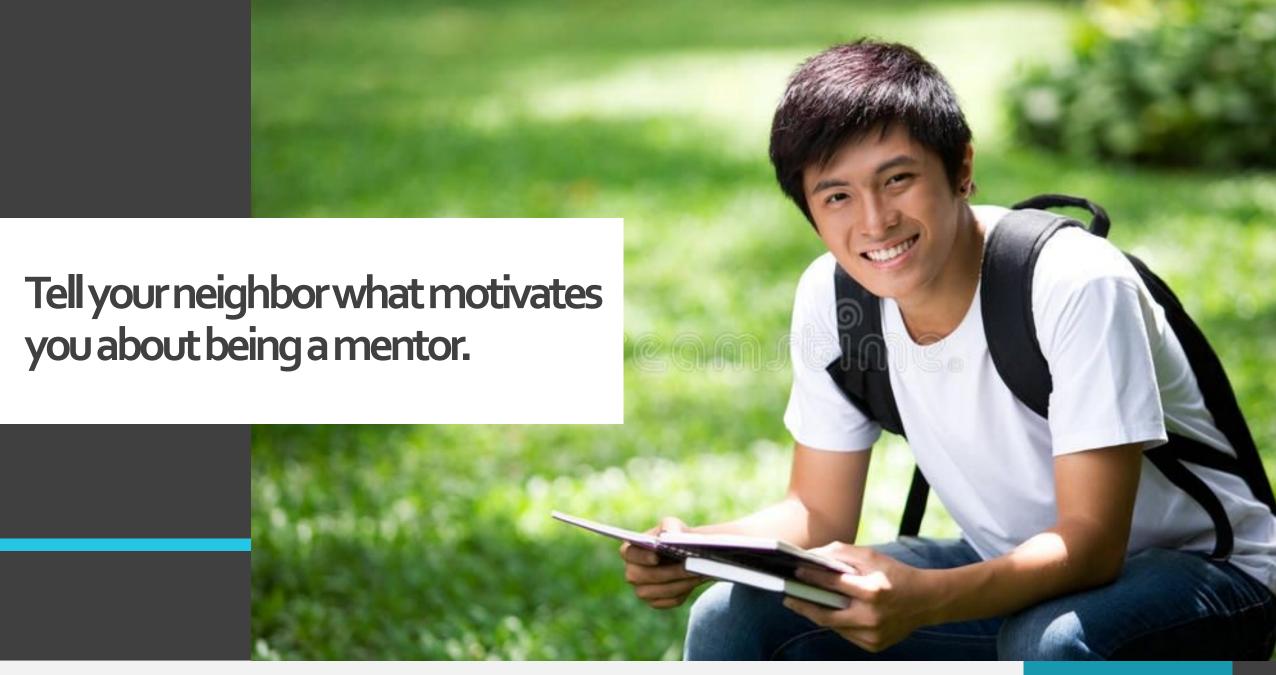


What is Culture?

Simply said, culture is how you were raised. It developed while you grew up.

