



Cultural Differences Presentation

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The TEN Team

In an ideal world ...

- the policemen would be English
- the car mechanics would be German
- the cooks would be French
- the hotel managers would be Swiss
- and the lovers would be Italian

In a living hell ...

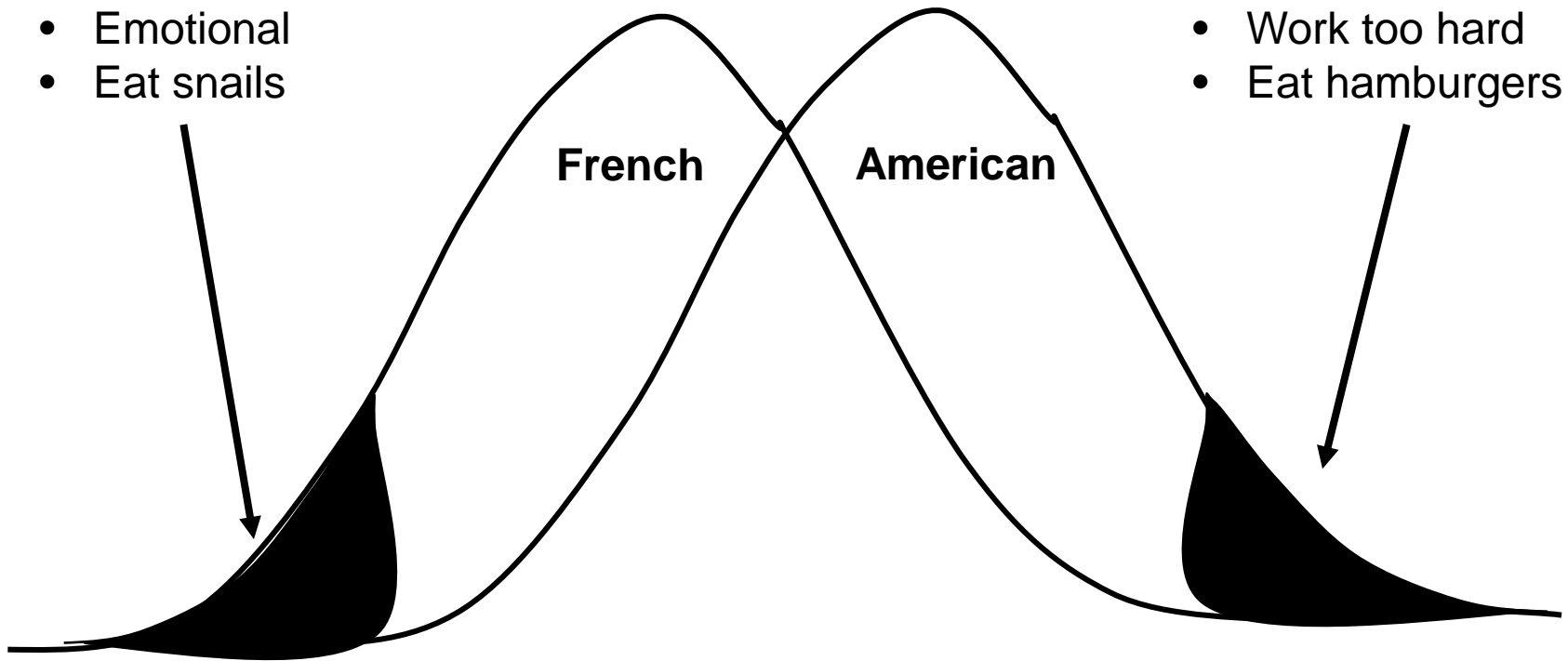
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- and the lovers would be Swiss



Cultures overlap

- Arrogant
- Complicated
- Complainers
- Flamboyant
- Hierarchical
- Emotional
- Eat snails

- Naive
- Aggressive
- False
- Too optimistic
- No culture
- Work too hard
- Eat hamburgers



