

Hello and thank you to being here,

The subject of my mini training is hofstede's cultural dimension theory.

I would like my training to be interactive, so don't hesitate to interrupt me to ask a question or make a remark.

To introduce this subject I want to start with a short **introduction**.

Cultures around the world are getting more and more interconnected and the business world is becoming increasingly global.

We should be able to work with a large variety of people from different countries and cultural backgrounds.

To overcome this, researchers suggest some kind of tools or mechanisms to compare countries on cultural similarities and differences.

To better understand this topic Let's move on to some **definitions**:
First we can define the Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts. ..

Furthermore : Interculturality = The term interculturality refers to any aspect of any interaction between any cultures.

Finally we can define : Intercultural management is the combination of knowledge, insights and skills which are necessary for adequately dealing with national and regional cultures and differences between cultures

Several researchers have worked on intercultural management, like Edward Et hall with the 6 artefact of organization culture ? Some people call it the iceberg

However, the most-used and best-known framework for cultural differences is Gerard Hofstede's Cultural Dimensions.

But who is he ?

Gerard Hendrik (Geert) Hofstede (born 2 October 1928) is a Dutch social psychologist, well known for his pioneering research on cross-cultural groups and organizations.

He published his cultural dimensions model at the end of the 1970s, based on a decade of research.

What is his framework ?

He has imagined a framework for cross-cultural communication named Hofstede's cultural dimensions theory

It describes the effects of a society's culture on the values of its members, and how these values relate to behavior,

His study led to six cultural dimensions on which countries can be ranked: Power

Distance, Individualism/Collectivism, Masculinity/Femininity, Uncertainty Avoidance, Long-term/Short-term Orientation and Restraint/Indulgence.

Now I will try to explain to you the 6 different dimension,

1) Let's talk about power distance : but before I explain it to you I want to know what this dimension can represent in your opinion?

Actually, is the degree of inequality that exists and is accepted between people with and without power

High power distance indicates that a society accepts an unequal, hierarchical distribution of power, and that people understand "their place" in the system.

A low power distance means that power is shared and that society members do not accept situations where power is distributed unequally.

2) Now let's speak about the second dimension : individualism versus collectivism It's almost simple to understand

The Individualism/Collectivism dimension is about the relative importance of individual versus group interests. Individualism does not mean egoism. It means that individual choices and decisions are expected. Like in France

In a collectivist society people are supposed to be loyal to the group and the group will defend their interests. The group itself is normally larger, and people take responsibility for one another's well-being. Like Chile

I will show you a short video where you can see hosted explain this dimension : <https://www.youtube.com/watch?v=zQj1VPNPHII>. 3.53 - 1.50

3) The third dimension is the Masculinity/Femininity. It is about what values are considered more important in a society.

The Masculine side of this dimension represents a preference in society for achievement, heroism, assertiveness and material rewards for success.

Its opposite, femininity, stands for a preference for cooperation, modesty, caring for the weak and quality of life.

Now we are going to do a little game : can you join the good number sentence with the letter A or B if it is masculine or feminine.

4) The fourth dimension is the Uncertainty Avoidance dimension expresses the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity.

Countries exhibiting a high Uncertainty Avoidance maintain rigid codes of belief and behaviour and are intolerant of unorthodox behaviour and ideas, need many rules .

Countries with a low Uncertainty Avoidance index maintain a more relaxed attitude , tolerance for ambiguity is accepted and the need for rules is minimal.

If you saw the maps you can say to me which country has a high uncertainty avoidance ? Like South American countries such as Chile, Peru and Argentina

5) Time Orientation

Now we will speak about the fifth dimension called time orientation. This dimension was originally described as "Pragmatic Versus Normative »

It refers to the time horizon people in a society display.

Countries with a long-term orientation tend to be pragmatic, modest, and more thrifty.

In short-term oriented countries, people tend to place more emphasis on principles, consistency and truth, and are typically religious and nationalistic.

We can see a other short video, in this video hofstede explain something particular in this dimension so you will see what is it ?

Video 8.43 - 9.40 :

https://www.youtube.com/watch?time_continue=580&v=H8ygYIGslQ4

6)The last dimension is indulgence, is relatively new dimension to the model.

In an indulgent culture it is good to be free. Doing what your impulses want you to do, is good. Friends are important and life makes sense. In a restrained culture, the feeling is that life is hard, and duty, not freedom, is the normal state of being.

We can do an other little game, join the good number to the good letter , I let you take you paper to write it.

LITTLE GAME :

Now I will propose you a last little game I will ask you question and you have to say to me the dimension who answer to the good question ?

To finish I want to show you a special website , I find it very interesting.

<https://www.hofstede-insights.com/product/compare-countries/>

Someone can give me 3 country and we will compare these country thanks to the different dimension ?

I think now it's finish, Thanks you for you attention.

PDI	Characteristics	Tips
High Indulgence	<ul style="list-style-type: none"> Optimistic. Importance of freedom of speech. Focus on personal happiness. 	<ul style="list-style-type: none"> Don't take life too seriously. Encourage debate and dialogue in meetings or decision making. Prioritize feedback, coaching and mentoring. Emphasize flexible working and work-life balance.
High Restraint	<ul style="list-style-type: none"> Pessimistic. More controlled and rigid behavior. 	<ul style="list-style-type: none"> Avoid making jokes when engaged in formal sessions. Instead, be professional. Only express negativity about the world during informal meetings.

terms of job design, organizational environment and culture, and the way that performance management can be best realized.

Power Distance	How much inequality should there be among us?
Uncertainty Avoidance	How afraid are we of unknown people and ideas?
Individualism / Collectivism	How dependent are we on our (extended) family?
Masculinity / Femininity	How should a man feel and behave, how a woman?
Long- / Short-Term Orientation	Do we focus on the future, the present or the past?
Indulgence / Restraint	May we have fun or is life a serious matter?

MAS	Characteristics	Tips
High MAS	<ul style="list-style-type: none"> Strong egos – feelings of pride and importance are attributed to status. Money and achievement are important. 	<ul style="list-style-type: none"> Be aware of the possibility of differentiated gender roles. A long-hours culture may be the norm, so recognize its opportunities and risks. People are motivated by precise targets, and by being able to show that they achieved them either as a group or as individuals.
Low MAS	<ul style="list-style-type: none"> Relationship oriented/consensual. More focus on quality of life. 	<ul style="list-style-type: none"> Success is more likely to be achieved through negotiation, collaboration and input from all levels. Avoid an "old boys' club" mentality, although this may still exist. Workplace flexibility and work-life balance may be important, both in terms of job design, organizational environment and culture, and the way that performance management can be best realized.