

# **Explanation for Intercultural Management Game**

## **ICM is about:**

### Success in interculturally demanding situations:

Knowing how to react, behave, communicate etc. in intercultural environment in demanding situations with success.

### Being able to create and keep relationships based on mutual trust:

In the business environment the critical factor for being successful is trust. It should be a goal to create and keep relationships, which are based on mutual trust.

### Being respectful and flexible:

Each culture is different, and therefore, you should respect its rules, habits, norms and values. Furthermore, you should be flexible towards the other culture.

## **ICM is not about:**

### Changing another culture:

Intercultural Management is not about changing another culture. Every country has its own culture, which you should respect.

### Implementing correct values and norms:

Each country has its own values and norms and for this culture, these are correct. Therefore, you should accept them. Don't try to implement your own values and norms of your culture!

### Hurting or devaluing others:

Try to avoid hurting or devaluing the members of the other culture by being not respectful and flexible towards them.