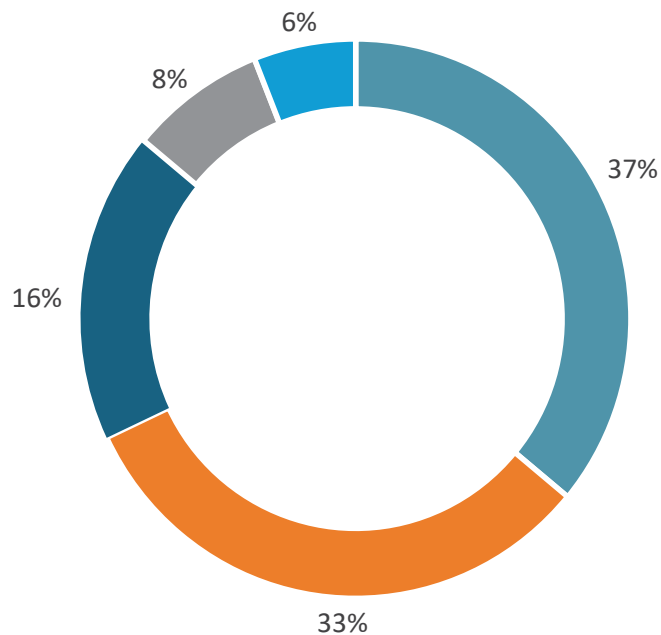
In today's global business environment, how important is cultural agility?



**96% feel that cultural agility is extremely or very important**

# Impact of Cultural Agility

The top five impact areas were identified, revealing meaningful differences in how various audiences ranked the key benefits. These variations offer valuable insights into what each group prioritizes most.

