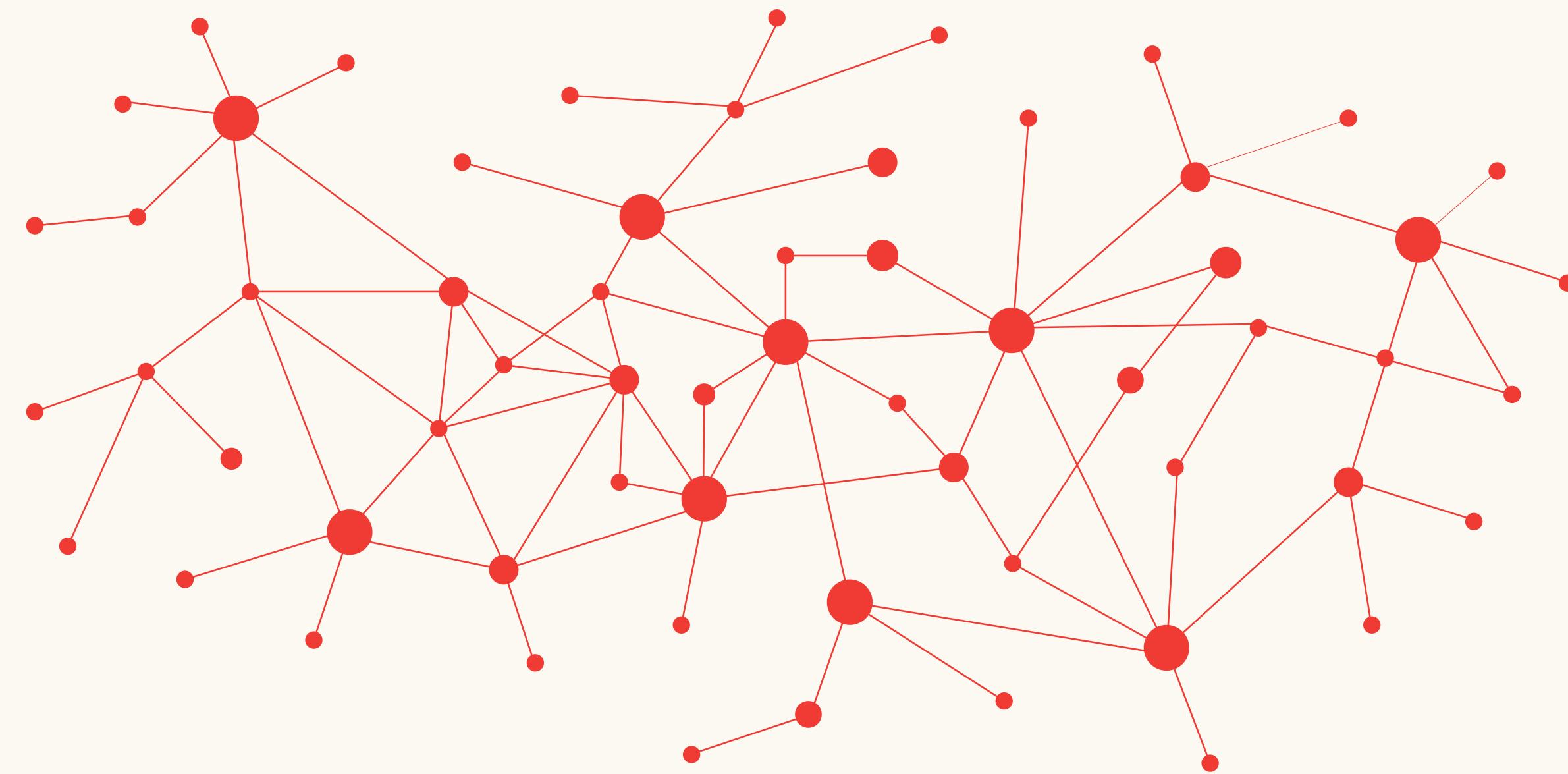