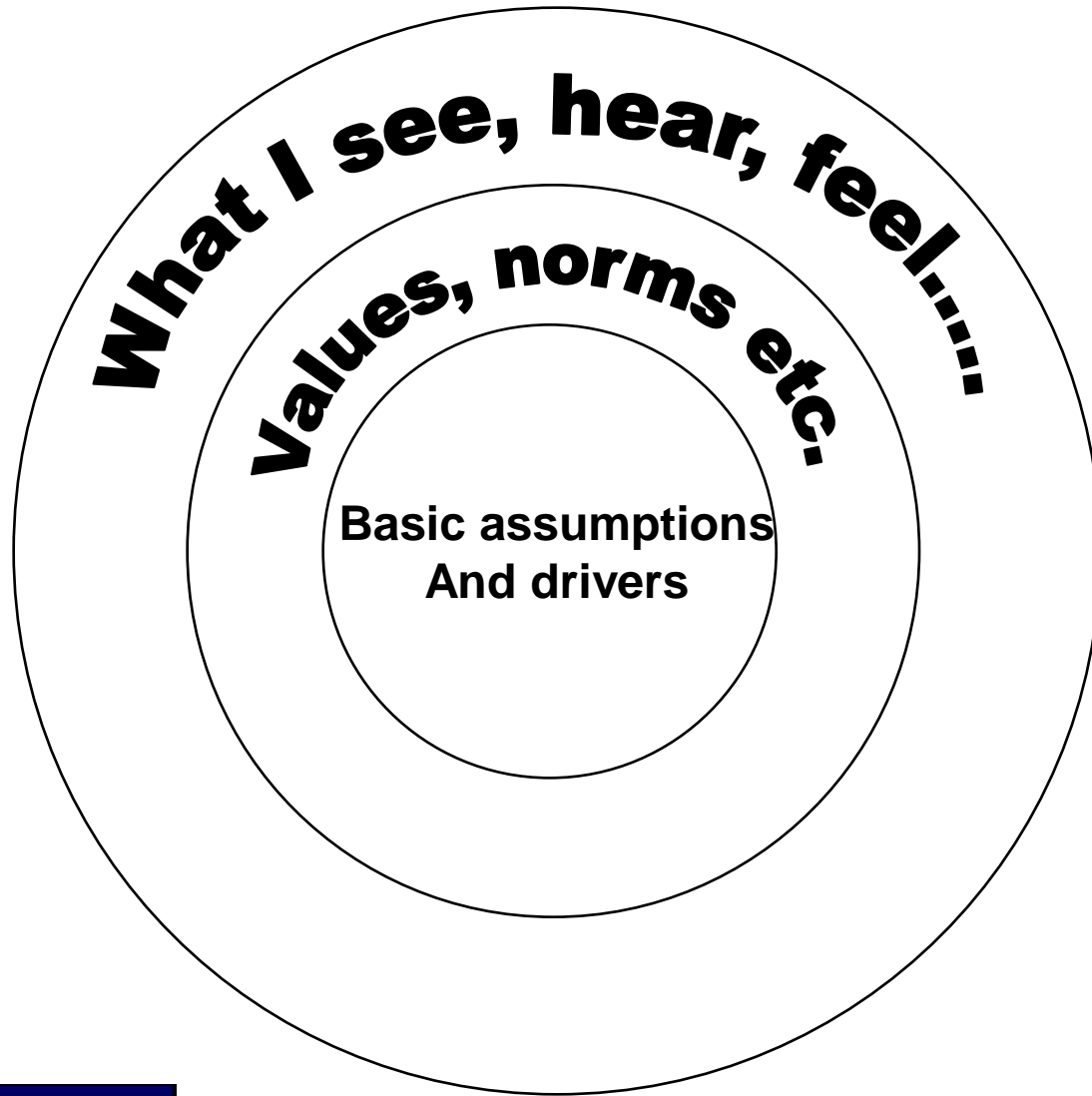
Stereotypes are dangerous and can lead to wrong assumptions

Hofstede's Cultural Dimensions

- Individualism/Collectivism
 - Emphasis on self versus social group
- High/Low Power Distance
 - Acceptance of unequal power distribution
- High/Low Uncertainty Avoidance
 - Comfort in ambiguous situations
- Quantity/Quality of Life
 - Emphasis on assertiveness & materialism versus relationships and leisure time



Not too simple.....



But what is culture?