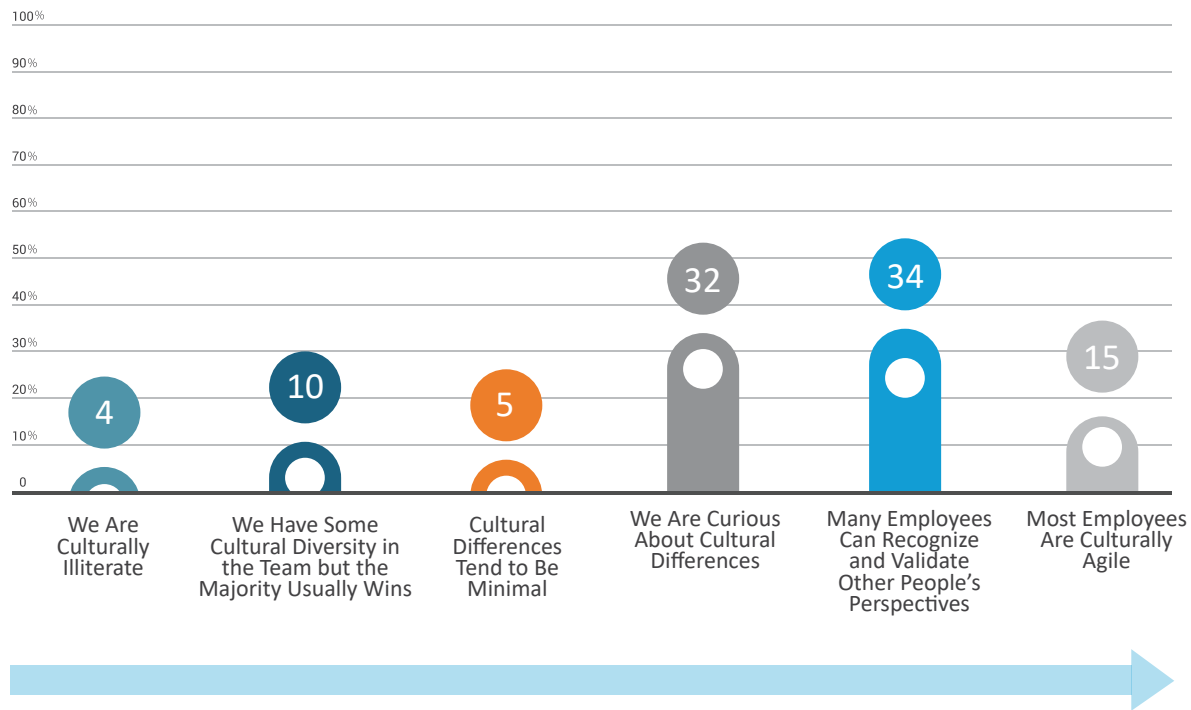


## Top Benefits Noted By Audience

Effective Teamwork	→	Global Mobility and L&D
Improving Communication	→	Local Supervisor and Staff
Competent Leadership	→	Former Expats and Local Supervisors
In Winning Business	→	Non-Mobile Employees
In Recruiting Great Talent	→	Learning & Development

Age: Respondents under 35 ranked **improving communication** as the top benefit. While those over 35 prioritized **effective teamwork**.

# Where Do You Think Your Organization Falls on This Cultural Agility Scale?



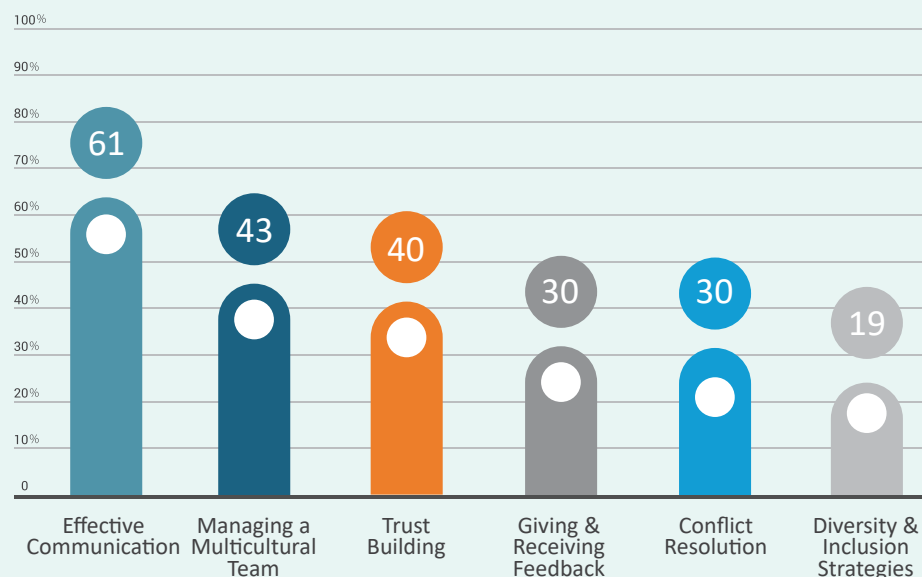


## Top Intercultural Challenges

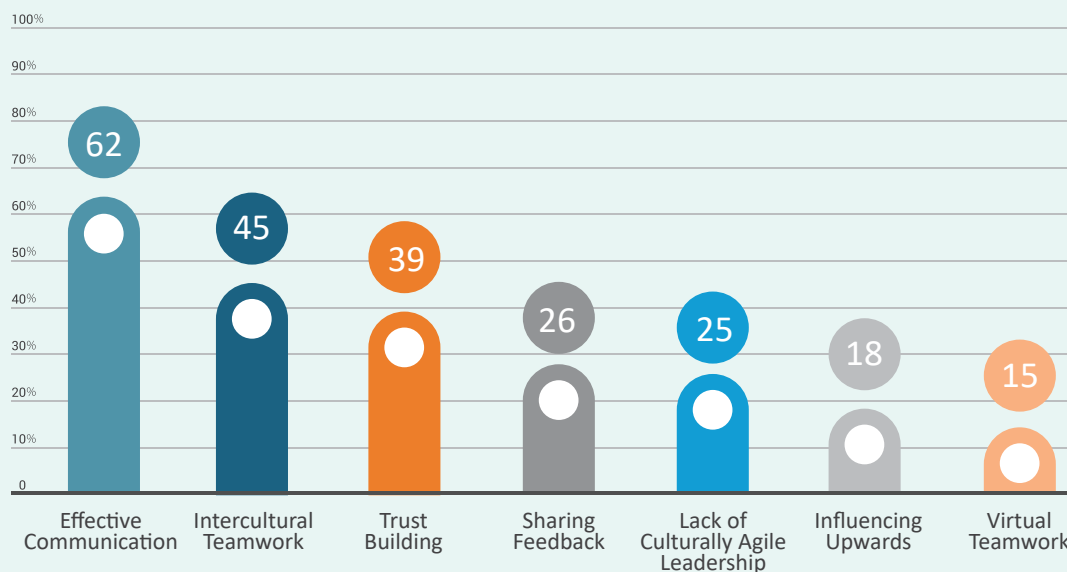
- Over **60%** of leaders and teams cite effective communication as a main challenge
- Teamwork was cited as the second challenge by both leaders and teams
- Almost **40%** of leaders and teams cite building trust as a main challenge