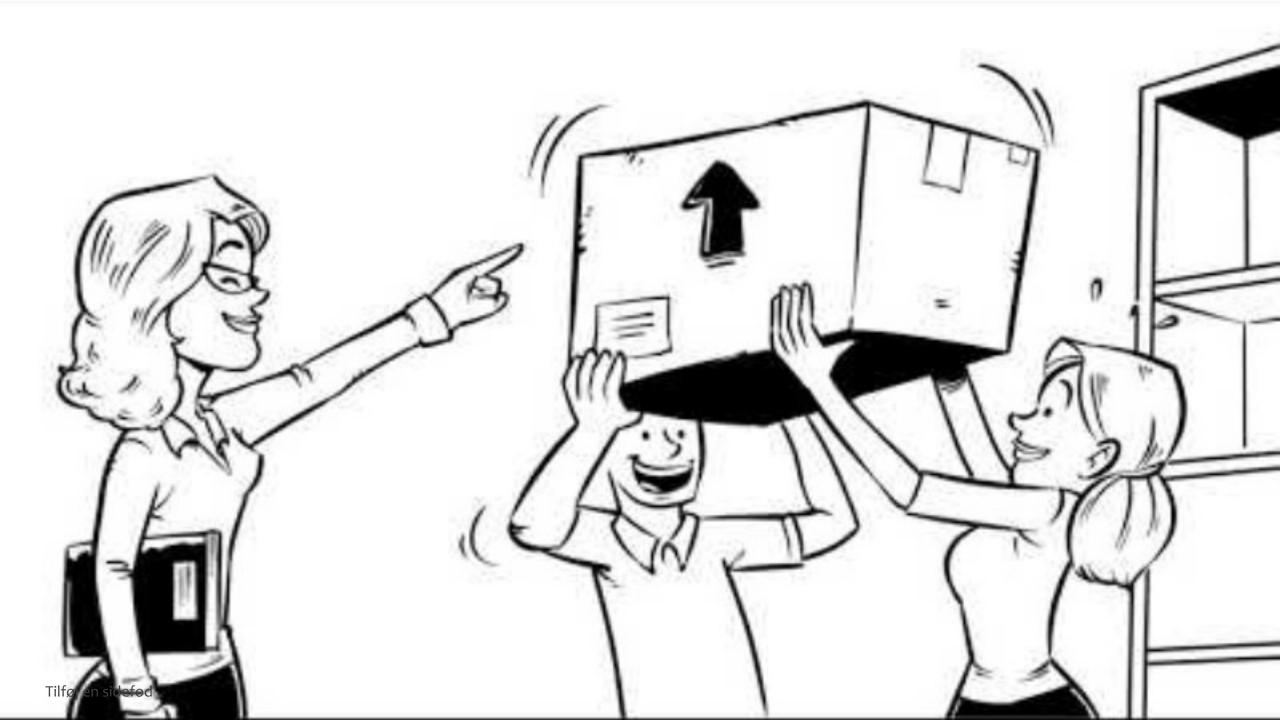
With a computer metaphor, culture is the software of our minds. We need shared software in order to communicate. So culture is about what we share with those around us. In action in social life, culture constitutes the unwritten rules of the social game.

Gert Hofstede



Tilføj en sidefod





Model for culltural dimensions by Geert Hofstedes

- Time horizon
- Power distance
- Individualism/collectivism
- Masculinity
- Uncertainty