How we communicate

How we look

The food we eat

How we think about our country

The importance of family

Religion

How we solve problems

How we respect authority

Our approach to truth and honesty

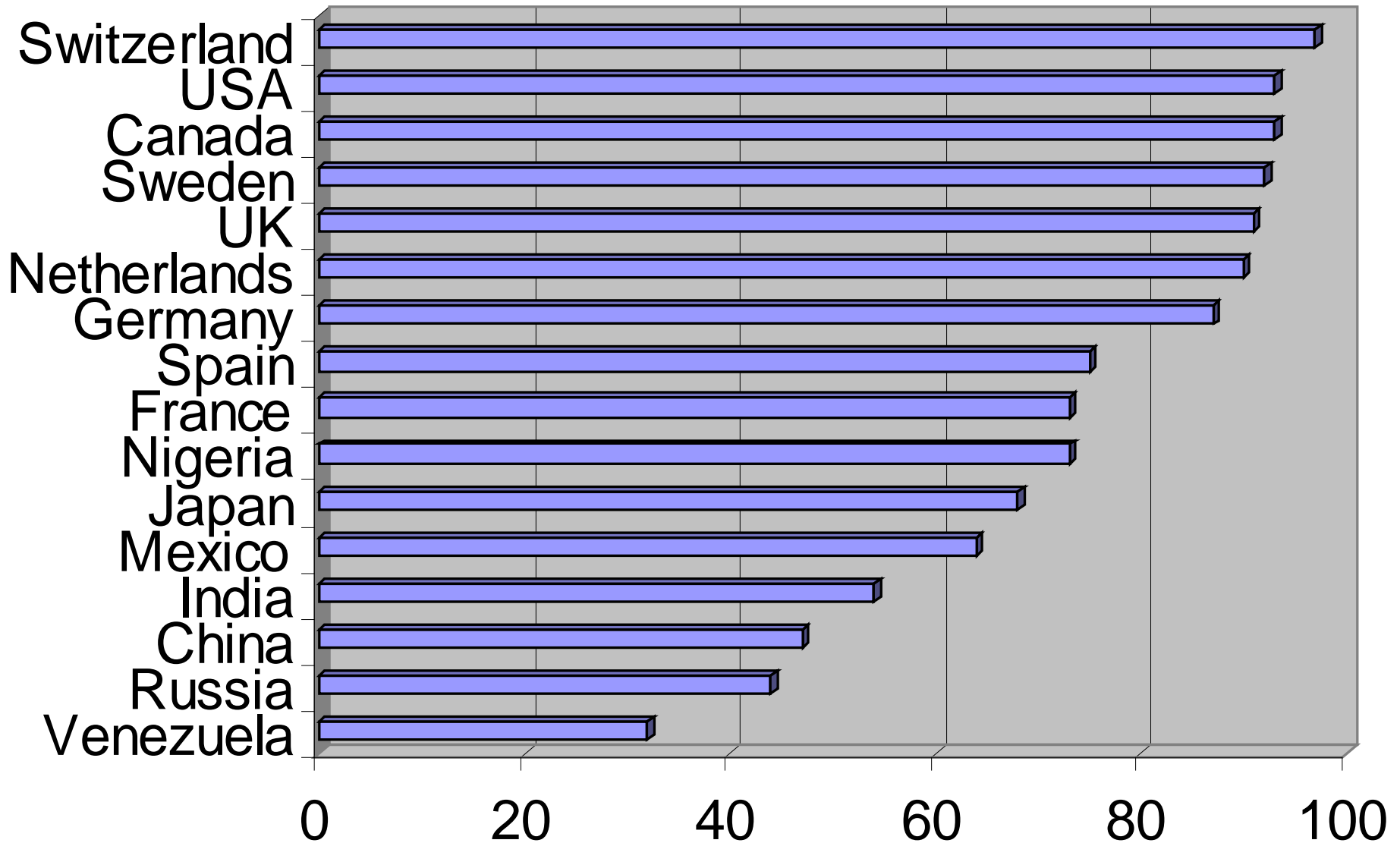
The language we speak



The car and pedestrian



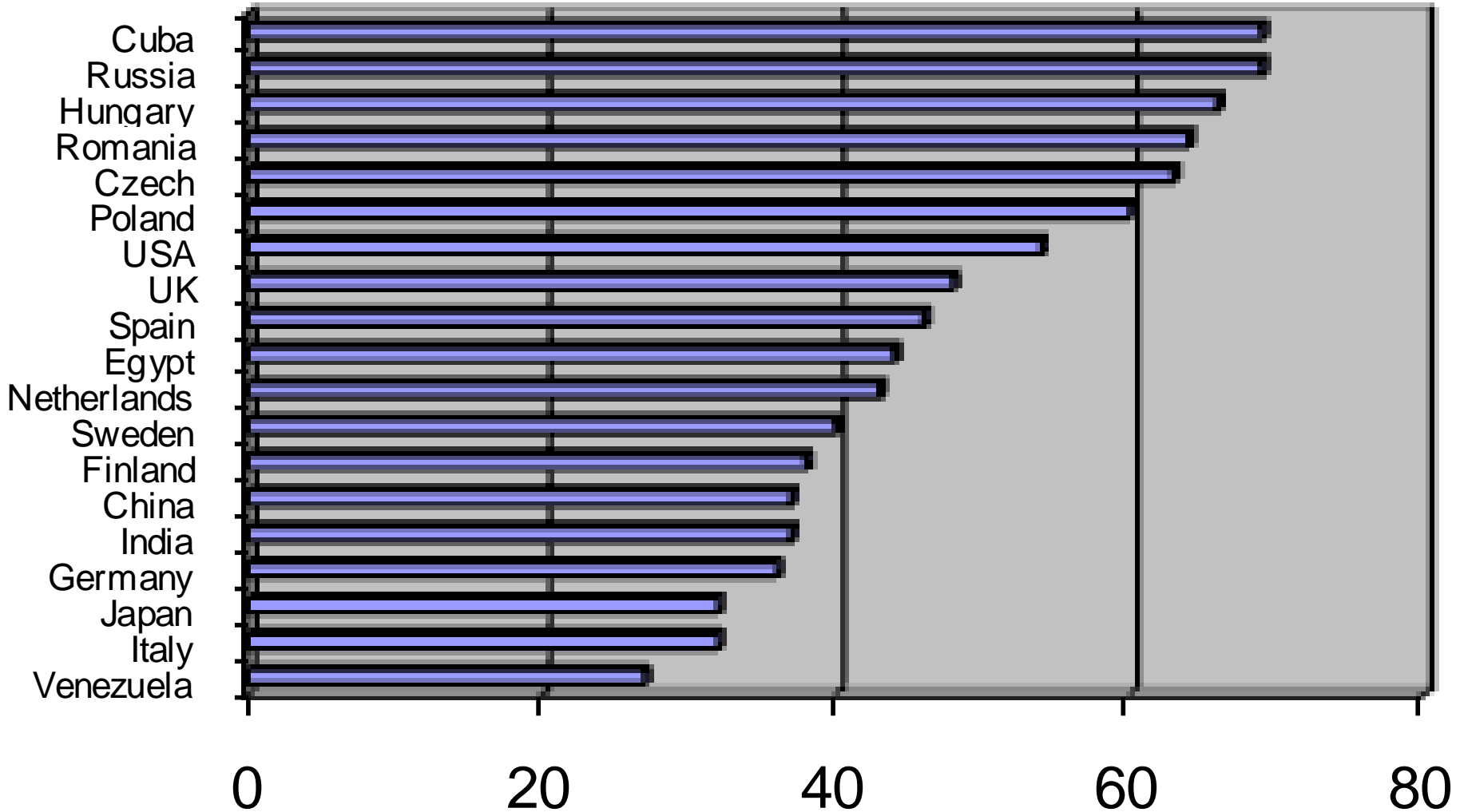
Car and pedestrian



The team or the individual

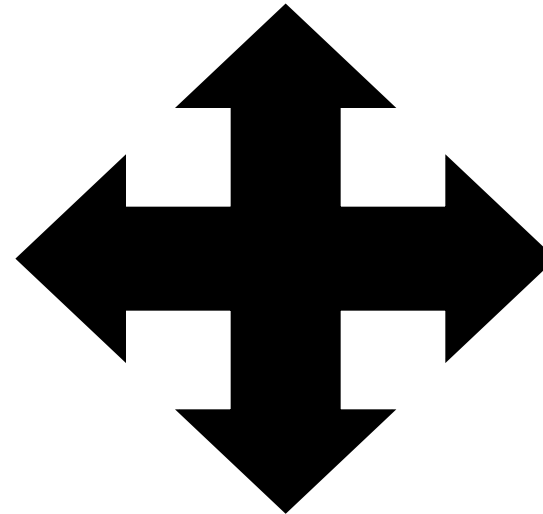


Team or individual responsibility



Universalism

- Rules and regulations
- Treat everyone the same
- Consistent approach



Neutral

- Cool
- Not revealing feelings
- Monotone voice

Emotional

- Loud
- Very vocal
- Shows feelings

Particularism

- Flexibility
- Adapt to the situation
- Relationships

A few rules to consider.....

- **Know Yourself and Your Own Culture**
- **Research other cultures**
- **Learn others expectations**
- **Check Your Assumptions**
- **When in Rome . . . ask questions**
- **Use your senses – listen, watch, smell, taste, feel**
- **All communication is multi cultural**
- **Be tolerant, flexible, patient, respectful**
- **Don't think you can ever really fully understand**