**Both groups also identified trust-building as another major challenge.**

### What are challenges faced by team leaders supervising an intercultural team?



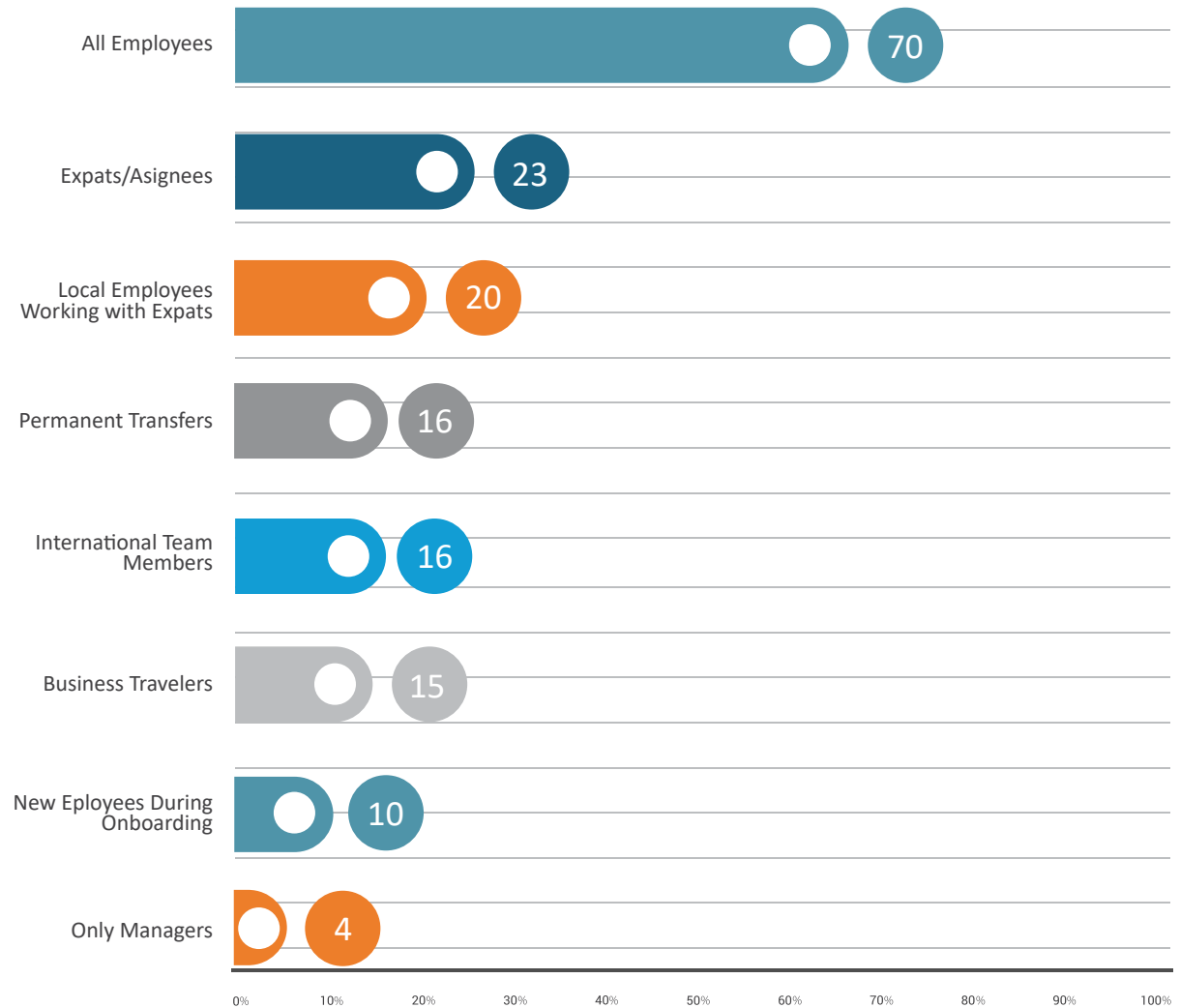
### What are challenges faced by members of an intercultural team?