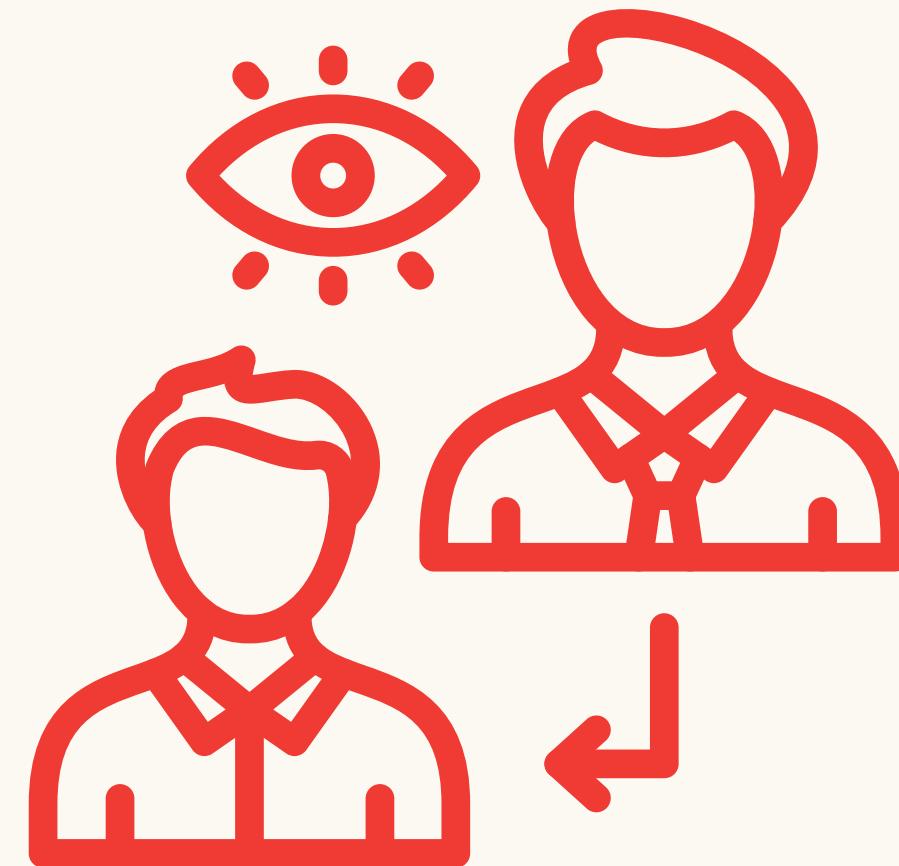


