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Country of interest: *Russia*

Home country: *Italy*

Your role: *Person transferring know-how*

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Reading instructions

When reading your report, please keep in mind that a person is a very complex system. A national or regional culture is a reflection of an even more complex system. The information provided in this report may be useful if you take the statements above into consideration. Therefore, please reflect about the results and don't take them for granted. You may want to check and discuss the information presented to you with somebody you trust and who knows you well, or you may want to involve a trainer or consultant who has been certified by The hofstede centre.

This report contains feedback to help you avoid potential intercultural pitfalls.

It will help you to prepare yourself when dealing with people from different cultures by giving you insight about

- Your "own culture" in comparison to other cultures.
- How your culture, as well as the culture of the person(s) you are dealing with, may influence the way you and your counterparts understand the world around you.
- The implication it has on your understanding of your target culture taking into consideration your role and your preferences.

Your personal feedback

Feedback is generated if your answers to the questions are significantly different from the average preferences in your country of interest.

You may run into the following pitfalls when dealing with people being born and raised in the **country of your interest (Russia)** if you don't take this information into consideration:

In all likelihood:

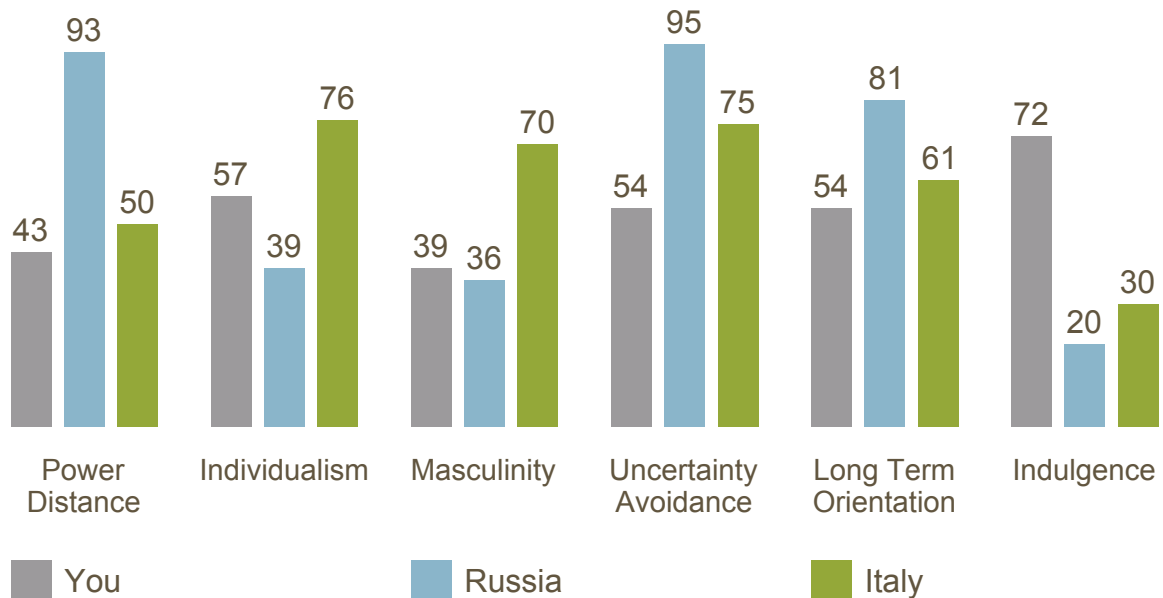
- your students may feel lost as you may not make sufficiently clear what is expected from them
- you may get frustrated if your students will neither volunteer to give an answer nor ask you a lot of questions, if any
- you may demotivate your students by trying to give them a grand picture without a lot of substance in terms of detailed information

There is a big chance that:

- you may demotivate your students by not structuring assignments clearly and precisely and telling them in advance what is expected from them
- you may demotivate your students if you tell them that you don't have precise answers to all their questions
- you may wonder why students don't disagree with you at all. If they do, however, please be on guard
- you may underestimate the time and energy required to create trust among you and your students
- you may get the feeling that your students are too dependent on you by indirectly soliciting a lot of control from your side by checking whether they understood you well
- you may feel at a loss when you have found out that students in your host country are motivated quite differently to learn from the way students are motivated to learn in your home country
- you may overestimate the negative impact that failure will have on students' self-image

Scores

Your scores are only an approximation on Hofstede's dimensions and not scientifically valid, especially because models describing differences among cultures should not be used to describe differences among personalities; group reality doesn't equal individual reality. The textual feedback on the previous page(s) contains valuable information.



