



CULTURAL SENSITIVITY

Linear Active	Multi- Active	Reactive
Data oriented cultures	Dialogue oriented cultures	Combination of both styles
North Americans, Western Europe	South Americans, Mediterranean Australia, Middle East, South East	East Asia
Patient	impatient	Patient
does one thing at a time	does several things at once	Reacts
works fixed hours	works any hours	flexible hours
Punctual	unpunctual	punctual
dominated by timetables and schedules	timetable unpredictable	reacts to partner's timetable
sticks to plans	changes plans	makes slight changes
gets information from statistics, reference books and data base	gets first-hand (verbal) information	uses both
job oriented	people-oriented	people oriented
Unemotional	emotional	quietly caring
follows correct procedures	pulls strings	inscrutable, calm,
delegates to competent colleagues	delegates to relations	delegates to reliable people
brief on telephone	talks for hours	summarizes well
dislikes losing face	has ready excuses	ultra honest
confronts with logic	confronts emotionally	must not lose face
rarely interrupts	interrupts frequently	doesn't interrupt