https://geerthofstede.com

Short and long term orientation

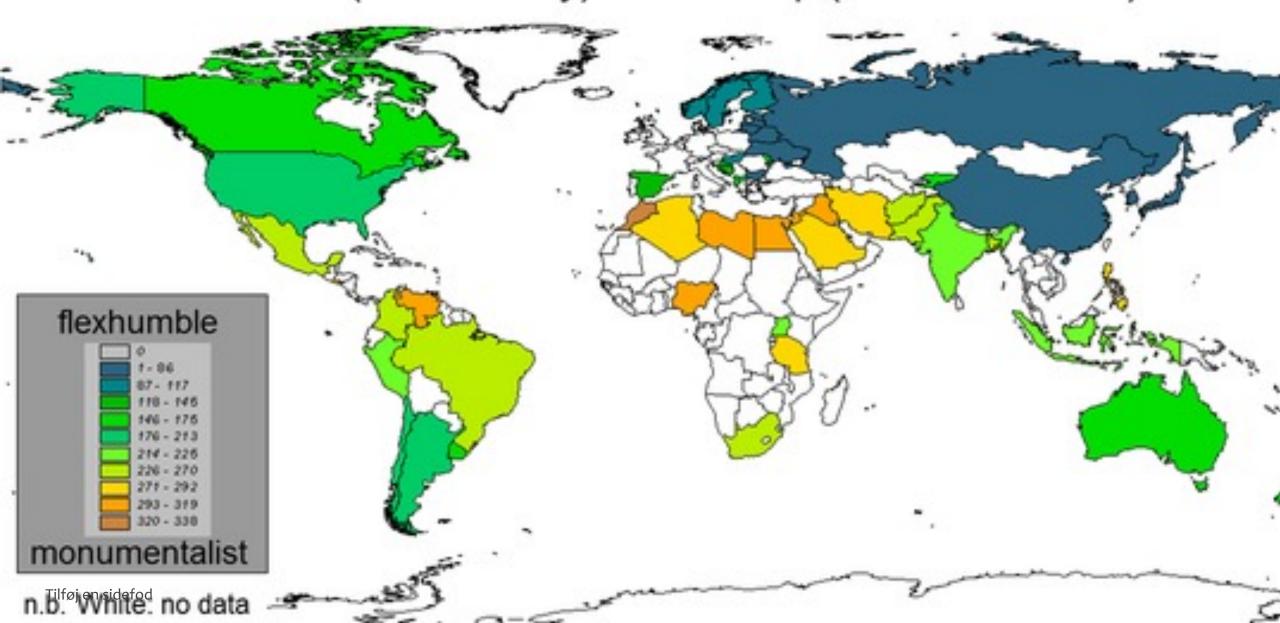
Long term orientation - Monumentalism

- Virtues related to future recognition
- Development
- Acting now
- Show face
- Personal network
- Focus on status
- Moderation

Short term orientation - flexhumility

- Virtues related to present and past
- Tradition
- Harvest now
- Avoid losing face
- Personal stability
- Social obligations
- Reciprocate greetings, favors, and gifts

Short-term orientation (Monumentalism) – Long-term orientation (Flexhumility) World map (based on WVS)



Power Distance

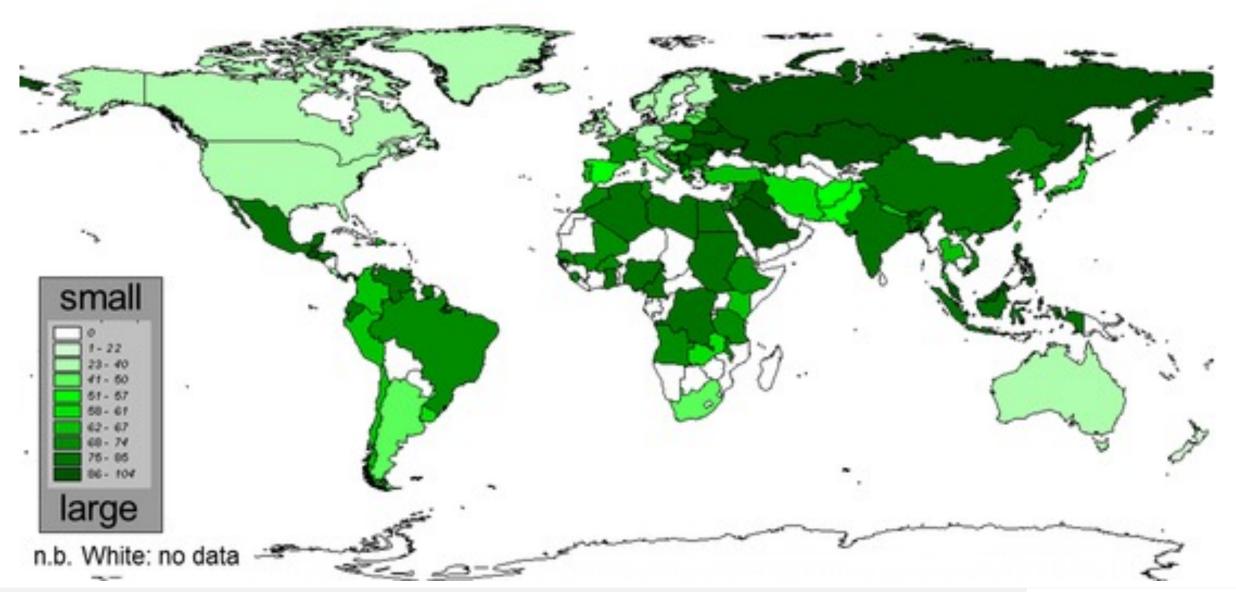
Large power distance

- Hierarchy
- Ranking is natural
- Power is unevenly distributed
- Subordinates receive directives
- Privileges and status symbols are given to managers
- Centralization

Small power distance

- All people are equal
- Flat structure
- Employees are more self-driven
- Subordinates are consulted
- Few individual privileges and status symbols
- Decentralization

Power Distance World map





Individualism - Collectivism

Individualism

- "|"
- Taking care of oneself
- Individual decisions
- Employment and promotion based on individual skills
- Individual leadership
- Task matters more than the person