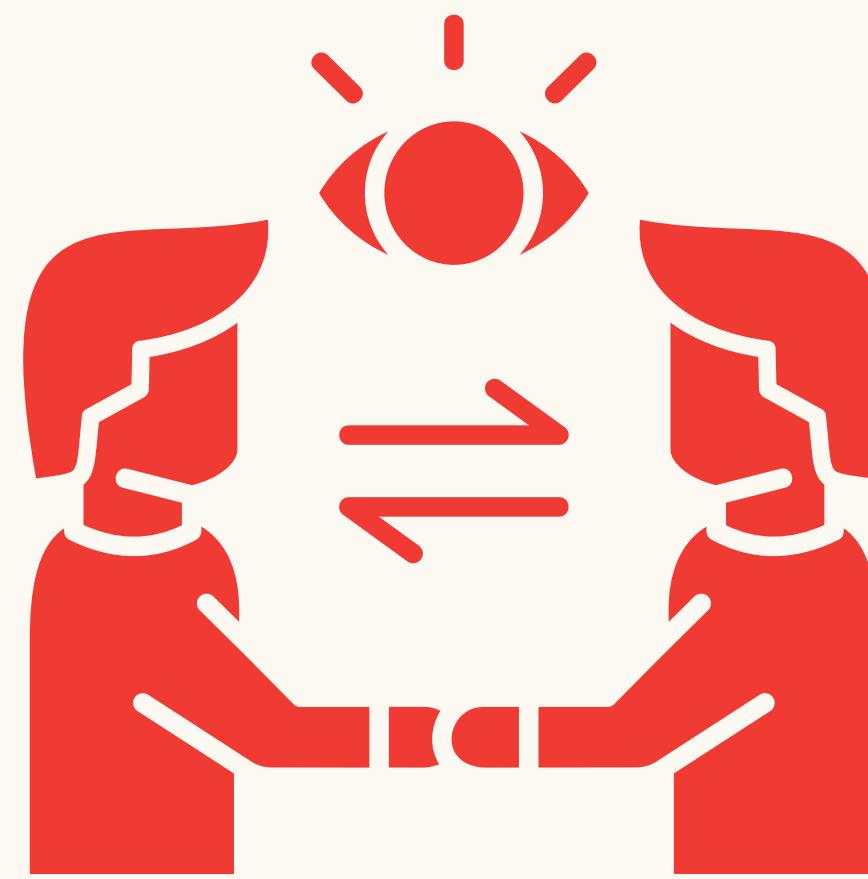
Danish Work Culture & First Impressions



“Turn to someone you don’t know. In 3 words, describe your first impression of Denmark or Danes.”



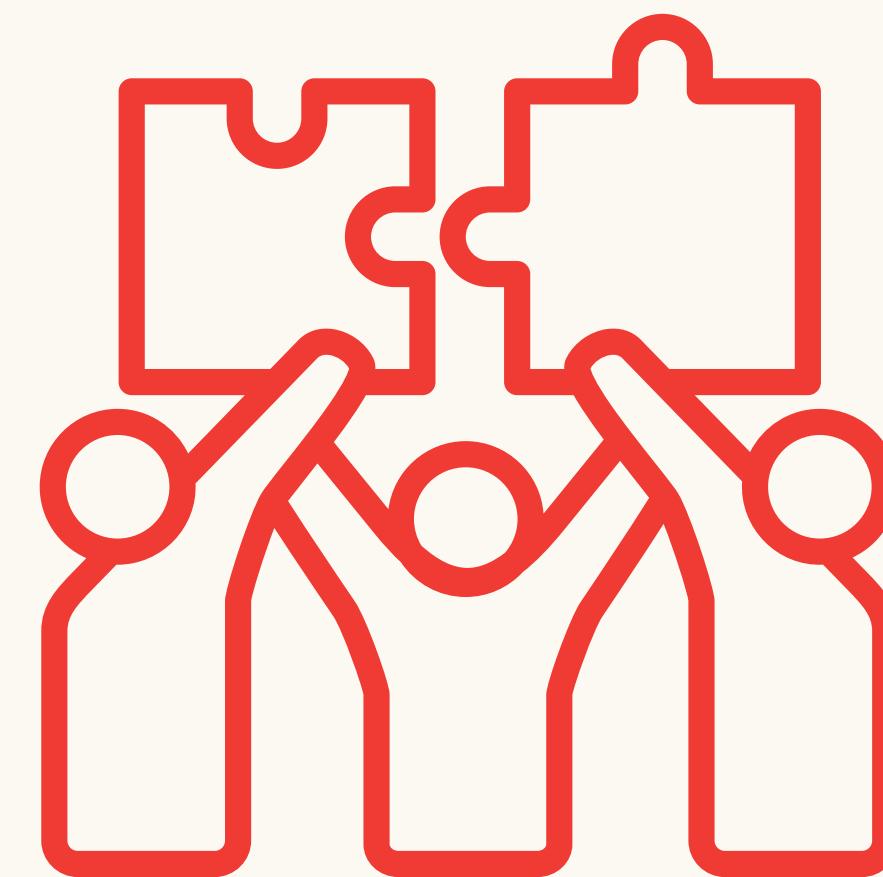
- How do these first impressions impact how we behave?
- What kind of first impression do you want to leave?



Understanding Danish Workplace Norms

- Flat hierarchy – you call your manager by their first name.
- Trust-based culture – no one checks your shoulder; they expect self-leadership.
- Work-life balance – leaving the office at 16:00 is normal, not lazy.
- Equality – status is subtle. Everyone's voice matters in meetings.

