

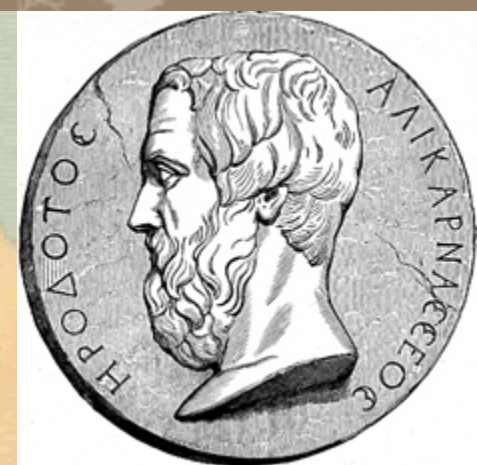
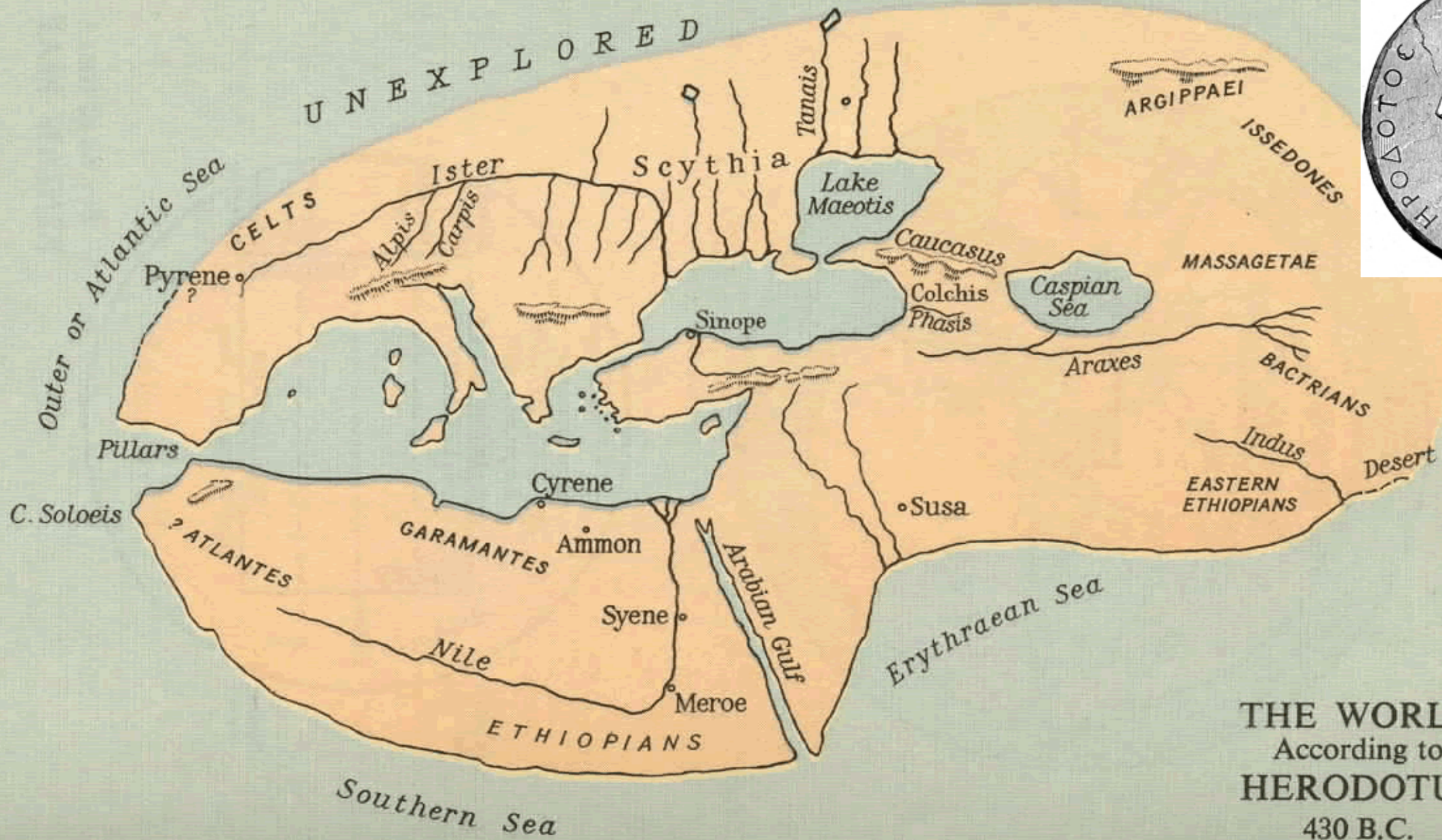
Culture: a wall, or a curtain?