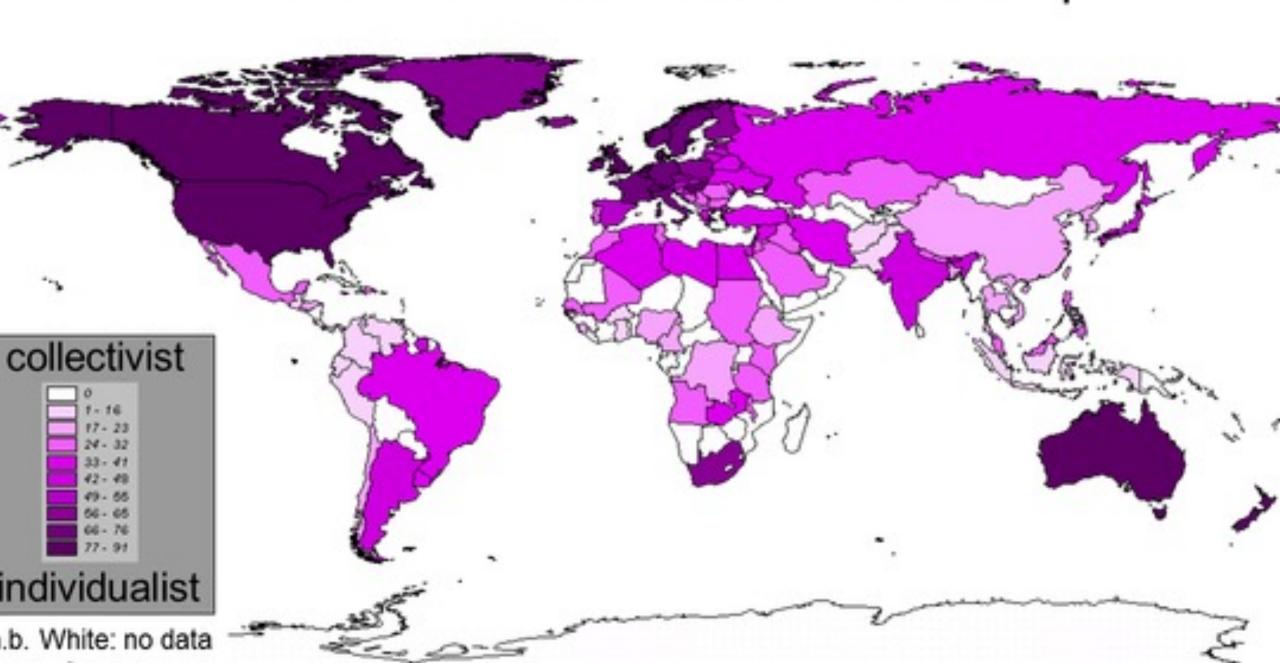
Collectivism

- "We"
- Taking care of each other
- Group decisions
- Employment and promotion based on group considerations
- Group leadership (self-coordinating groups)

