



Culture-Inc.

ALIGNING ACROSS CULTURES

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THE JOURNALISTS COMPETITION

UK: HUNTING
ELEPHANTS IN
BRITISH EAST
AFRICA

FR: THE LOVE
LIFE OF
ELEPHANTS

DE: THE ORIGINS
AND DEVELOPMENTS OF
THE INDIAN ELEPHANT
FROM 1200-1950
(600 PAGES)

USA: HOW TO
BREED BIGGER
AND BETTER
ELEPHANTS

RU: HOW WE
SENT AN
ELEPHANT TO
THE MOON

On writing an article about elephants...





A different point of view is simply the view
from a place where you're not.

IT'S ALL IN THE EYE OF THE BEHOLDER



WHAT IS CULTURE?



WHAT IS CULTURE?



CULTURE IS ALWAYS A MIX

National Culture

Cross-cut by diverse sub-cultures

- Ethnic
- Gender
- Generation
- Region
- Religion, etc.
-

Professional Cultures

- Academic Culture
- Business Culture
- Engineering Culture
- Governmental Culture
- Legal Culture
- Medical Culture, etc.

Organizational Cultures

Organizations typically have their own corporate culture



WHY DOES CULTURE MATTER?

- **CULTURE IS THE DNA OF A COUNTRY/ORGANISATION, GIVING IT A PURPOSE AND IDENTITY OF ITS OWN**
- **CULTURE ACTS AS A GLUE, KEEPING THE MEMBERS OF A COUNTRY/ORGANISATION TOGETHER, GIVING A SENSE OF BELONGING**

NOTHING ABOUT CULTURE

- How opinions are formed and decisions are taken
- How people negotiate, deal with conflicts or problems
- How people cooperate and communicate