## Who Should Have Access to Intercultural Training?

Over 70% of respondents believe that all employees should have access to intercultural training.

23% of respondents expressed such training should be offered to expats, and 20% expressed that it should also be offered to local employees, too.



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Raising awareness for intercultural training for business travelers is crucial for efficient travel planning and consequently can lead to cost and emission reduction.”

Siemens

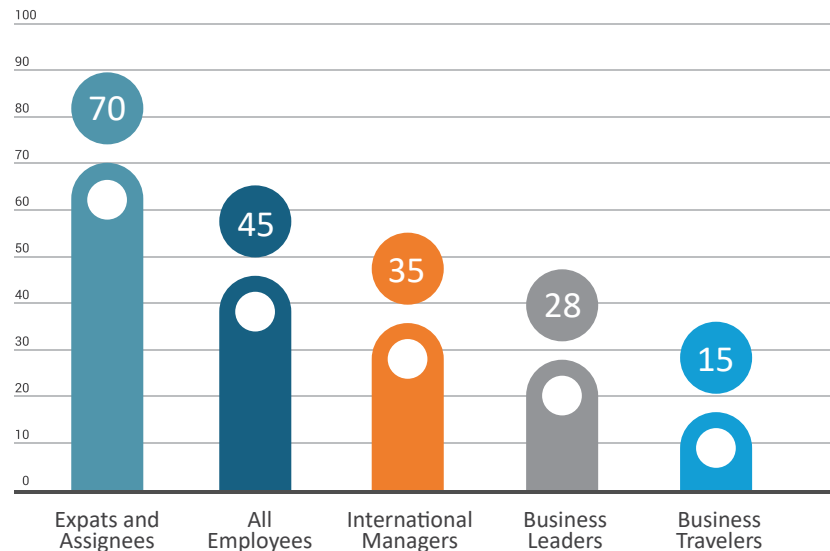
NetExpat



45% of respondents indicated that all employees are offered intercultural training today.

## Who is Currently Offered Training?

70% of respondents shared 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.

