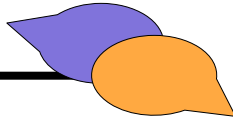


# Cultural Self-Awareness Toolkit



Adapted from Trompenaars & Hampden-Turner's "Riding the Waves of Culture"

## Universal

Fair means equal to all



How consistently do I apply rules?

## Particular

Fair means making exceptions

## Specific

Easy to get to know, sharing in segments



How do I handle my public and private space?

## Diffuse

Takes time to get to know, sharing in whole areas

## Individual

Personal freedom is the key to success



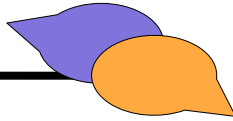
How do I orient myself?

## Community

Taking care of each other improves life for everyone



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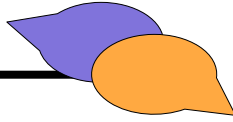
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# Cultural Self-Awareness Toolkit



## Tips for Flexing and Adapting

Adapted from Trompenaars & Hampden-Turner's "Riding the Waves of Culture"

### When working with **universal** nationals...

- ★ Be aware it may seem like a **Thinking** preference
- ★ Focus on rules and accept literal meaning
- ★ Be consistent and formal
- ★ Prepare written contracts
- ★

### When working with **particular** nationals...

- ★ Be aware it may seem like a **Feeling** preference
- ★ Focus on relationships and read between the lines
- ★ Prepare for exceptions based on personal trust & honor
- ★ Allow "*done deals*" to be modified if circumstances change
- ★

### When working with **specific** nationals...

- ★ Be aware it may seem like **Sensing** or **Judging**
- ★ Communication can be direct and purposeful
- ★ Be quick, efficient, and structured
- ★ Keep business and private matters separate
- ★

### When working with **diffuse** nationals...

- ★ Be aware it may seem like **Intuiting** or **Perceiving**
- ★ Communication can be indirect and evasive
- ★ Be patient, go with the flow, and consider alternatives
- ★ Private and business matters can be connected
- ★

### When working with **individual** nationals...

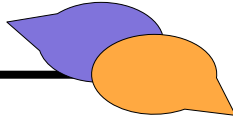
- ★ Be aware it may seem like **Introversion** or **Thinking**
- ★ Assume personal responsibility
- ★ Decisions may be taken quickly
- ★ Acting alone is a sign of independence and capability
- ★

### When working with **communitarian** nationals...

- ★ Be aware it may seem like **Extraversion** or **Feeling**
- ★ Assume joint responsibility
- ★ Decisions may take time to allow for consent
- ★ Having helpers means importance and respected status
- ★



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