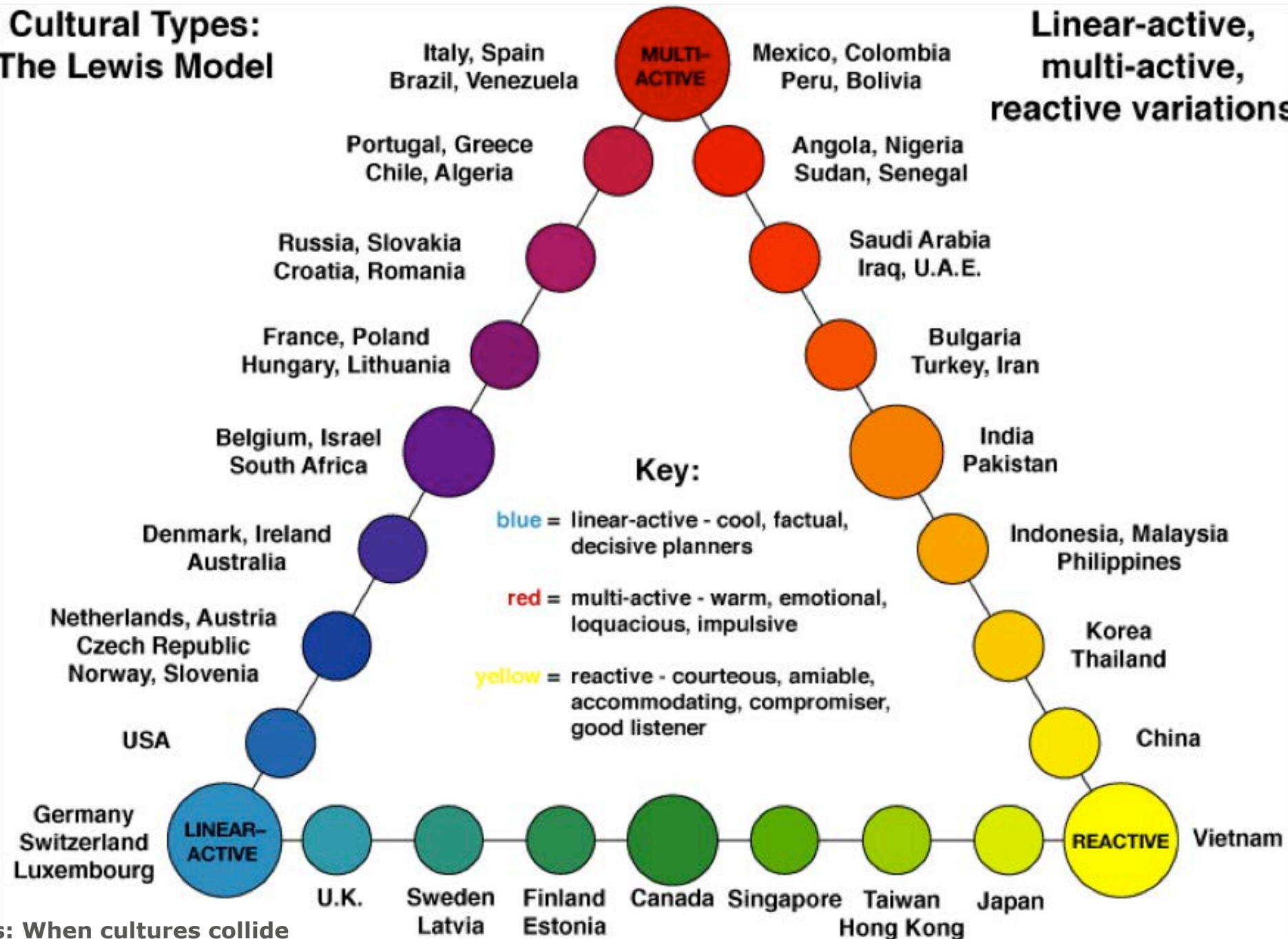


WHAT IS YOUR CULTURAL QUALITY?

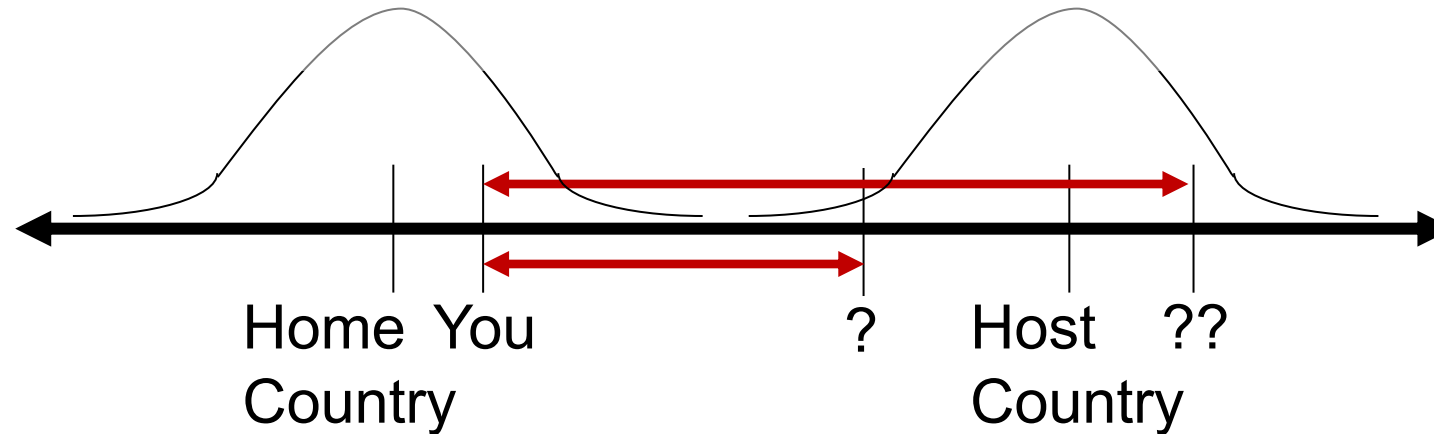


Cultural Types: The Lewis Model

Linear-active,
multi-active,
reactive variations



A CULTURAL DIMENSION



- A continuum, graphically shown as an “arrow”, that describes a behavior (for ex. communication style)
- To plot cultures, teams and individuals in order to identify differences and similarities
- Not black and white, it shows general preferences of a culture
- One side of the dimension is not generally better or worse than the other side