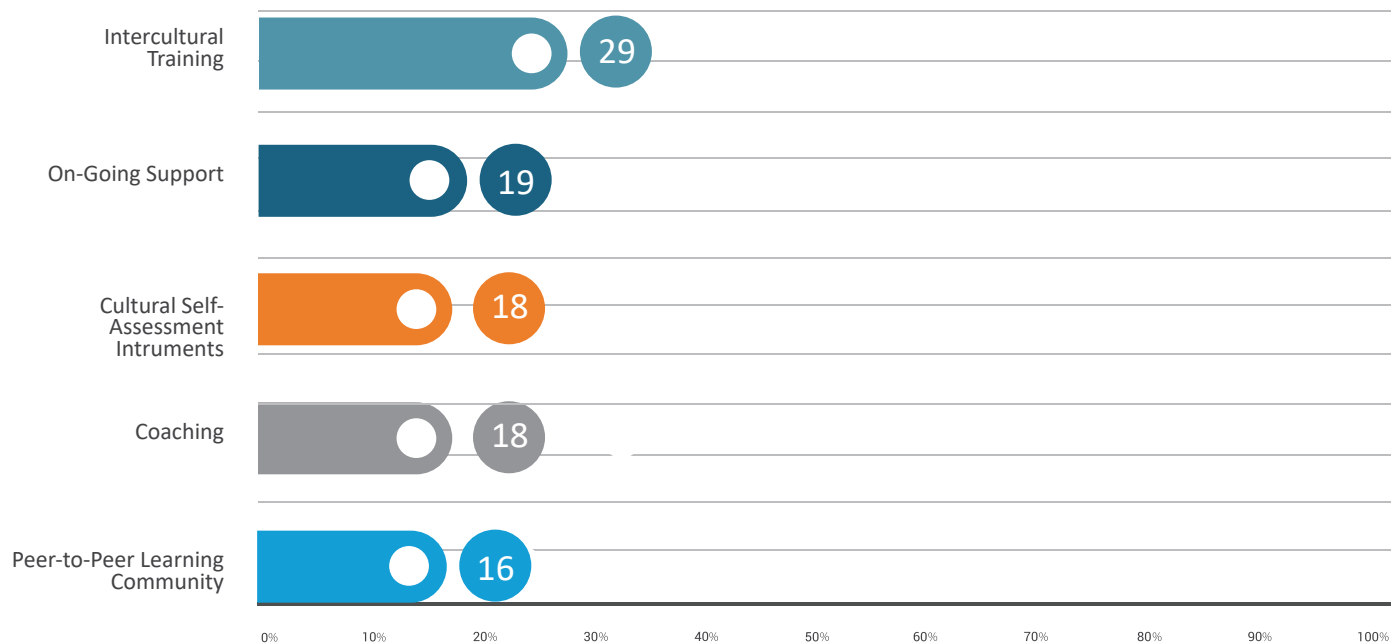


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# Intercultural Agility: It's Not Just Training

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



Does intercultural coaching intrigue you?

[Click here](#)

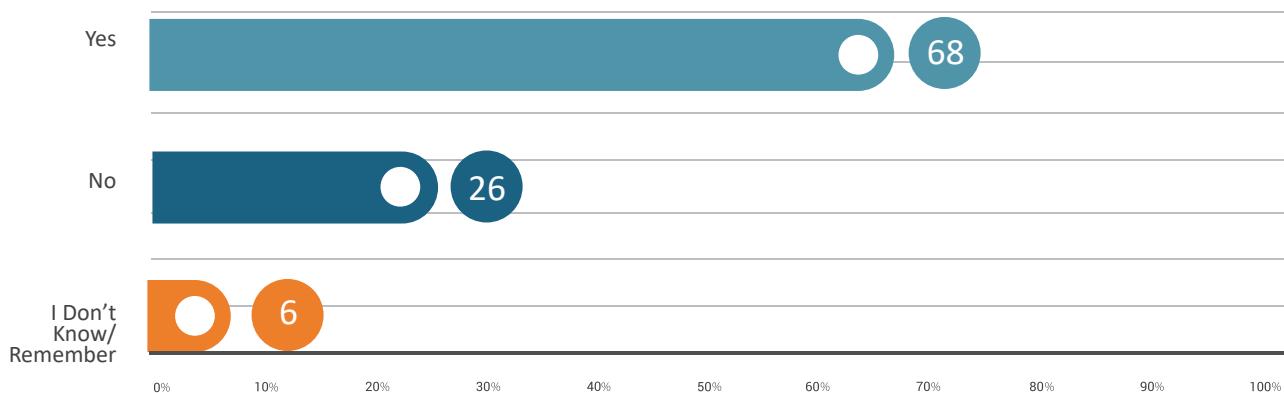
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[Request to join](#)

# Value of Intercultural Training

The value of intercultural training has been recognized 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?



