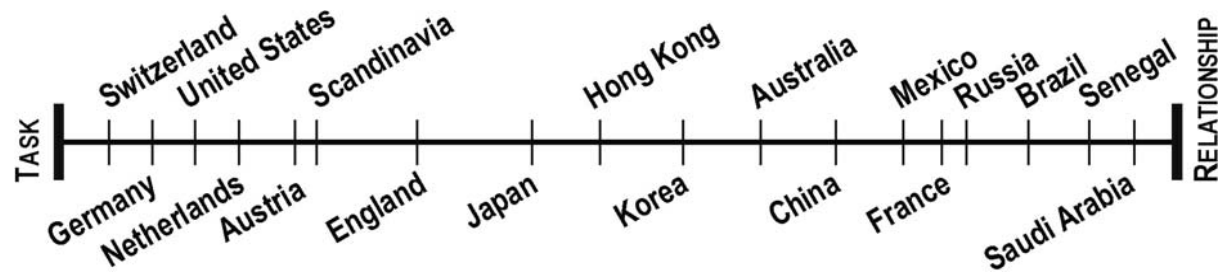


GLOBAL AWARENESS



GLOBAL SKILLS COUNTRY DIMENSIONS

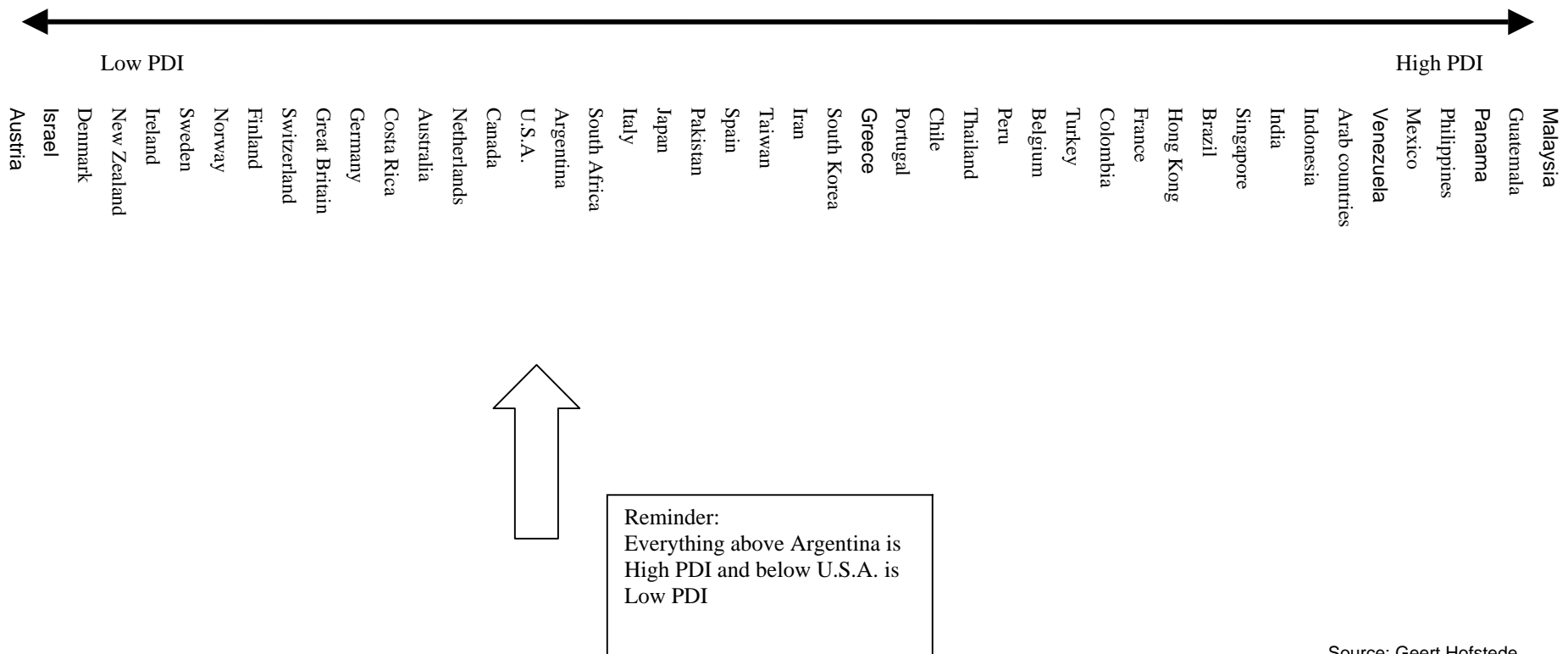
Time/Relationships Country Continuum Sample



Power Distance Indicator

PDI: The extent to which less powerful members of organizations accept that power is distributed unequally.

Use this tool to locate each country with which you interact so you will recognize whether it has a low or high Power Distance Indicator.