HOW WE WORK



TASK

- › Focus on task at hand
- › Considering facts & figures
- › Time pressed

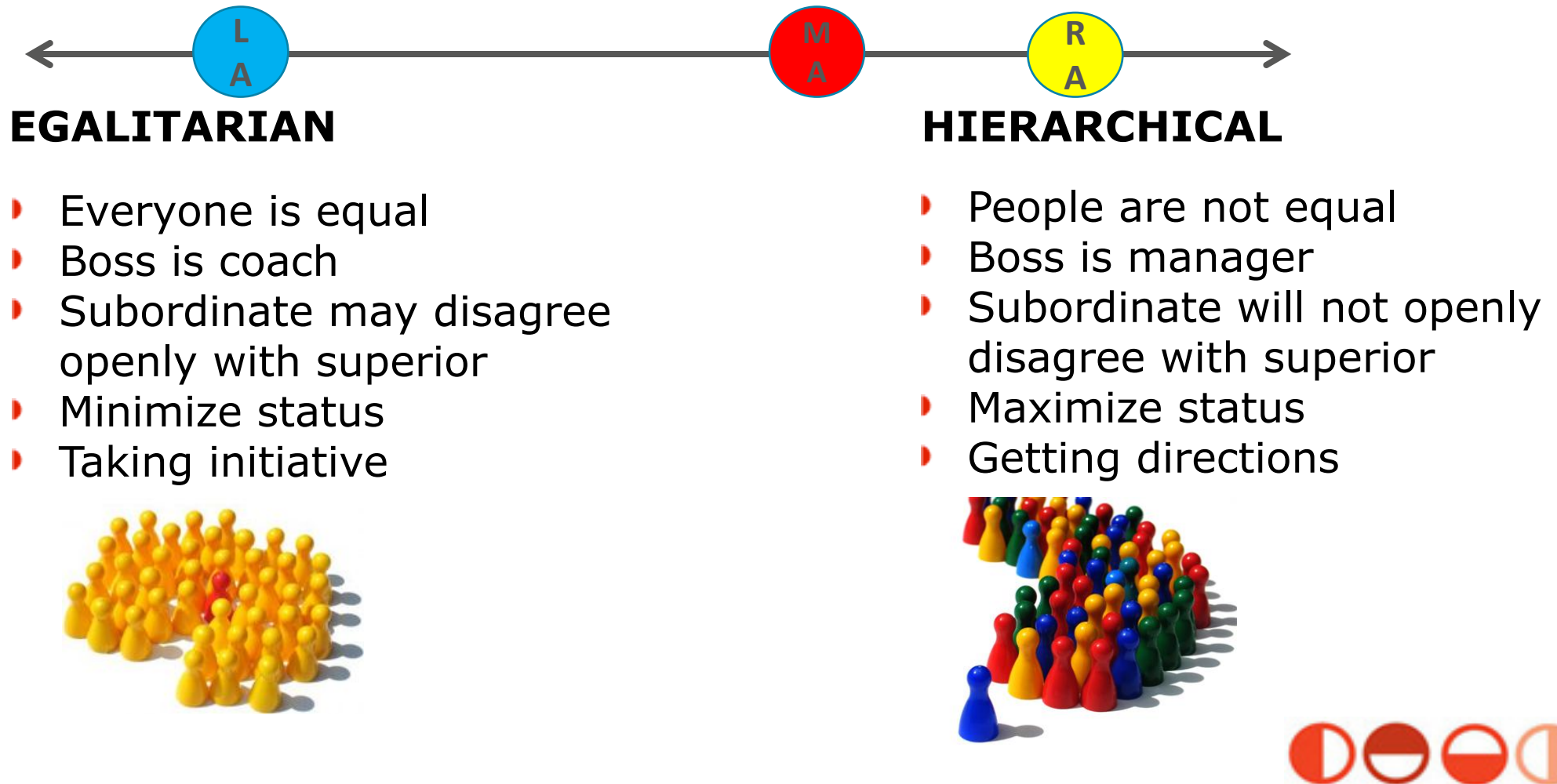


RELATIONAL

- › Focus on building trust
- › Considering feelings / positions
- › Time for social dating



HOW WE LEAD



HOW WE HANDLE SITUATIONS



UNIVERSAL RULES

- › Rules apply to everybody equally
- › One absolute truth based on facts
- › Consistent, clear and concise
- › Respect procedures

FLEXIBLE RULES

- › Rules depend on circumstances
- › Truth is relative / multiple realities
- › Flexible, ambiguous, philosophic
- › Look for connections or support



The Illegal Animal Trade Case

A Dutch prosecutor received information about possible illegal trade of wildlife animals from Brazil via the Port of Rotterdam and started a criminal investigation. Since the final destinations are in Poland, Italy and the UK, the Dutch prosecutor has requested her British, Polish and Italian colleagues to provide her with all available information in their jurisdictions as well as to initiate parallel proceedings and to start a cyber-control action to trace potential traders and customers. In order to speed things up, she also suggested to form a Joint Investigation Team (JIT). Despite several emails there has not been a clear response on the part of the European partner organisations. She gets increasingly frustrated about the lack of progress.

Which cultural aspects may be at play and what could she do differently?



Present your analysis and approach in 2 min.