## Which aspects of intercultural training are most important to you?

- Self-assessment tools
- Interaction
- Look and feel of training materials
- Having opportunities to apply the learning
- Micro-learning content

**97% of those who have taken intercultural training found it useful.**

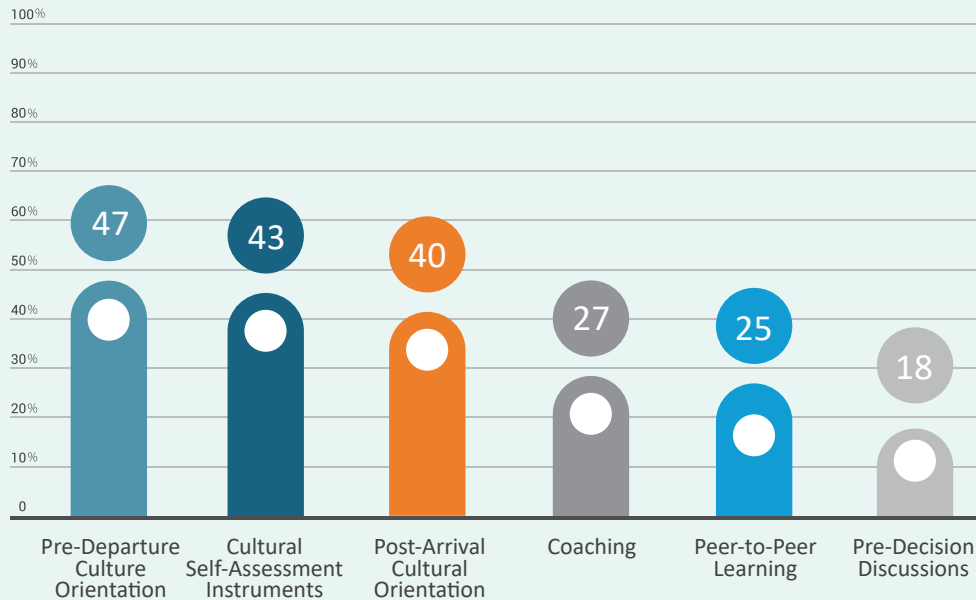
[Discover the ROI of intercultural training](#)

# 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 utilize cultural assessment tools for non-mobile employees. *Learn more about NetExpat's tailored intercultural solutions.*

Our intercultural assessment tools, ExpAdviser® and CultureSnap® help users discover their strengths and anticipate potential challenges when working internationally.