11

The person matters more than the task

Collectivism - Individualism World map



Feminity - Masculinity

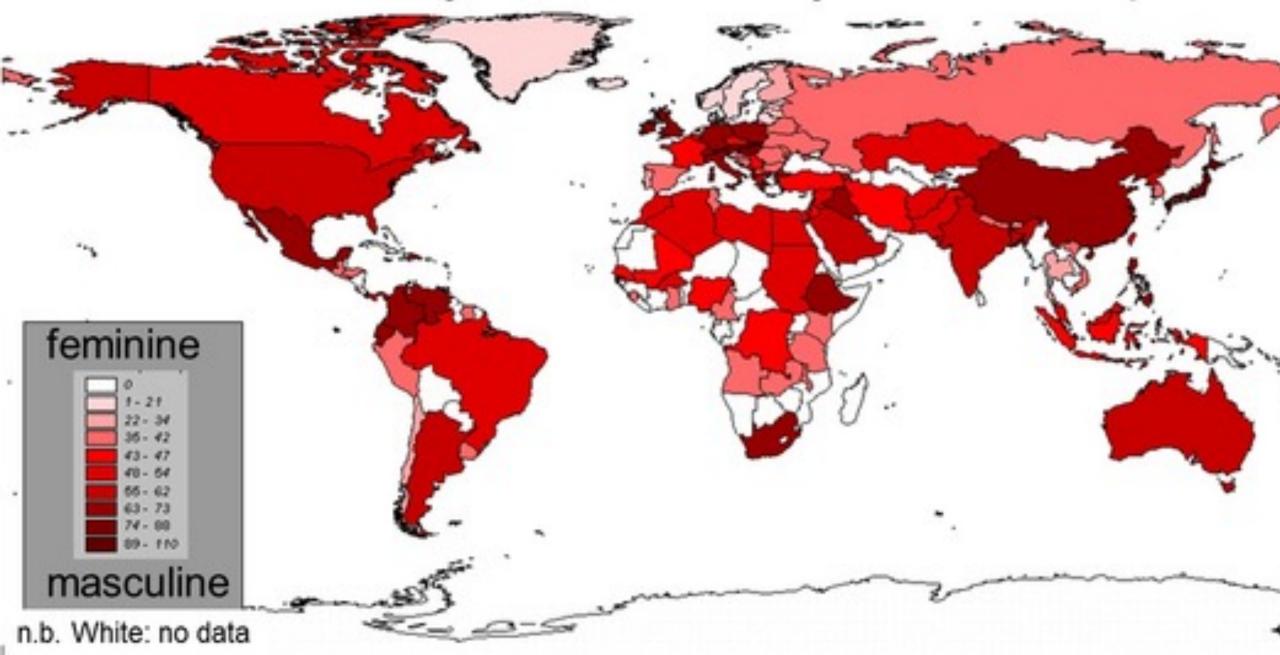
Masculinity - matrialisme

- Self-aggrandizement and intra-competition
- Men are dominant in the culture
- Live to work
- Leaders are decisive
- Conflicts are resolved through confrontation
- Quantity

Feminity (Humanisme)

- Caring for others
- Gender equality
- Work to live
- Leaders use intuition and strive for consensus
- Conflicts are resolved through compromises
- Quality

