

**more cultural aspects of
workplace diversity (WDI 1001)**

Overview

- Introduction to global cultures
- Descriptions of cultural differences
- Business etiquette in different cultures
- Presentation skills
- Course assignment
- Time to work on project and assignment

Questions for Review

1. What is the definition of culture?
2. What is the definition of diversity?
3. What are the two kinds of diversity?
4. Name the three types of intercultural situations.
5. Identify the two aspects of organizational culture.
6. Name the four dimensions of national sources of organizational culture.
7. Give three examples of visible expressions of organizational culture.

Global Cultures and Microcultures

- 'Global' culture usually equated to country
- Do you agree? Why or why not?
- For marketing and statistical demographic purposes, microcultures frequently identified

Some Possible Microcultures

- Sex roles
- Age
- Generation
- Religion
- Ethnic
- Language
- Visible minority
- Income and social class
- Street

Descriptions of Cultural Differences

- High context/low context
- Cultural values
- Seven dimensions of cultural difference

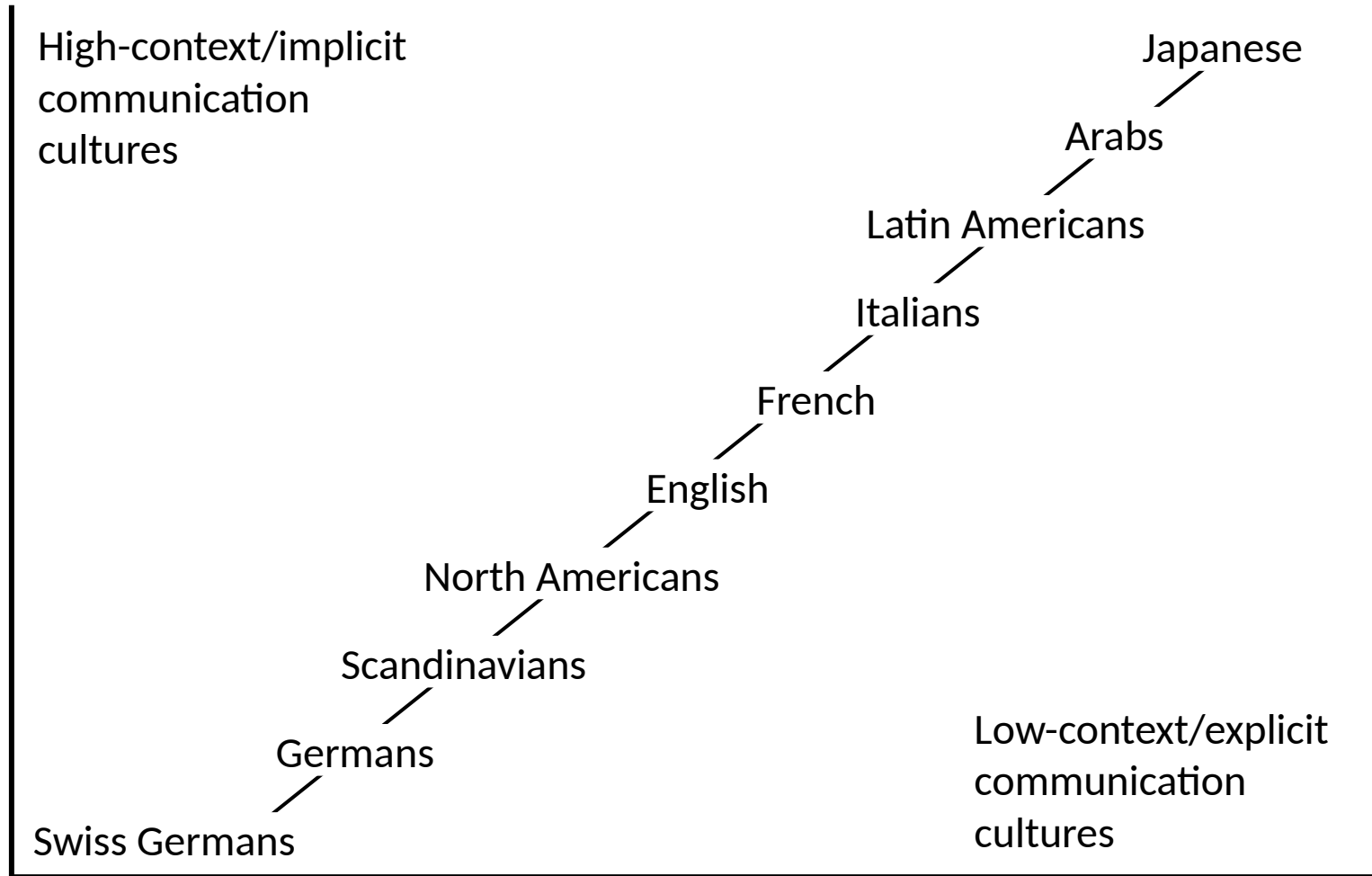
High Context and Low Context Cultures

- High context: societies or groups in which people have close connections over a long period of time
- Low context: societies or groups in which people have many connections for short period of time or for specific reason

Categories of How People Relate to Each Other

- Association
- Interaction
- Territoriality
- Temporality
- Learning

Cultural Context is Relational



Inputs and Outputs of Culture

Ecology + Tradition



Culture



Core Societal Values

Cultural Values

- Individualism
- Masculinity
- Power distance
- Uncertainty avoidance
- Long-term orientation

Seven Dimensions of Culture

1. Universalism versus Particularism (Rules versus Relationships)
2. Individualism versus Communitarianism (the Individual versus the Group)
3. Specific versus Diffuse (the extent to which people get involved)
4. Neutral versus Emotional (how people express emotions)

Seven Dimensions of Culture (cont'd)

- 5. Achievement versus Ascription (how people view status)
- 6. Sequential Time versus Synchronous Time (how people manage time)
- 7. Internal Direction versus Outer Direction (how people relate to their environment)

Business Etiquette in Different Cultures

- What is meant by 'business etiquette'?
- Why is it important to be aware of these issues?
- What impact could they have on success or failure in a business setting?

Cultural Profiles in Business

- www.executiveplanet.com