

3.03

Managing Cultural Differences
in a Consolidation and Harmonization Environment

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Your cultural passport

Presented by
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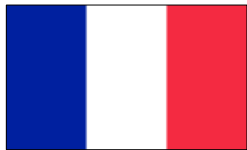
Rome
May 28-29, 2009



European heaven?



cars



cooking



police



lovers



organization

European hell?



Basic cultural passport



- language / global English
- customs / greetings
- gifts
- clothing / gestures
- business cards / titles
- sensitive topics
- inform yourself

Advanced cultural passport, part 1

formal **informal**

fast **slow**

more personal space **less personal space**

vertical organization **horizontal organization**

status you acquire **status you are given**

looking to the past **looking to the future**

consecutive **synchronous**

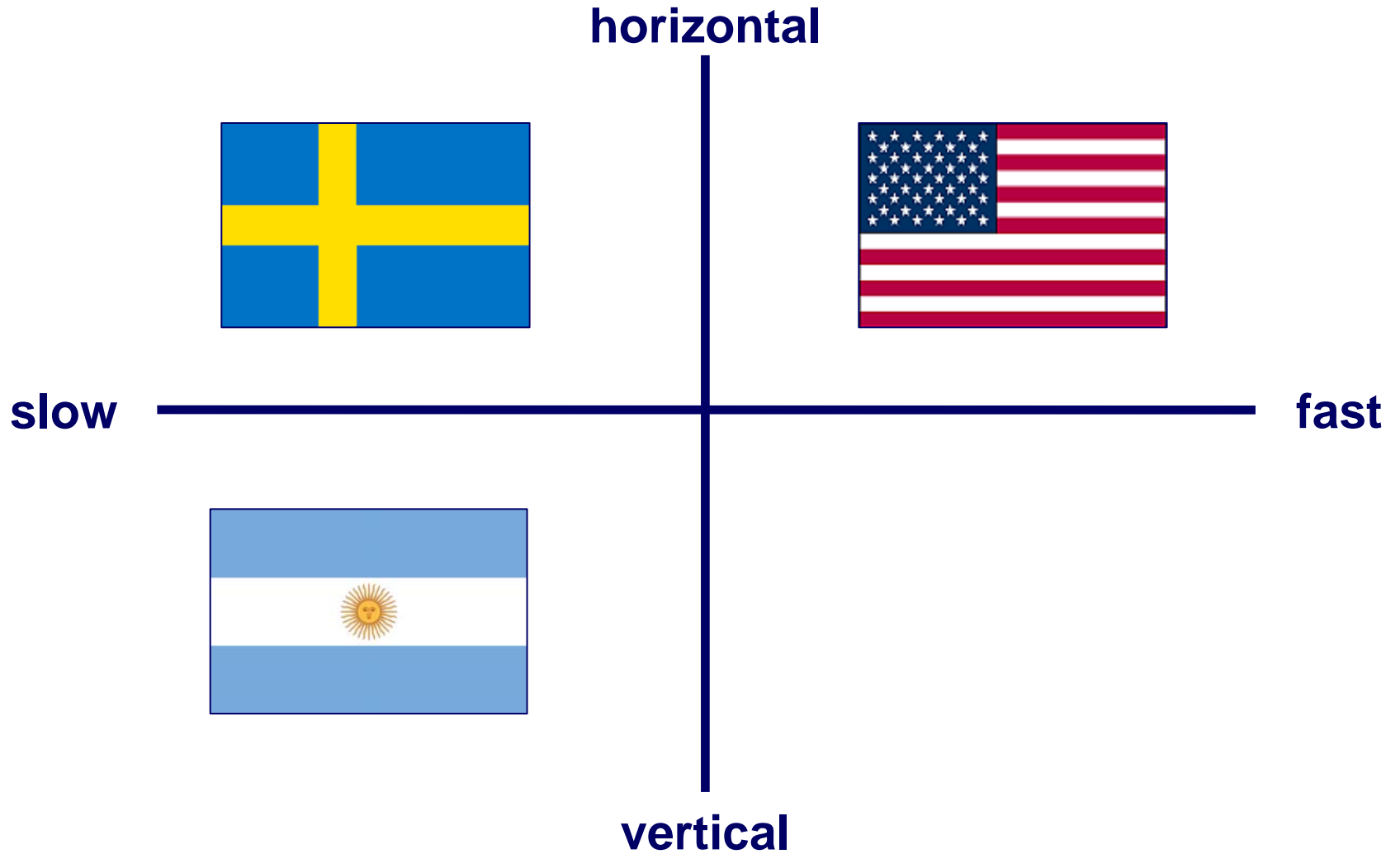


Advanced cultural passport, part 2

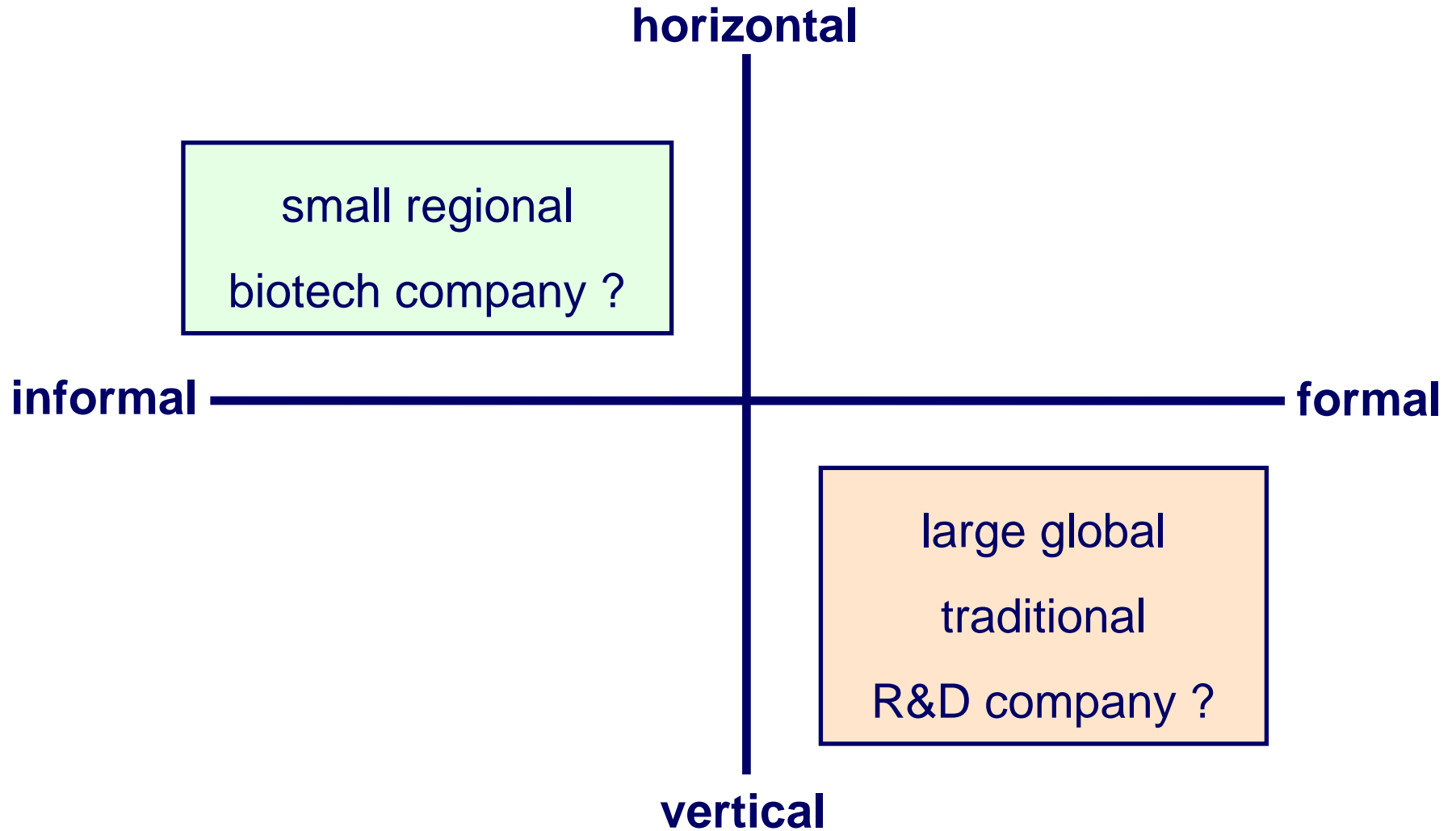
high context	low context
group thought	individual thought
majority rule	authoritarian leader
one rule	different situations
more certainty	less certainty
facts lead to theory	theory organizes facts
written communication	verbal communication



Where does your country fit?

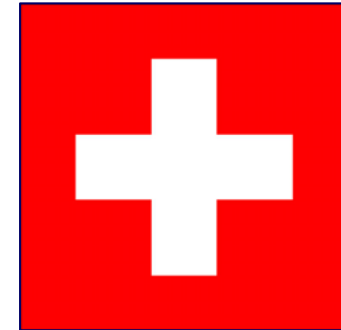
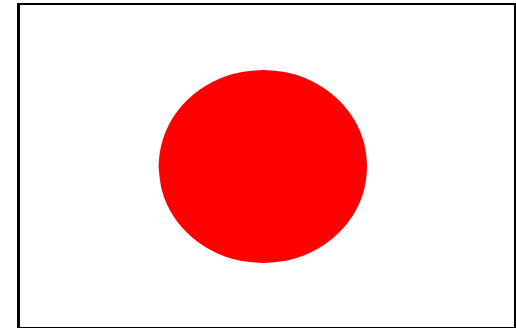


Where does your company fit?



What does your job fit? (add country dimension)

high context



low context

References:

Bridging the Cultural Gap

Penny Carté and Chris Fox

Working GlobeSmart

Ernest Gundling

Kiss, Bow or Shake Hands

Terri Morrison and Wayne A. Conaway

And our decades of experience in global business environments.