Femininity - Masculinity World map



Uncertainty and Avoidance

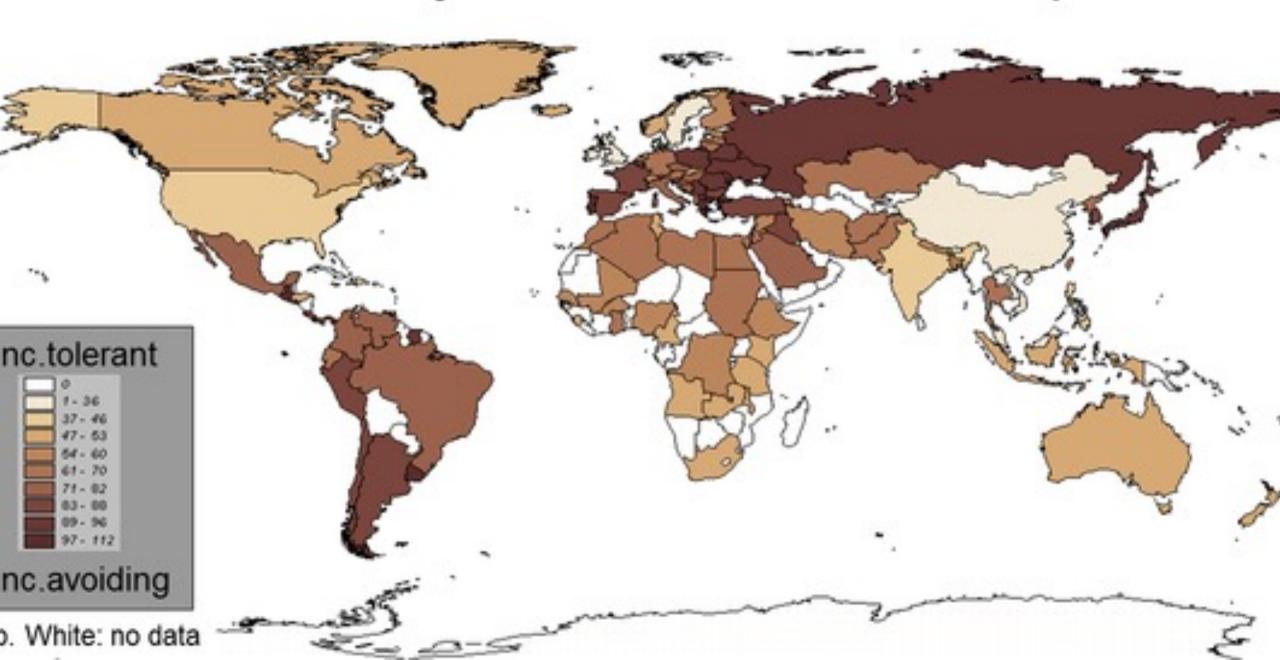
High uncertanity avoidance

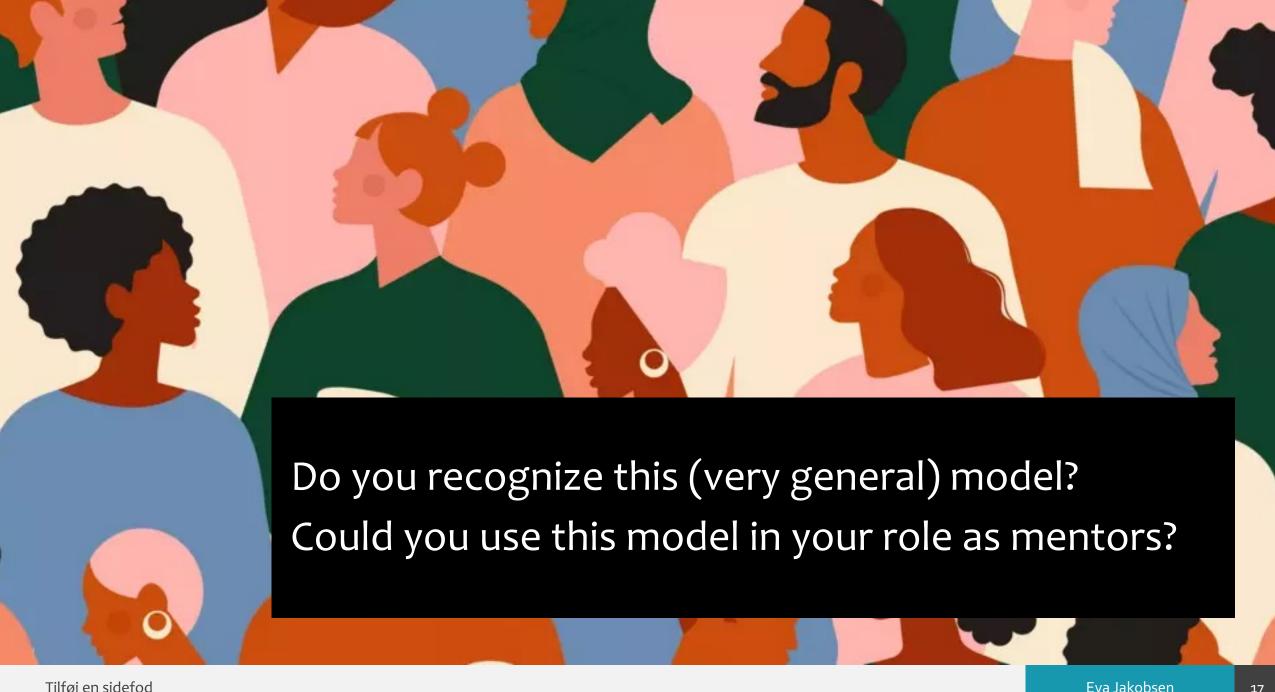
- Feels threatened by uncertain situations
- Relies on rules and fixed structures
- Believes in expertise
- Need for busyness
- Motivation through security
- Resistance to innovation