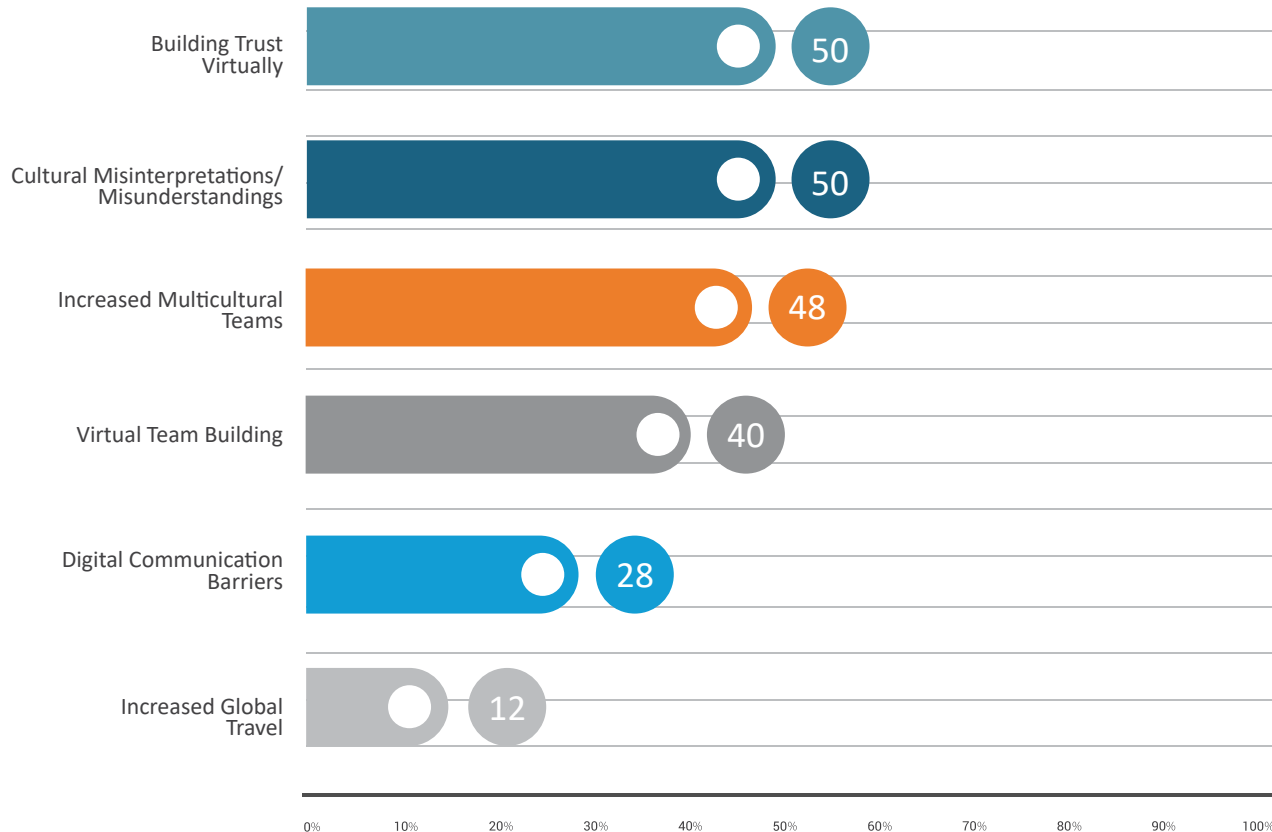
Watch the video



**More than 43% of organizations intend to use assessment instruments.**

# Top Emerging Intercultural Challenges in the Current Workplace

As teams become more globally distributed, digital communication barriers and virtual team dynamics are emerging as key intercultural challenges. This highlights a growing need for training that addresses cultural agility in virtual environments—such as remote collaboration, digital etiquette, and trust-building across cultures.



Do you know how to build trust across cultures?

[Learn more](#)

