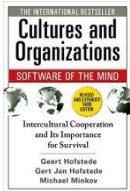


Introduction

For those who work in international business, it is puzzling and amazing how people in other cultures behave. Intuition may tell us that 'deep inside' all people are the same - but they are not. When we work with people from other countries, yet make decision based on how we operate in our own country - chances are we'll make some very ineffective decisions.



This workshop is based on Geert Hofstede's research (Hofstede, Geert and Hofstede, Gert-Jan. Cultures and Organizations: Software of the Mind. New York: McGraw-Hill U.S.A., 2004) which gives us insights into other cultures so that we can be more effective when interacting with people in other countries specifically in a business context. If understood and applied properly, this information will give you and your team intercultural insight which translates to more successful business decisions and results.

Sample Agenda (easily customized)

Timing	Duration (min)	Topic
Pre-work	30	Complete and submit Cultural Values Questionnaire
Morning	90	Intro Activity, Geert Hofstede Cultural Dimensions Concepts and Discussion
Morning	90	Questionnaire Results and Implications
Lunch	60	Lunch
Afternoon	120	Team Challenges and Solutions (facilitated and documented session)
Afternoon	90	Agreements, Plan, and Next Steps

Instructor and facilitator



George Dunne is a principal at Magnetic North Consulting. He has numerous certifications including ITILv3, PMP, Certified SCRUM Master, CMA, a variety of ASQ certifications and Registered OD Consultant. He works with a variety of Fortune 500 companies in a leadership development and project management capacity, has lead multi-cultural projects and taught classes in Germany, UK, Singapore, France, Belgium, and the Netherlands where he was on an 18-month expatriate assignment. His most recent international project was a multi-million dollar remote and on-site SCRUM/Agile development project with teams co-located in New York, New Jersey, and Strasbourg, France.

Intercultural Business Workshop (1-day)

Hofstede Cultural Dimensions (Simplified)

Acronym	Name	Definition
PDI	Power Distance Index	<p>The extent to which the less powerful members of organizations accept and expect that power is distributed unequally.</p> <p>Higher number = Power unequally distributed Lower number = Power equally distributed</p>
IDV	Individualism	<p>The extent to which individuals look after themselves more or less than they look after the group (collectivism)</p> <p>Higher number = Self-sufficient individuals Lower number = Cohesiveness of the group</p>
MAS	Masculinity	<p>The extent to which traditional male values (assertiveness) vs. traditional female values (caring) come into play</p> <p>Higher number = Leaning towards male values Lower number = Leaning towards female values</p>
UAI	Uncertainty Avoidance Index	<p>The extent to which people feel either uncomfortable or comfortable in unstructured situations. Unstructured situations are novel, unknown, surprising, and different from usual.</p> <p>Higher number = Avoiding uncertainty Lower number = Comfortable with uncertainty</p>
LTO	Long-Term Orientation	<p>The extent to which future or present orientation come into play in life and decision making</p> <p>Higher number = Longer-term orientation Lower number = Shorter-term orientation</p>

Hofstede Cultural Dimensions (Scores by Selected Countries)

Country	Power Distance	Individualism	Masculinity	Uncertainty Avoidance	Long-term orientation
Arab World	80	38	52	68	
Argentina	49	46	56	86	
Australia	36	90	61	51	31
Austria	11	55	79	70	
Belgium	65	75	54	94	
Brazil	69	38	49	76	65
Canada	39	80	52	48	23
China	80	15	55	40	114
Colombia	67	13	64	80	
Czech Republic	35	60	45	60	
Denmark	18	74	16	23	
Finland	33	63	26	59	
France	68	71	43	86	
Germany	35	67	66	65	31
Greece	60	35	57	112	
Hungary	45	55	79	83	50
India	77	48	56	40	61
Indonesia	78	14	46	48	
Iran	58	41	43	59	
Ireland	28	70	68	35	
Israel	13	54	47	81	
Italy	50	76	70	75	
Jamaica	45	39	68	13	
Japan	54	46	95	92	80
Malaysia	104	26	50	36	
Mexico	81	30	69	82	
Netherlands	38	80	14	53	44
New Zealand	22	79	58	49	30
Norway	31	69	8	50	
Pakistan	55	14	50	70	0
Philippines	94	32	64	44	19
Poland	55	60	65	78	37
Portugal	63	27	31	104	
Singapore	74	20	48	8	48
South Africa	49	65	63	49	
South Korea	60	18	39	85	75
Spain	57	51	42	86	
Sweden	31	71	5	29	33
Switzerland	34	68	70	58	
Taiwan	58	17	45	69	87
Thailand	64	20	34	64	56
Turkey	66	37	45	85	
United Kingdom	35	89	66	35	25
United States	40	91	62	46	29
Venezuela	81	12	73	76	