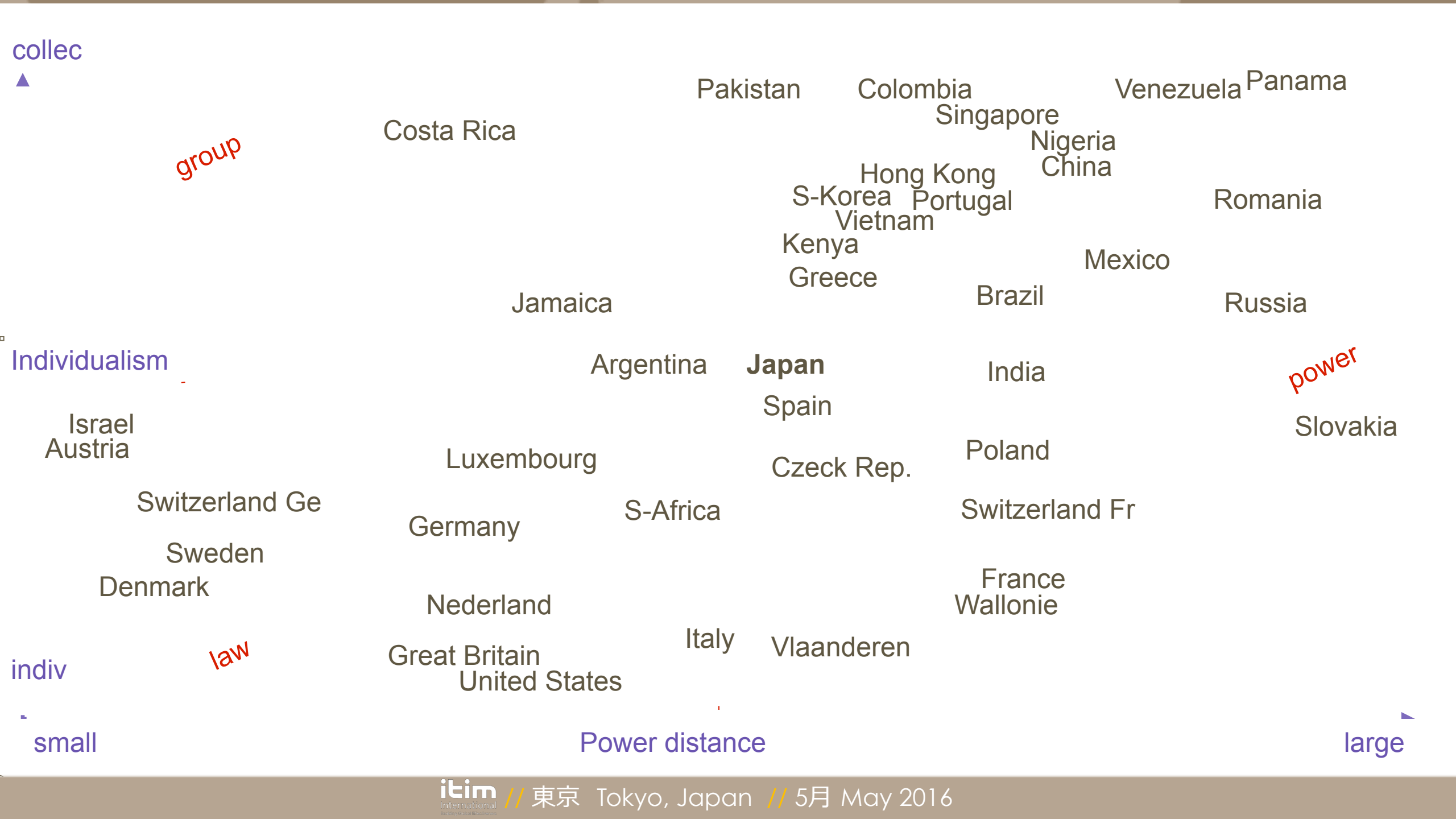


Gert Jan Hofstede







