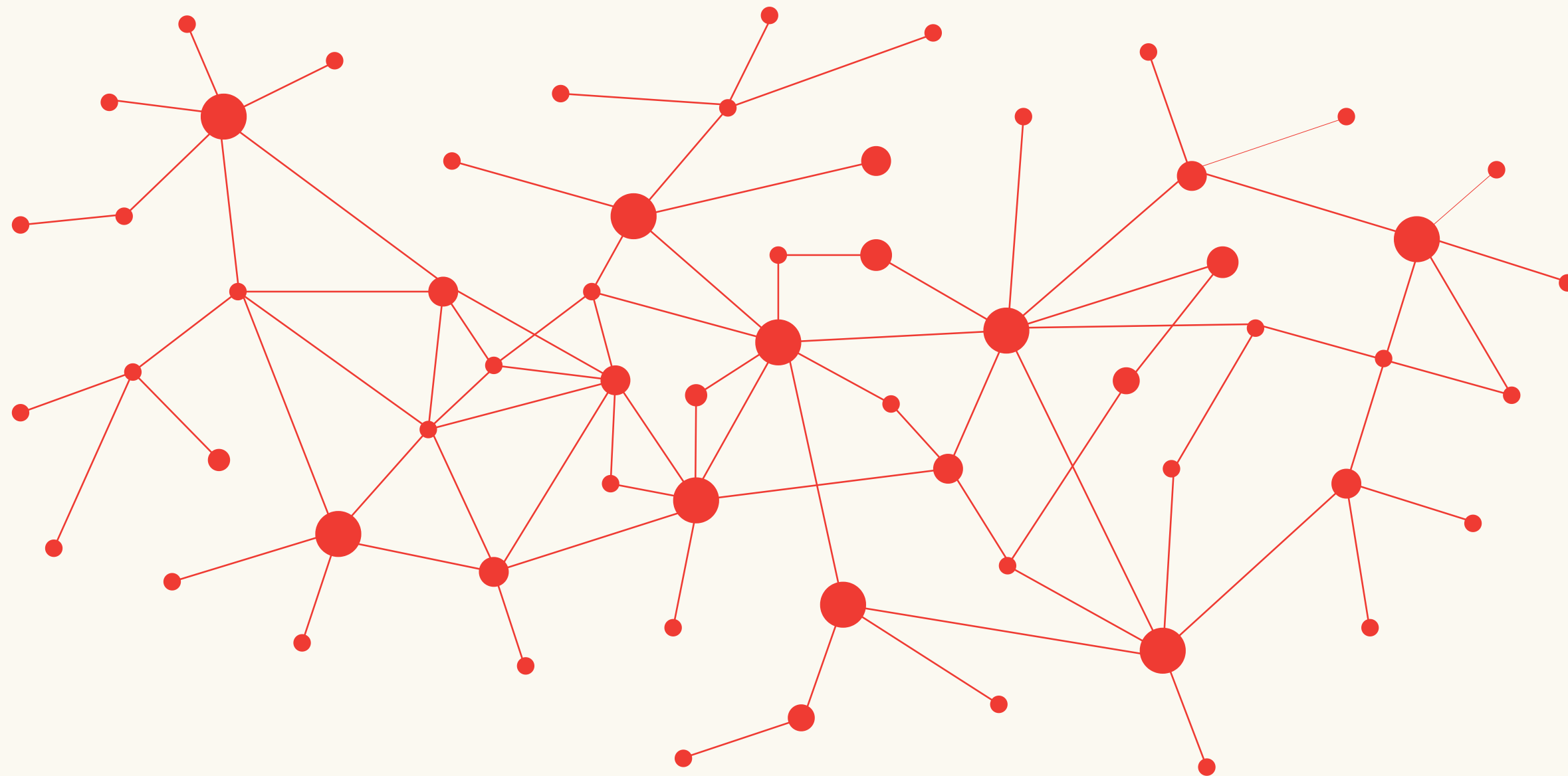