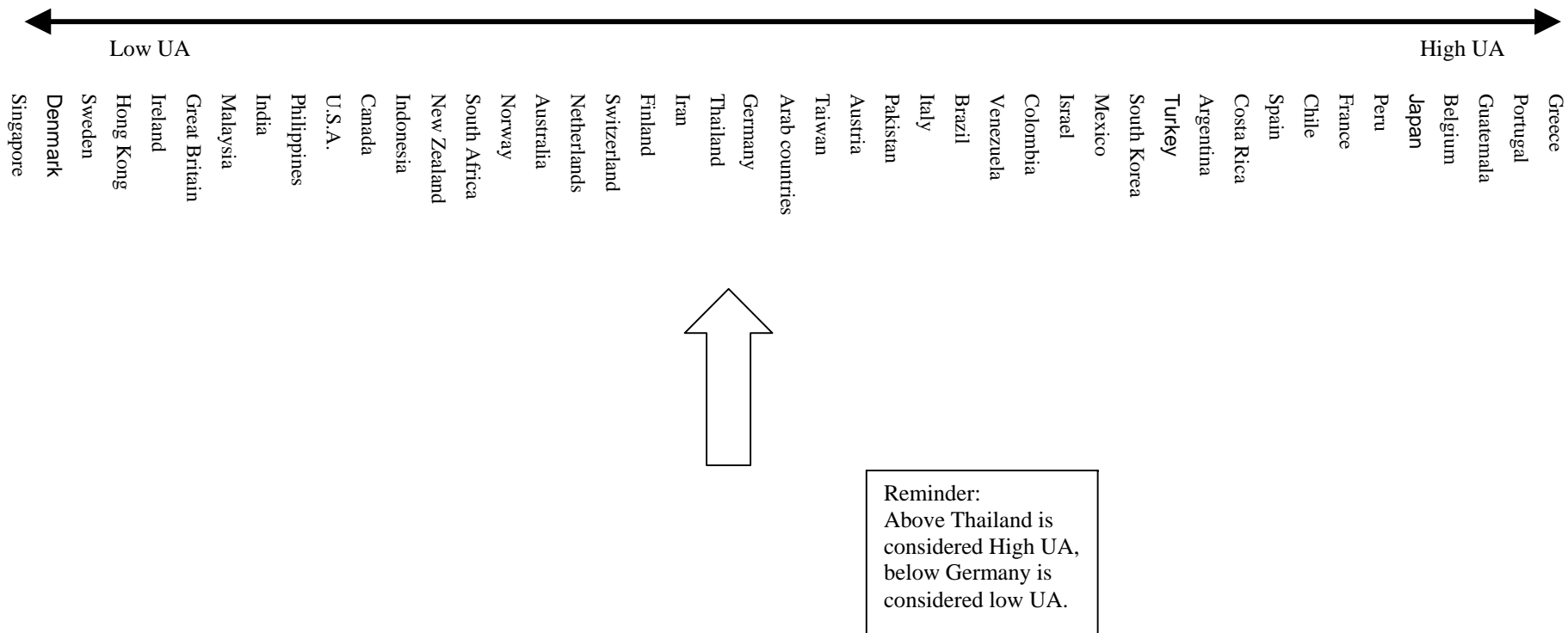


Source: Geert Hofstede

Uncertainty Avoidance (UA) Countries

UA: The extent to which the members of a culture feel threatened by uncertain or unknown situations.

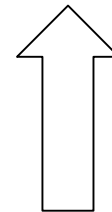
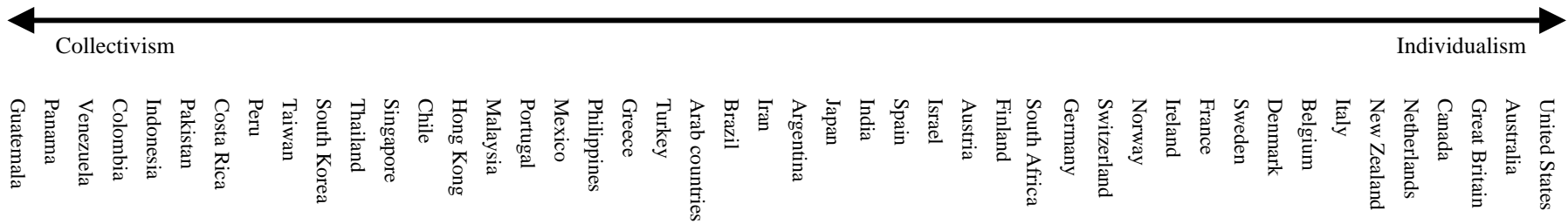
Use this tool to help you act appropriately in different countries based on their comfort with uncertainty.



Source: Geert Hofstede

Individualism/Collectivism (I/C) Countries

I/C: The extent to which members of a society have more interest in the group or the individual.
Use this tool to locate each country with which you interact so you will recognize whether it is individualistic or collectivist.



Reminder:
Above Israel is considered Individualism , below Austria is considered Collectivism

SOURCE: GEERT HOFSTEDE

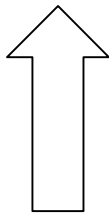
Context Communication Continuum

Use this tool to locate a country to see whether it is low or high context.

Low-Context
Cultures

High-Context
Cultures

Swiss - German
German
Scandinavian
U.S. American
French
British
Italian
Spanish
Greek
Latin
Arab
African
Chinese
Japanese



Reminder:
Above U.S.A. is considered
High Context, below France
is considered to be Low
Context.