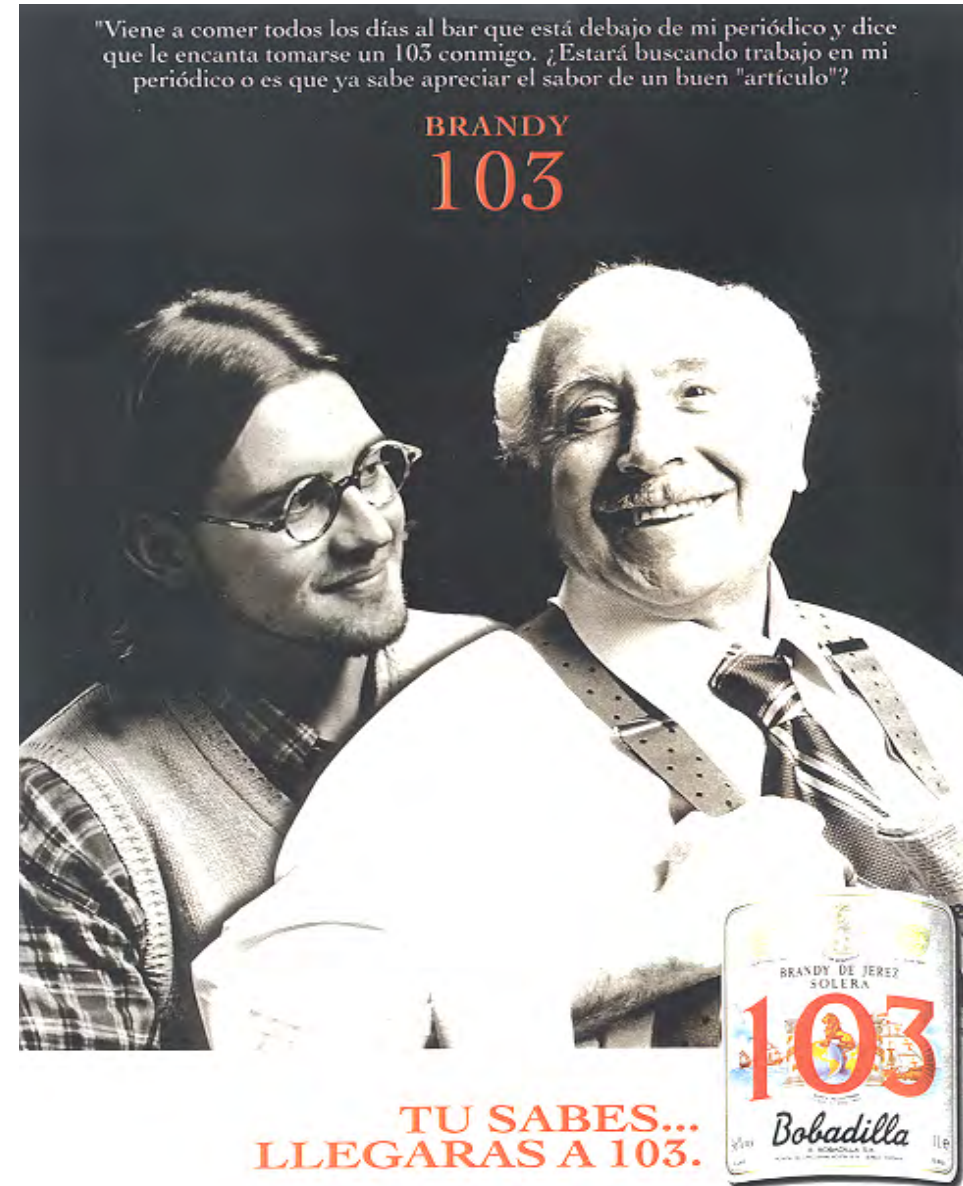


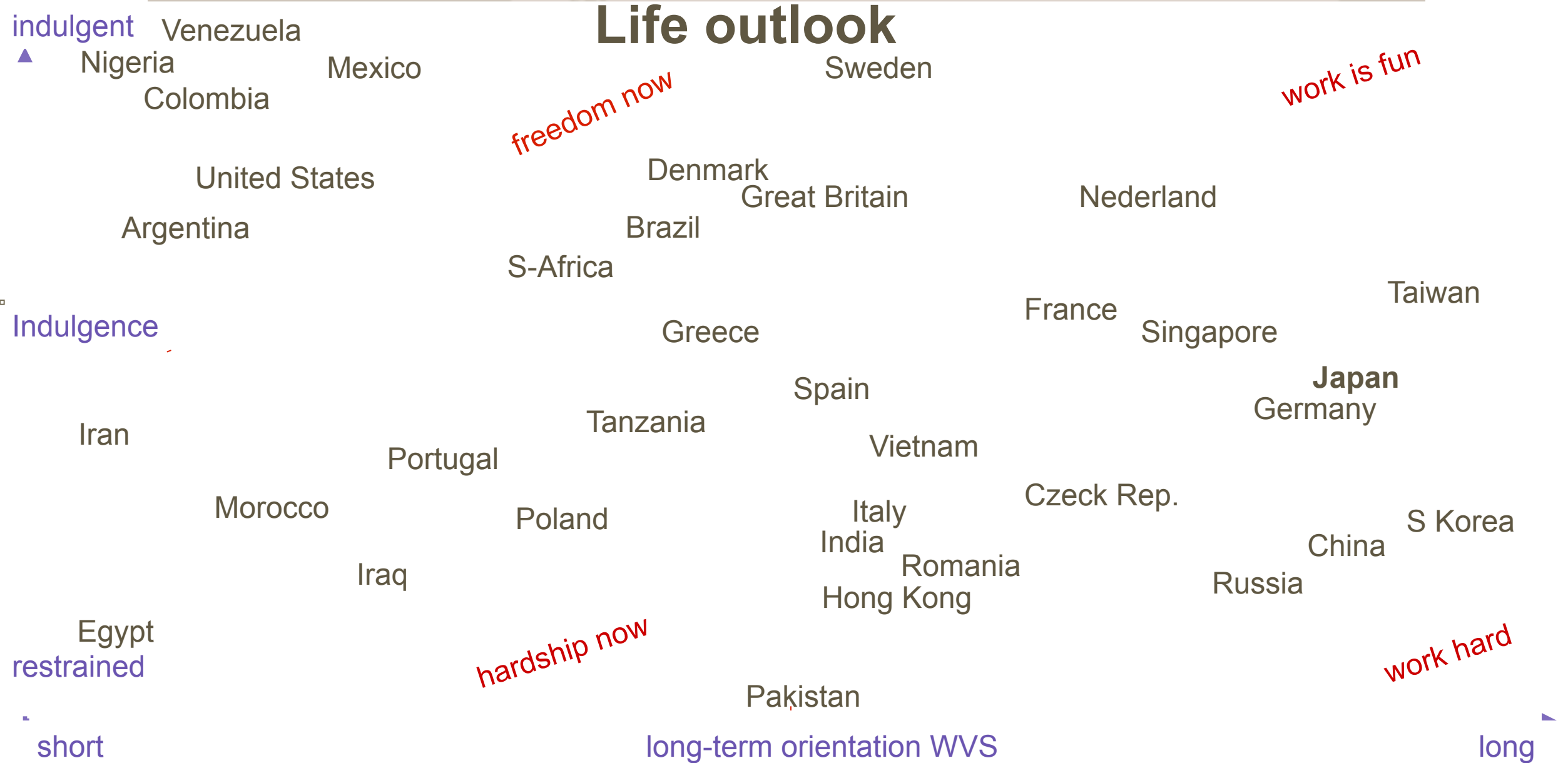
Maslow and culture





Stella Artois. About as sophisticated as a beer can get.