What surprises you most?



Time for a bit of movement

Stand up.

Find someone you haven't met yet. Greet them the Danish way:

- Eye contact
- Firm handshake
- Friendly smile
- And first names only!

In Denmark, eye contact = honesty. Avoiding it might unintentionally signal insecurity or disinterest.



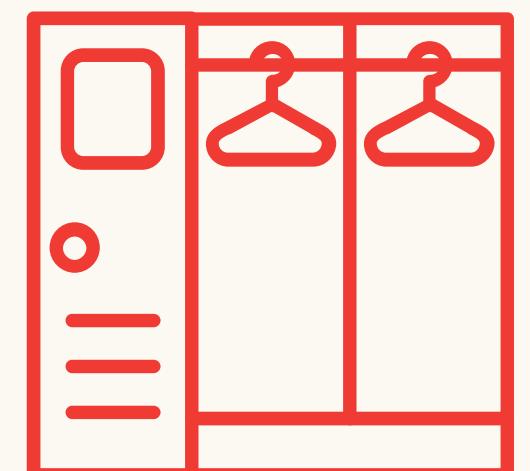
Dress Code

Let's talk about what to wear.

You don't need a full suit unless you're in finance or law. In most Danish companies:

- Business casual is expected
- Keep it clean, neutral, simple
- People are looking at how comfortable and authentic you are – not your designer belt

Would you dress the same for a startup as for Novo Nordisk?



Small Talk & Social Norms

Let's talk about talking.

Here's what's common in Danish professional small talk:

- Weekend plans
- Weather (complaining about it is a national sport)
- Hobbies or cultural tips

Avoid early:

Politics, religion, personal finance, relationship status.

Danes are friendly – but private. They don't love small talk... but they do love comfortable silence.



Cultural Fluency Challenge – Roleplay

Let's break into groups

Your scenario: “First Day at a Danish Company.”

You'll act out:

- Arriving on time
- Greeting colleagues
- Handling a coffee break
- Joining lunch table small talk

You've got 7 minutes to prepare. You'll have 90 seconds to perform. Go for it – have fun, be creative!

Best performances get a shoutout and maybe a small prize.



PLAY

Fun Fact: Have you heard of "Jante Law"?

It's not a real law—but a social rule from Scandinavia (especially Denmark and Norway) that says:

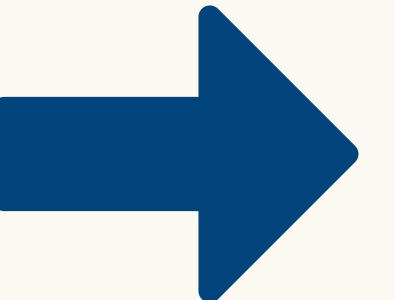
"Don't think you're better than anyone else."

It's like a cultural vibe that encourages humility, equality, and teamwork over showing off. So if you ever wonder why people in Nordic countries are super chill about success—that's Jante Law in action!





- Don't think you're anything special.
- Don't think you're as good as us.
- Don't think you're smarter than us.
- Don't convince yourself you're better than us.
- Don't think you know more than us.
- Don't think you are more important than us.
- Don't think you are good at anything.
- Don't laugh at us.
- Don't think anyone cares about you.
- Don't think you can teach us anything.



- 1. You're special and unique.
- 2. You're just as good as anyone else.
- 3. Your ideas are valuable.
- 4. You have something important to share.
- 5. You've got knowledge to offer.
- 6. Your voice matters.
- 7. You're great at what you do.
- 8. Laughter connects us.
- 9. You matter and people care.
- 10. You're a teacher to others.

Reflection

Let's close by asking:

- What surprised you today?
- What will you do differently in your next professional setting?
- What's one personal takeaway?

Grab your phone. Scan the QR code on the screen and share your reflection anonymously, or post a sticky note on the wall.



Thank you for you
and
for your awesomeness!

you
ARE
awesoM€



Post-workshop feedback survey

