

## Cultural Differences that Matter

As adapted from *Foreign to Familiar* by Sarah A. Lanier (2007)

Hot Climate Culture		Cold Climate Culture	
Southern states of USA, Asia, Africa, Pacific Islands, India, Latin America (except Argentina & southern Brazil), Middle East (except Israel's Europe-derived populations), Eastern Europe, Mediterranean countries		Northern states of USA, Northern Europe (Switzerland & upwards), Israel (European-derived populations), non-indigenous populations of Canada, New Zealand & South Africa.	
Relationship-Based	<ul style="list-style-type: none"> <li>Communication must create a "feel-good" atmosphere</li> <li>Society in general is feeling-oriented (individuals may vary)</li> <li>Efficiency &amp; time do not take precedent over the person</li> <li>It is "inappropriate" to talk business without a period of social conversation</li> </ul>	<ul style="list-style-type: none"> <li>Communication must provide accurate information</li> <li>Society in general is logic-oriented (individuals may vary)</li> <li>Efficiency &amp; time are high priorities &amp; taking them seriously shows respect for other person</li> </ul>	Task-Oriented
Indirect	<ul style="list-style-type: none"> <li>It's all about being friendly</li> <li>Questions must never offend by their directness; avoid yes/no choices.</li> <li>Use a third party for accurate info if direct question will be too harsh</li> <li>A "yes" often means friendliness towards you, but not agreement</li> <li>Avoid embarrassing people</li> </ul>	<ul style="list-style-type: none"> <li>Short, direct questions show professionalism &amp; respect for other's time &amp; trouble</li> <li>"Yes" means agreement; No means disagreement</li> <li>There are no hidden meanings</li> <li>Direct, honest answer is info only; there's no reason to take it personally</li> </ul>	Direct
Group Oriented	<ul style="list-style-type: none"> <li>I belong, therefore I am</li> <li>My identity is tied to group</li> <li>Group protects &amp; provides</li> <li>My behavior reflects on the group as a whole</li> <li>I do not expect to have to stand alone</li> <li>Only specific group members have the authority or right to take initiative</li> </ul>	<ul style="list-style-type: none"> <li>I am a self-standing person</li> <li>Every individual has a valuable opinion &amp; can speak for self</li> <li>One must know how to make one's own decisions</li> <li>My behavior reflects only on me</li> <li>Taking initiative is good; anyone can do it</li> </ul>	Individualism
Inclusion	<ul style="list-style-type: none"> <li>It is rude to hold a private conversation or make plans that don't include someone who is present</li> <li>Possessions, food, tools are to be used freely by all</li> <li>It is not desirable to be left to oneself</li> </ul>	<ul style="list-style-type: none"> <li>People enjoy &amp; expect time &amp; space to themselves</li> <li>People are expected to ask to borrow a possession or to interrupt a conversation</li> <li>It is acceptable to hold private conversations or exclusive plans</li> </ul>	Privacy
Hospitality	<ul style="list-style-type: none"> <li>Is often spontaneous</li> <li>Is the context for relationships, even business ones</li> <li>Usually takes place in the home</li> <li>All of guests needs are taken care of</li> <li>Travelers are taken in &amp; provided for</li> </ul>	<ul style="list-style-type: none"> <li>Is serious enough to plan ahead</li> <li>Usually requires advance notice</li> <li>Tends to be restricted to nuclear family &amp; other close friends</li> <li>Travelers are expected to make their own arrangements &amp; bear their own costs unless specifically communicated by host</li> </ul>	Hospitality
Time & Planning	<ul style="list-style-type: none"> <li>Event-oriented</li> <li>Responsive to what life brings</li> <li>Saving time is less important than living in the moment or not offending people</li> <li>Tend to be more spontaneous &amp; flexible</li> </ul>	<ul style="list-style-type: none"> <li>Clock-oriented</li> <li>More structured approach to life</li> <li>Get satisfaction out of using time efficiently</li> <li>Saving time is a strong value</li> <li>"Wasting" time is just wrong</li> </ul>	Time & Planning