The Great Wall of China



Hadrian's Wall

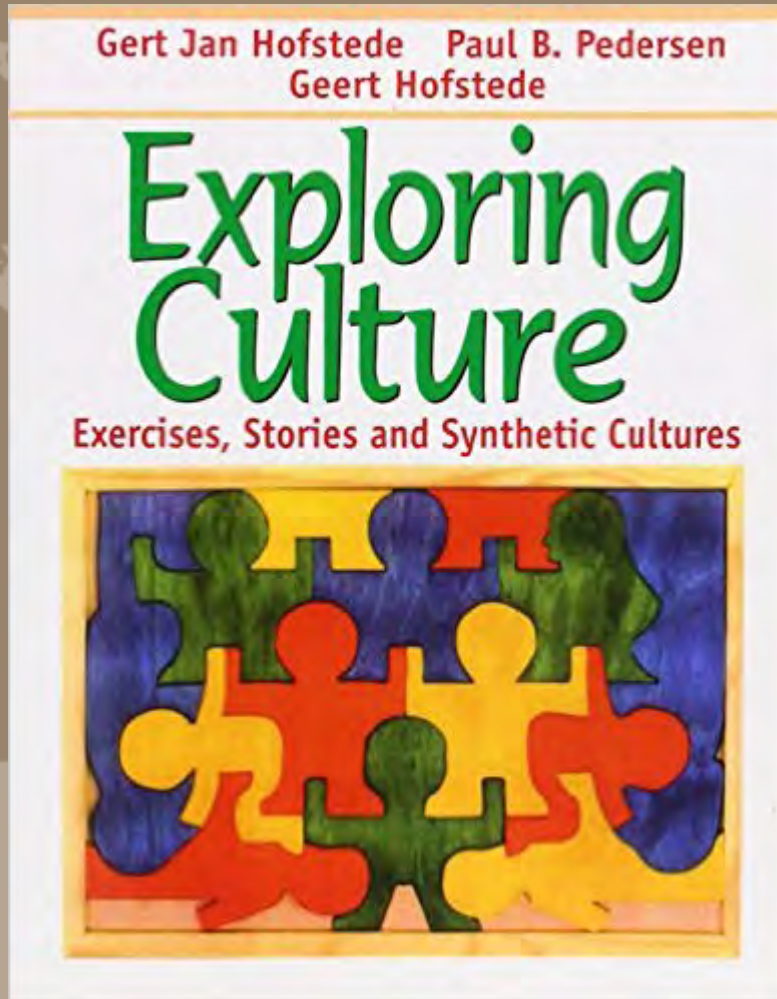


Royal bed at Paleis 't Loo



#theculturefactor // 東京 Tokyo, Japan // 5月 May 2016