CROSSCULTURAL CHALLENGES

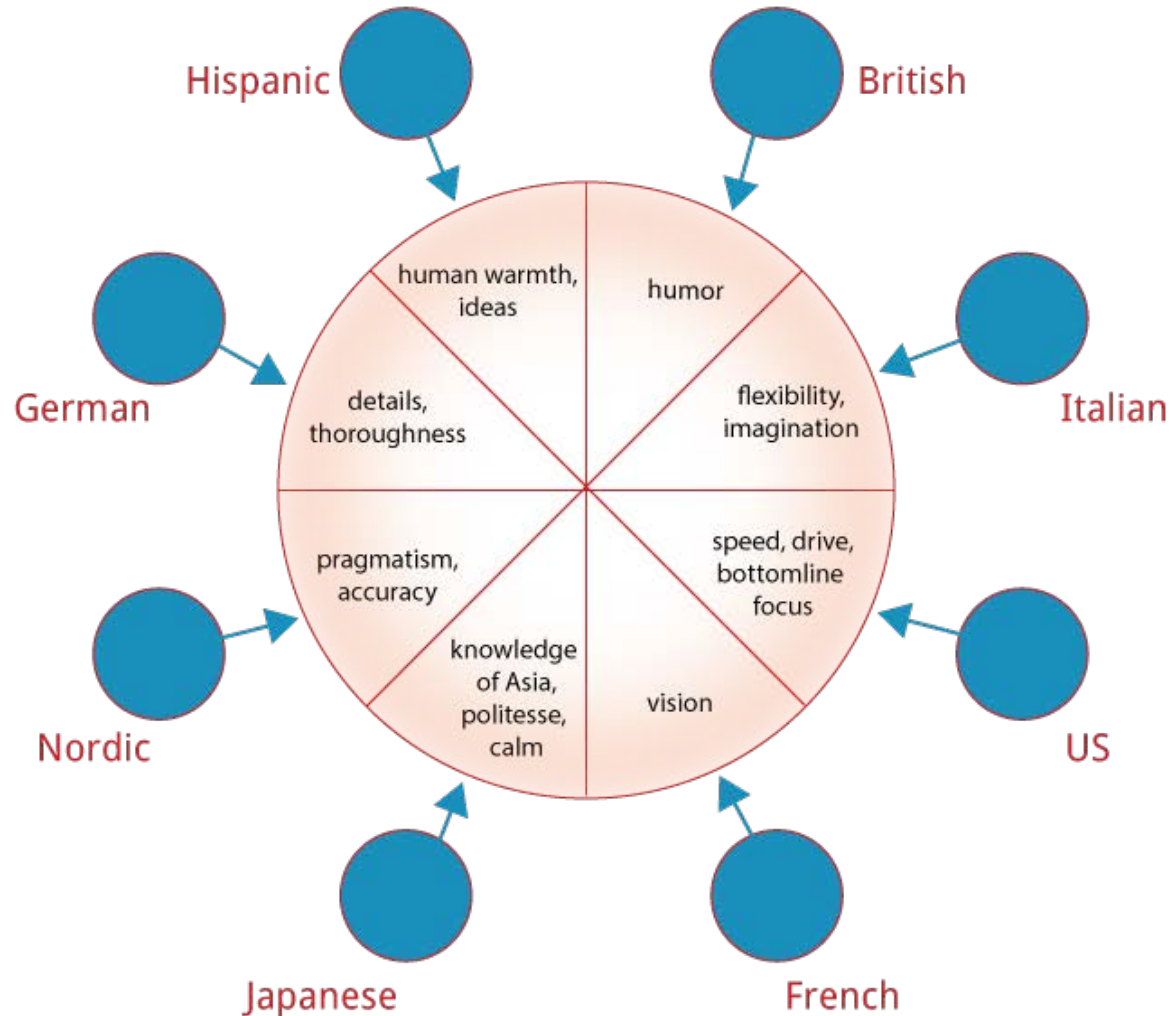
- Tasks & responsibilities may differ
- Central vs decentral approach
- Information sharing (content, process or relation-driven)
- Communication styles (direct-indirect)
- Short vs long term planning

How do cultural aspects impact environmental enforcement policies across national offices?

What needs to be done from a cultural perspective?



MULTICULTURAL TEAMS



Strengths

- wide horizons
- breadth of vision
- variety of ideas and approach
- stimulating interaction
- regional knowledge
- balance of priorities
- multi-focus
- language pool

Weaknesses

- needs time to adjust to cultural differences and to define mutual goals



DIVERSITY RULES

- **UNDERSTAND VERY CLEARLY WHO YOU ARE**
- **PUT YOURSELF IN OTHER PEOPLES SHOES**
- **CREATE A COMMON UNDERSTANDING OF THE PROJECT AT HAND**
- **USE DIVERSITY AS AN ASSET AND TOOLBOX**
- **HAVE FUN 😊**

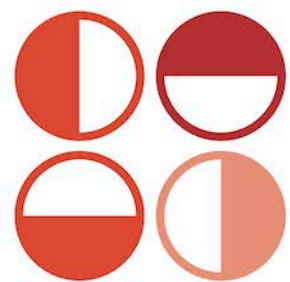
Alyson Bailes, UK diplomat





CONTACTS, CONNECTIONS, COLLABORATIONS





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