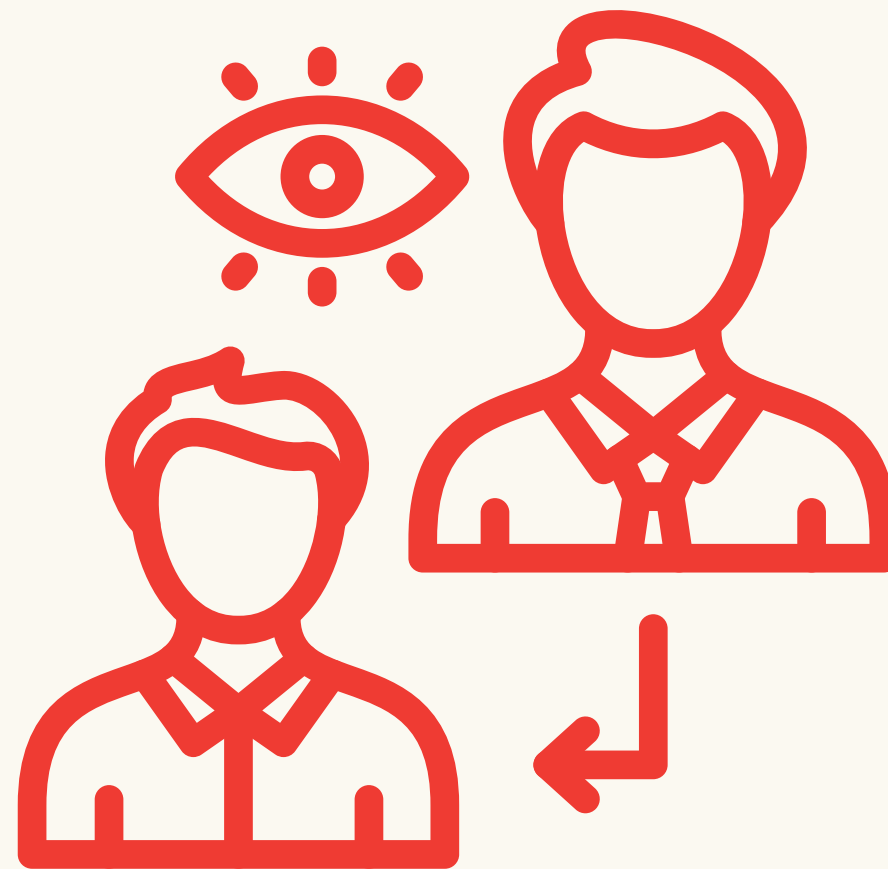