In addition to your country of interest and your home country, the table below lists the 5 countries scoring most similar to you and the 3 countries scoring most different to you. But also here, treat these scores with caution.

	Power Distance	Individualism	Masculinity	Uncertainty Avoidance	Long Term Orientation	Indulgence
Your score	43	57	39	54	54	72
Russia	93	39	36	95	81	20
Italy	50	76	70	75	61	30
Most similar						
Luxembourg	40	60	50	70	64	56
Canada	39	80	52	48	36	68
Finland	33	63	26	59	38	57
Netherlands	38	80	14	53	67	68
South Africa	49	65	63	49	34	63
Most different						
Kazakhstan	88	20	50	88	85	22
Guatemala	95	6	37	99	—	—
Iraq	95	30	70	85	25	17



The Dimensions of National Culture

The scores and Dimensions of National Culture you see in the table (apart from yours) are based on the research outcomes of Professor Geert Hofstede's studies on how values in the workplace are influenced by culture. To learn more about the research please go to www.geert-hofstede.com

The Dimensions of National Culture are the relative values that distinguish country cultures from each other.

The 6 Dimensions of National Culture are:

Power Distance (high versus low)

The extent to which the less powerful members of society accept that power is distributed unequally.

Uncertainty Avoidance (high versus low)

The extent to which people feel threatened by uncertainty and ambiguity and try to avoid such situations.

Individualism (Individualist versus Collectivist)

Collectivism: people belong to in-groups (families, organisations, etc.) who look after them in exchange for loyalty.

Individualism: people only look after themselves and their immediate family.

Long Term Orientation (long term versus short term orientation)

The extent to which people show a pragmatic or future-oriented perspective rather than a normative or short-term point of view.

Masculinity (high versus low)

Masculinity: the dominant values in society are achievement and success.

Femininity: the dominant values in society are caring for others and quality of life.

Indulgence (Indulgence versus Restraint)

The extent to which people try to control their desires and impulses. Relatively weak control is called "Indulgence" and relatively strong control is called "Restraint".

The culture scores on the dimensions are relative — the cultures of societies are compared to other societies. A country score is meaningless unless compared to another country.

More information on the Dimensions of National Culture <http://geert-hofstede.com/national-culture.html>

Culture: a strategic asset

Culture has a tremendous impact on people and organisations, and it is up to you to make sure that such an impact is beneficial to all those concerned.

You simply cannot escape culture; it is a part of each and everyone of us. Every nation and organisation has its own individual culture.

With our unique tools, based on decades of research and experience, we will enable you to optimise the performances of your organisation to better meet your goals.

Professional certified consultants

itim International consultants are accomplished professionals in their respective fields, including, but not limited to, cooperation and teamwork, marketing, HR, communications, sales and management in an intercultural context.

itim International consultants help companies to meet such challenges as negotiating successfully, facilitating mergers and acquisitions and dealing successfully with intercultural management situations from diverse perspectives.

Sophisticated tools

With our unique tools, the result of over 30 years of ongoing research and experience, itim International will increase the efficacy of your organisation by giving its members the ability to adapt and effectively deal with challenging intercultural situations.

6-D Model©: Charts national cultures.

Six Culture Clusters©: Identifies impact on successful management.

Hofstede Multi-Focus Model©: Assesses organisational cultures in order to align your culture with your strategy and the context in which your organisation operates.

Levers for Change©: Provides concrete suggestions for indirect organisational change to help you move from your current culture to your optimal culture so as to increase global effectiveness.

Executive Match 360©: Assesses the management team of your organisation to make sure the culture of the management team supports your strategy, utilises direct change.

Culture Compass™: Gives individual feedback regarding a country of interest.