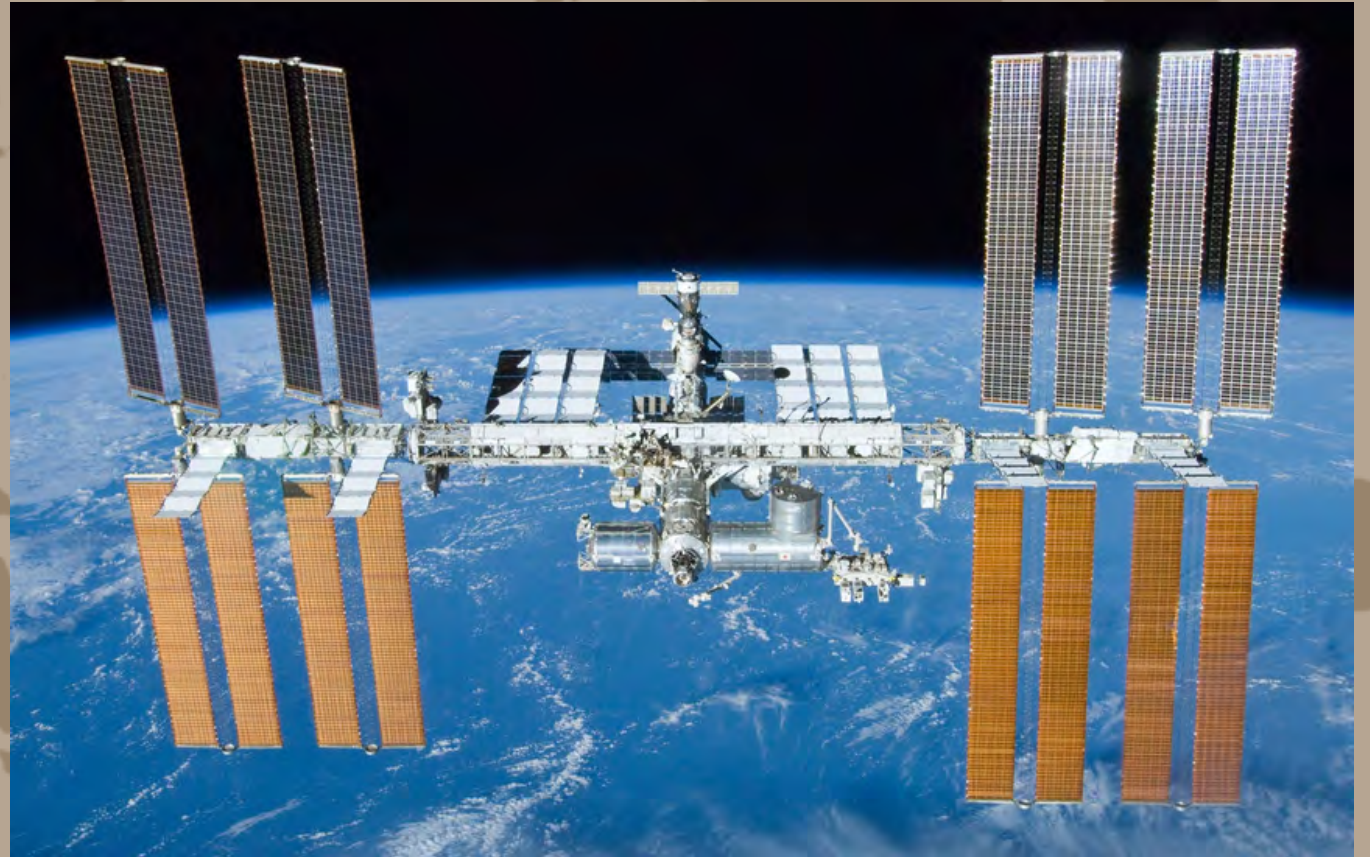
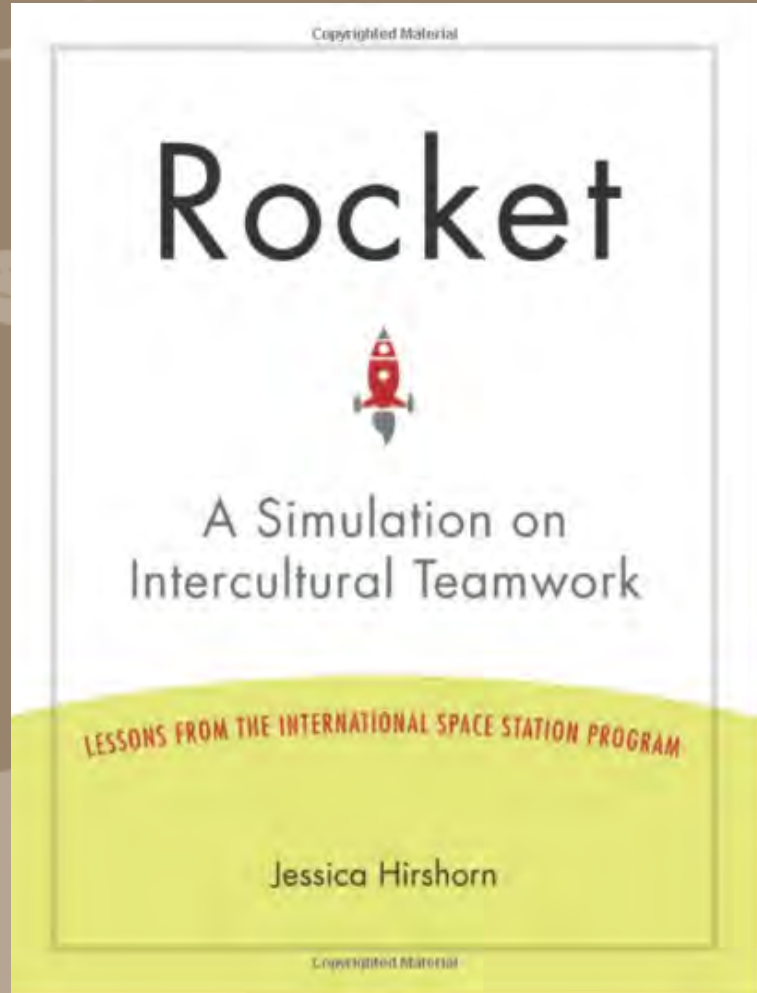
Synthetic cultures



For each dimension:

- Seven golden rules
 - 1.
 -
- Non-verbals
 - ...
- Positive words
 - ...