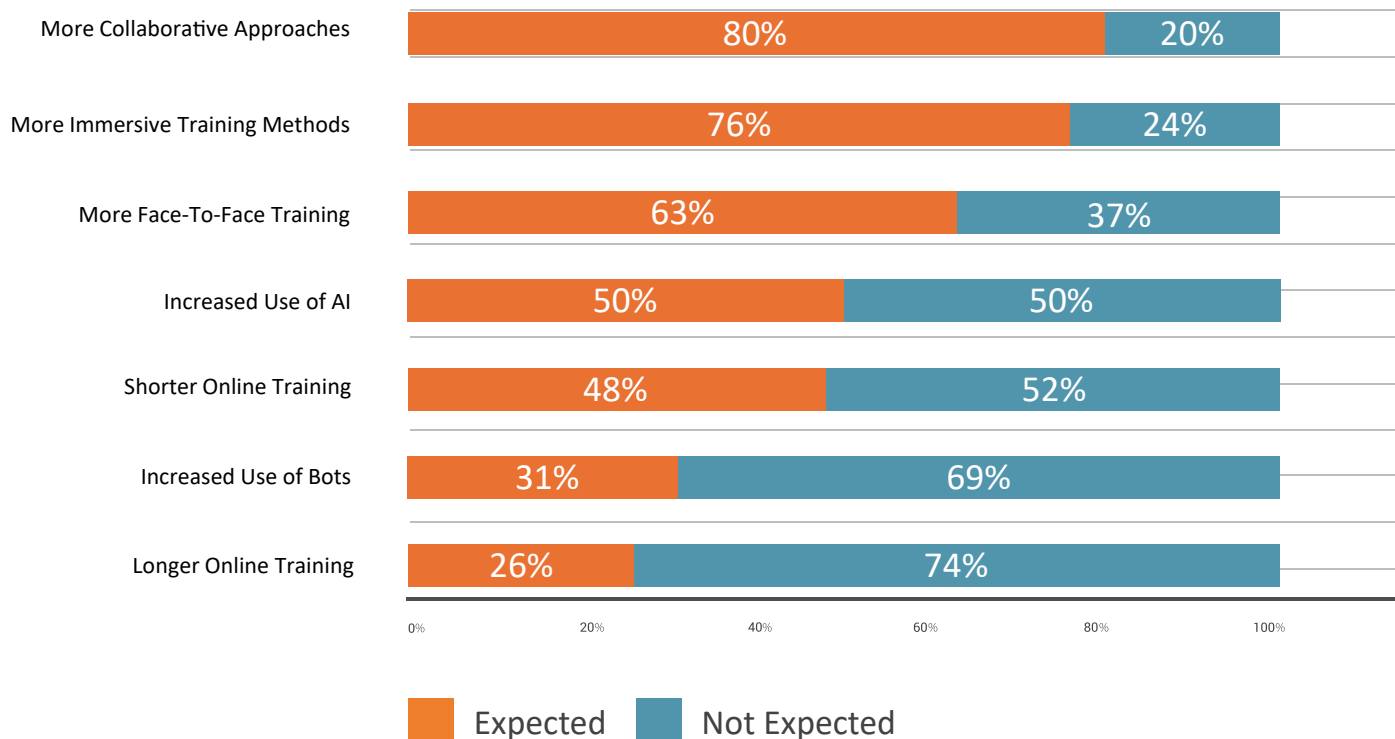
# Intercultural Training in the Future

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?



Discover tailored  
intercultural support

[Learn more](#)

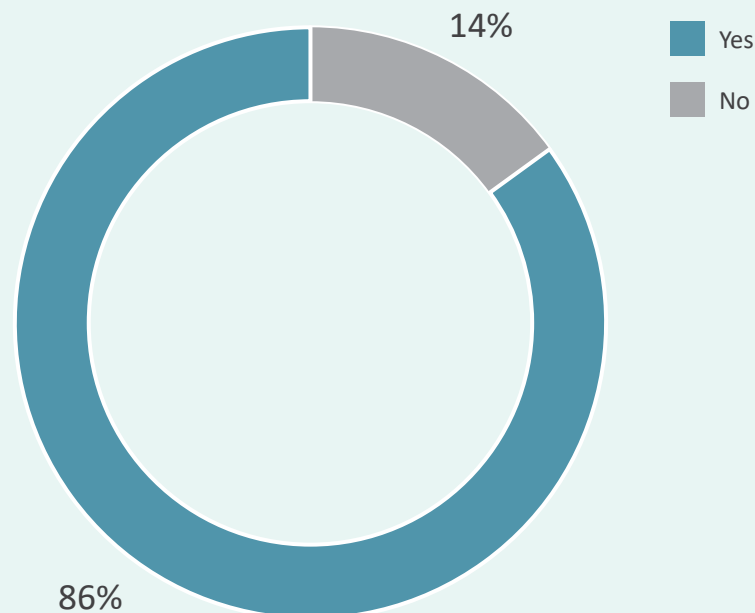


Cultural compliance is a preventative series of developmental solutions to align individual behaviors with the cultural norms, safety and security, and legal expectations.

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, safety and security, understanding the cultural impact in an international work environment, among other similar topics.



[Learn more](#)

## 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.



Contact us to learn more at [info@netexpat.com](mailto:info@netexpat.com).



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