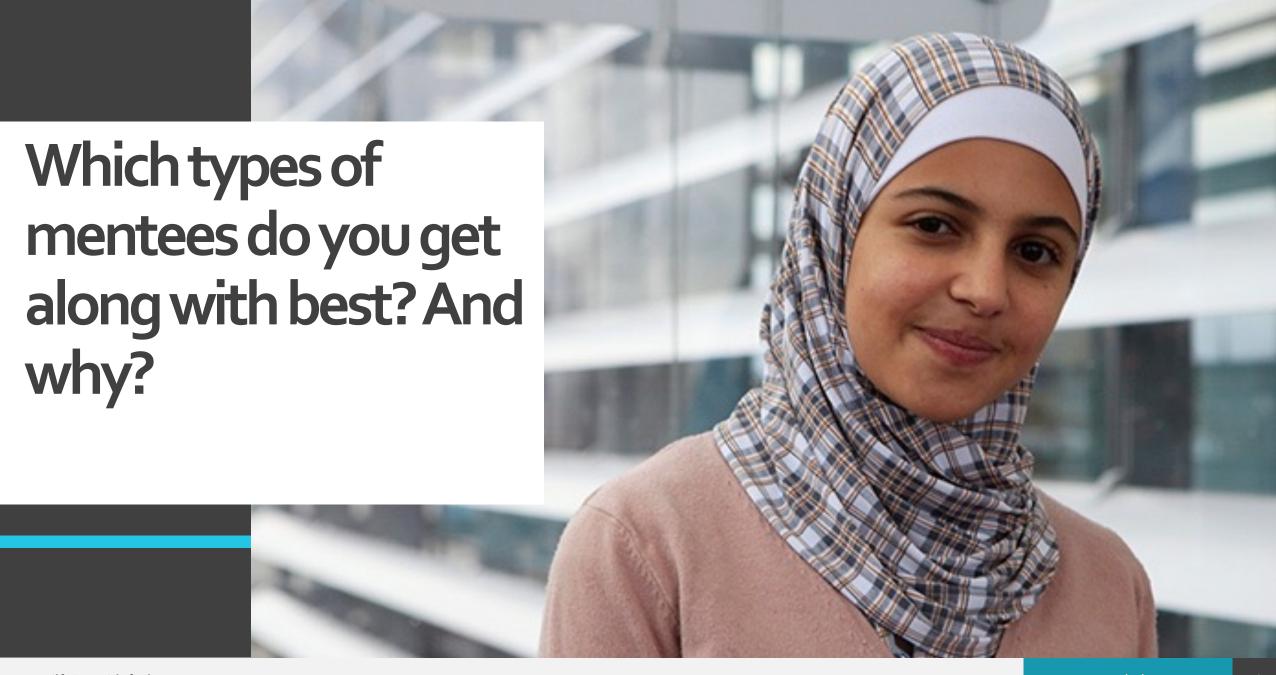
Low uncertanity avoidance

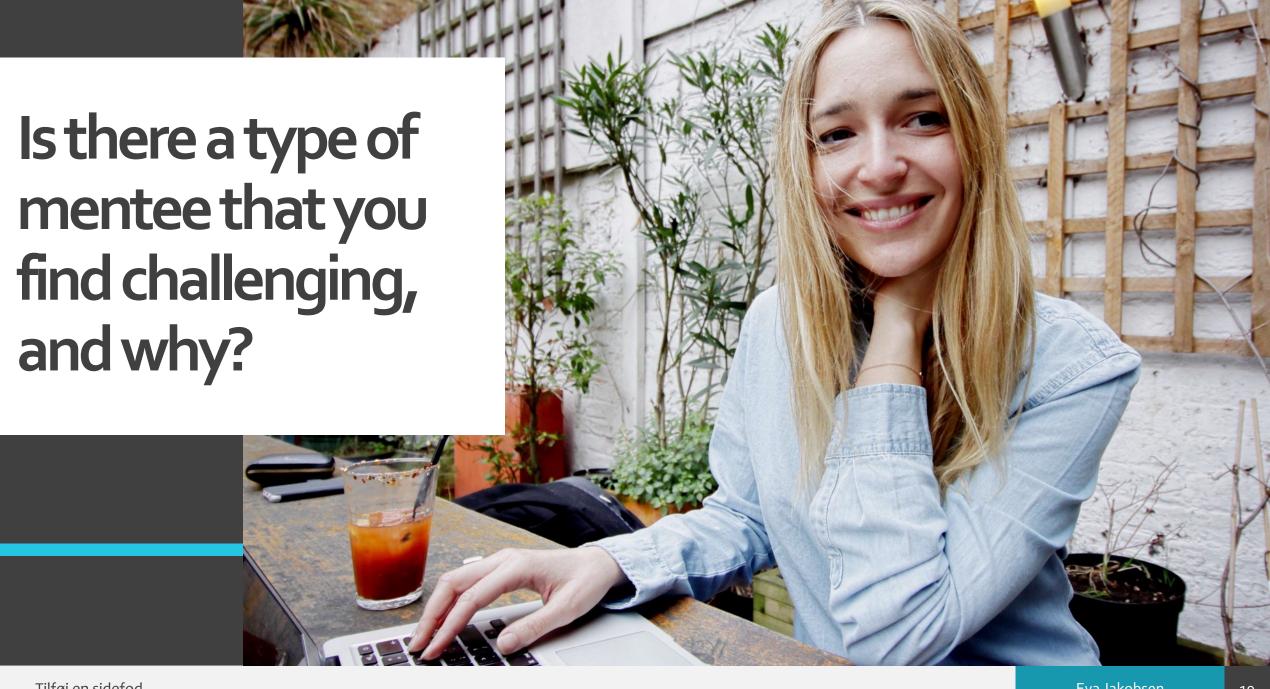
- Sees the world as full of opportunities
- Rules are not fixed and change if they do not work
- Believes in common sense
- Need for contemplation
- Motivation through achievement
- Open to innovation