Rocket simulation game



A man with a distressed expression is holding his head with both hands. Above his head is a large, chaotic thought bubble filled with scribbles and various words like 'BUY', 'WORK', 'CONFUSION', 'MIND', 'JOB', 'DIRECTION', 'FIND', 'MONEY', and 'SPY'. This visual metaphor represents the mental clutter and confusion associated with information overload.

Culture and personality

	Individualism	Power distance	Masculinity	Uncertainty avoidance
Extraversion	+++	- -		
Conscientiousness		+ +		
Openness		-	+	
Agreeableness			-	- -
Neuroticism			++	++

+ = $p < .05$, ++ = $p < .01$, +++ $p < .005$; N=33 countries.

From G. Hofstede & R.R. McCrae (2004) *Personality and Culture Revisited: Linking Traits and Dimensions of Culture*. Cross-Cultural Research. Sage.

Practical advice 1: Study



Practical advice 2: **Engage**



#theculturefactor // 東京 Tokyo, Japan // 5月 May 2016

Practical advice 3: **Ask**



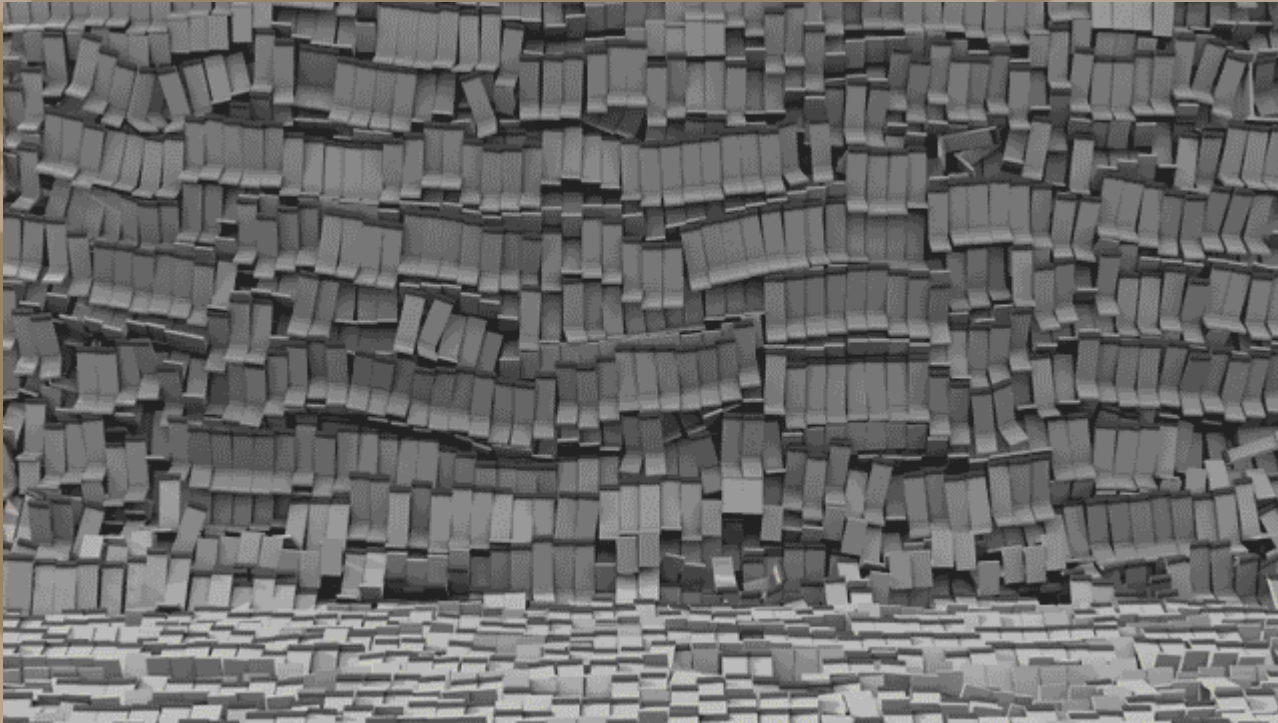
What you may discover



Hasekura Rokuemon Tsunenaga
(支倉六右衛門常長), 1571–1622

Samurai, led diplomatic missions
to Mexico and Europe.

Conclusion



Berlin wall, by Erdal Inci

Plan to Reward cross-cultural initiative

Turn walls into curtains

Thank you