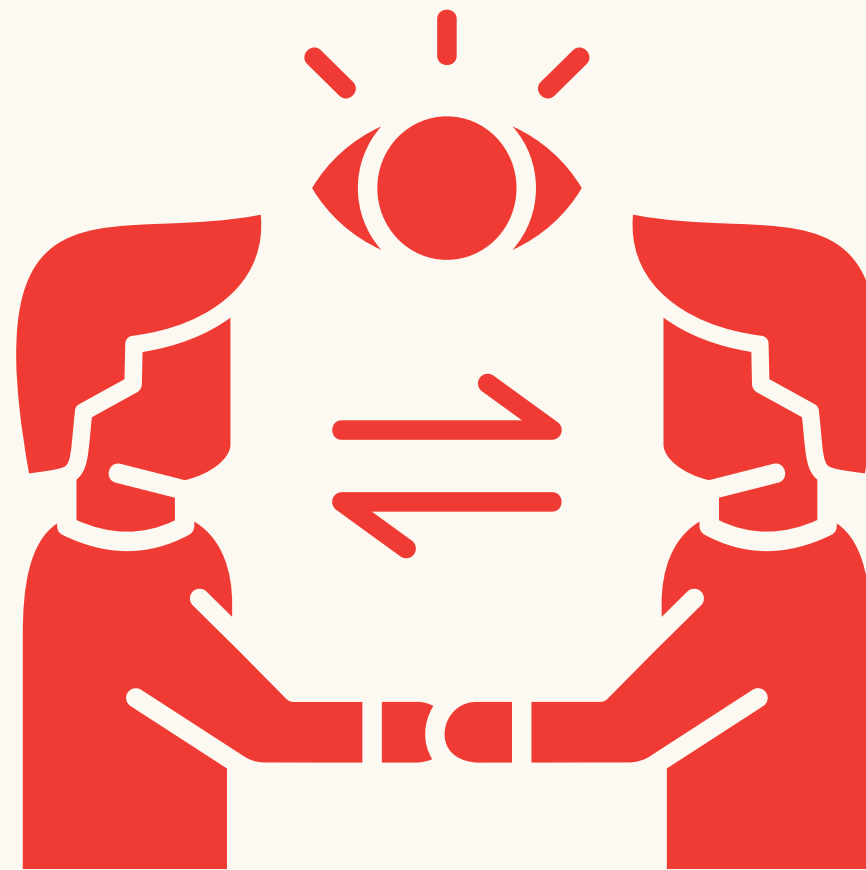
Danish Work Culture & First Impressions



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



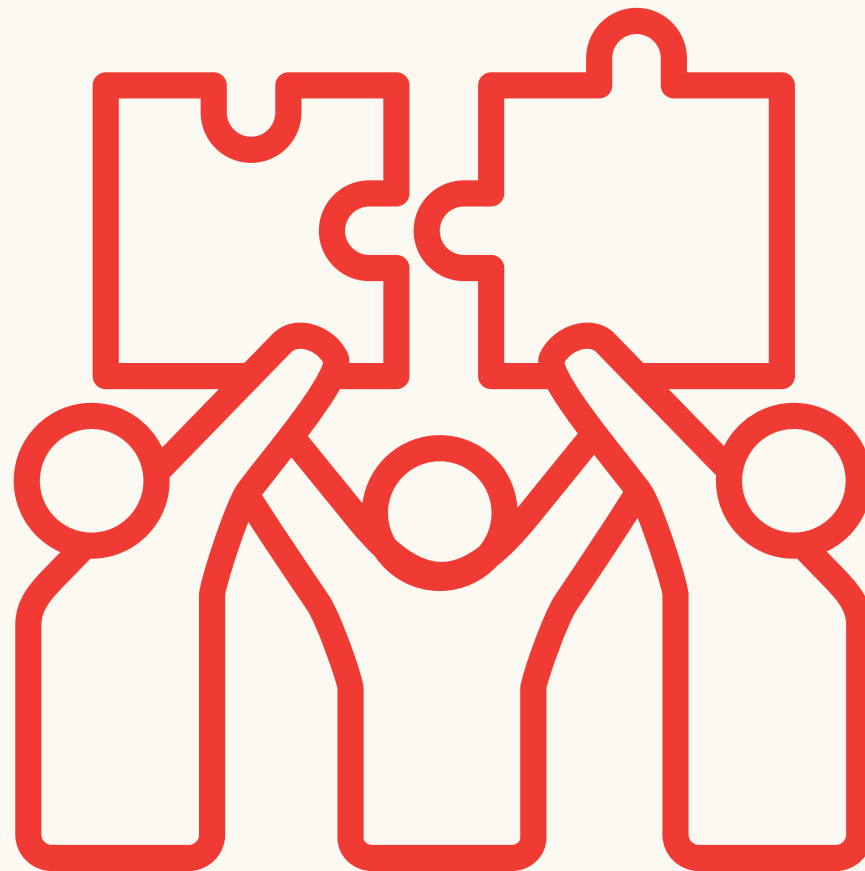
- How do these first impressions impact how we behave?
- What kind of first impression do you want to leave?



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.

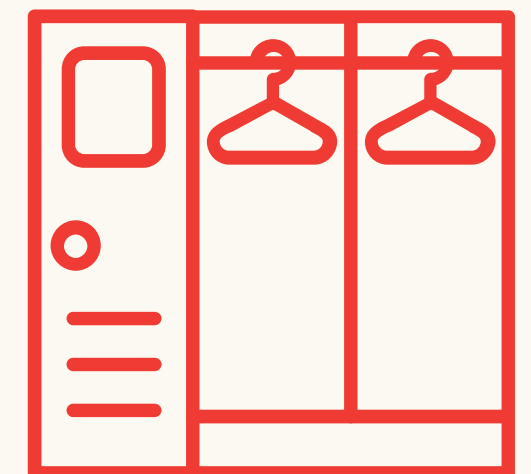
Dress Code

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.



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

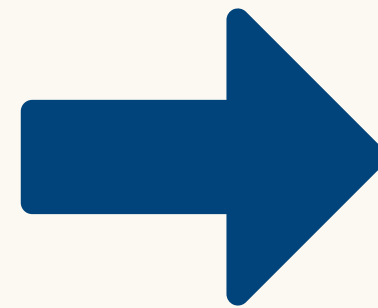
It's not a real law—but a social rule from Scandinavia (especially Denmark and Norway) that says:

"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!



Post-workshop feedback survey