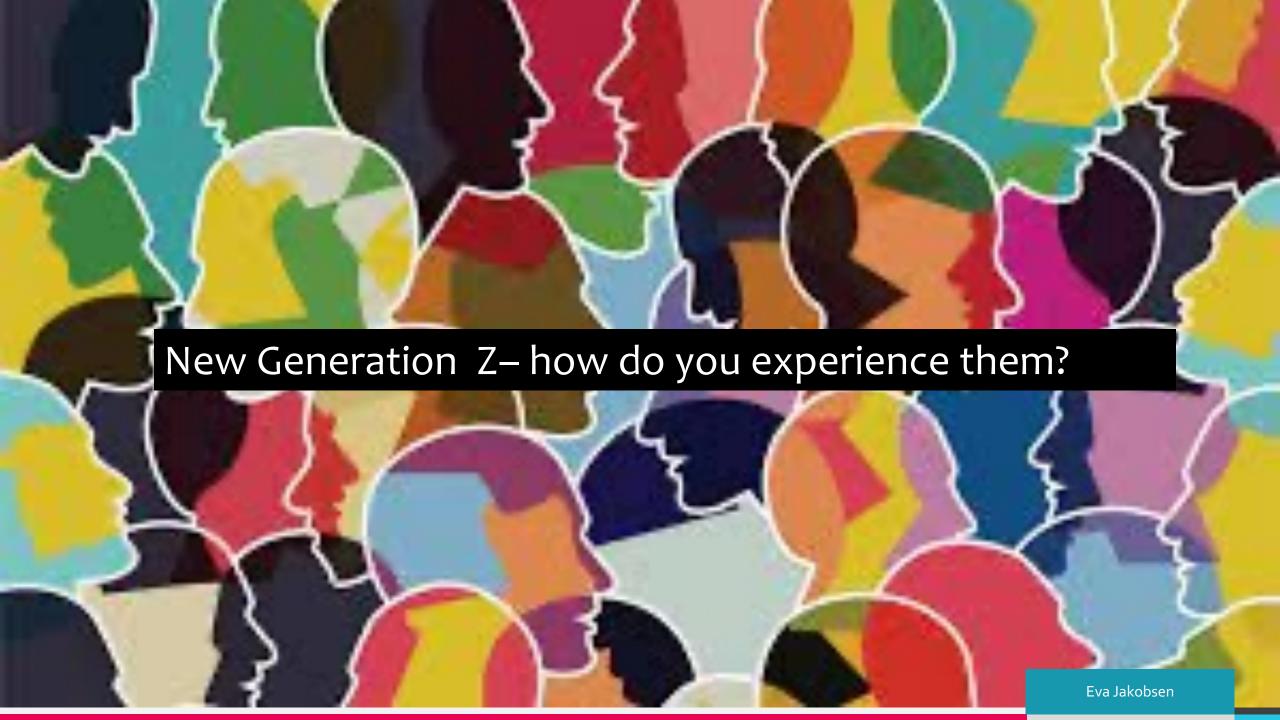
Uncertainty Avoidance World map











The tower of Babel



