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# Cross Cultural Effectiveness

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## What is Culture?

It's all ME !

Personality →

→ New Social & Professional Values

→ Cultural Values

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## Objectives

Raise **briefly** our intercultural alertness:

- Increase your awareness and understanding of your **own** cultural orientation.
- Accept that people may have a different set of working values that results from a different **learning** process.
- Learn to **avoid making judgmental statements** when commenting on these values..

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## Layers of Culture

→ Products of Culture

→ Behavior & Norms

→ Cultural Values

→ Basic Assumptions

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## Most common US comments on Living in Belgium, France, ...

- They drive like idiots (... it's changing!).
- Bad service in the restaurants.
- A watch is an indication for wealth not a time management tool.

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## "The Japanese are Formal"

- **Generalization:**  
All the Japanese?
- **Do's & don'ts response:**  
Cultural Gymnastics!
- **But most of all, a misunderstanding.**

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You don't get  
a **second** chance to make  
a good **first** impression.

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**Luck is only to the  
advantage of  
those who were  
prepared.**

Louis Pasteur

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**“The Dutch are Stingy”**

- **Generalization:**  
**All the Dutch?**
- **Negative response:**  
**Nothing you can do about!**
- **But most of all, subjective.**

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Re-written with cases (PDF) with:

- **Fortis** Turkey – Yvan De Cock,
- **Nedalco** in GB – Lourens Schot,
- **Betafence** – Patrick Lecluyse during **Bekaert** period in North and South America),
- **KBC** – Jan Vanhevel and Dirk Mampaey about Central- and East-Europe,
- **J&J** with IT in India – Patrick Nobels,
- **Janssen Pharma** in China – Dirk Collier.

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<http://www.leuvion.com/product-category/english-downloads/>

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