

# CROSS CULTURAL UNDERSTANDING

Diagnosing the Cultural Code

# Initial thought:

- able to differentiate between cross cultural *understanding* and *changing* own culturally ingrained behavior



VS



# Initial Thought:

## □ GLOBAL DEXTERITY

....is develop the ability to smoothly and successfully adapt how you act in a foreign setting

....is being able to be effective and appropriate in that setting without feeling that you are losing yourself in the process



# This week objective:

To apply Global Dexterity, we need to decipher the Cultural Code



CULTURAL  
CODES

# Diagnosing the Cultural Code

## Six-dimensional framework:

- ❑ **Directness**
- ❑ **Enthusiasm**
- ❑ **Formality**
- ❑ **Assertiveness**
- ❑ **Self-promotion**
- ❑ **Personal disclosure**



# Diagnosing the Cultural Code

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Next, get to know these 2 zones:

□ **ZONE OF APPROPRIATENESS**

□ **PERSONAL COMFORT ZONE**

# Review usage of hands:

## Global Dexterity



in application

# Review usage of hands:

## Global Dexterity



in application



# Review usage of hands:

## Global Dexterity



in application

# Find Out!

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Discuss similarities and differences regarding these topics:

Team 1: Food and Beverages

Team 2: Achievements and Goals

Team 3: New People and Friends

Team 4: Work and Professional Things

Team 5: Hobbies and Entertainment

# Diagnosing the Cultural Code

## □ **ZONE OF APPROPRIATENESS**

There is not one specific way to act in any given new setting, but instead there is a range (zone) of appropriate behavior....

And one has to find a place within this zone that feels natural and comfortable for oneself within one's

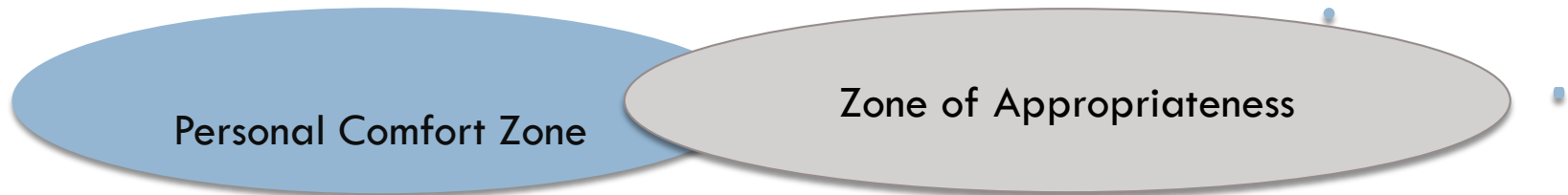
## □ **PERSONAL COMFORT ZONE**

# Diagnosing the Cultural Code

Ideally.....

□ **PERSONAL COMFORT ZONE** **ZONE**

overlaps

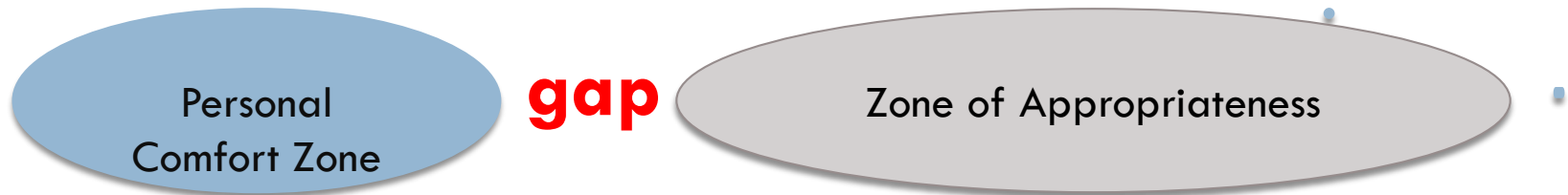


□ **ZONE OF APPROPRIATENESS**

# Diagnosing the Cultural Code

But usually.....

❑ **PERSONAL COMFORT ZONE**  
is quite distinct from

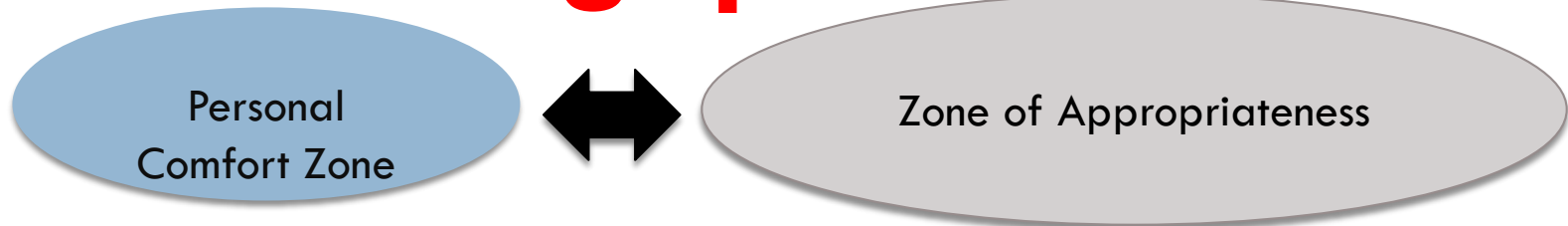


❑ **ZONE OF APPROPRIATENESS**

# Diagnosing the Cultural Code

What can you do if there is a

**gap?**



- ❑ Stretch the **Zone of Appropriateness**?
- ❑ Stretch the **Personal Comfort Zone** and find a way to be comfortable in the new behavior?

# Diagnosing the Cultural Code



**How can we learn  
to stretch our  
Personal Comfort Zone?**

# Diagnosing the Cultural Code

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*S-t-r-e-t-c-h* our  
**Personal Comfort Zone**  
**through a 3-step process:**



# Diagnosing the Cultural Code

## Step#1: Diagnosis

- ❑ Diagnosis means identifying the particular aspect of the new cultural behavior that is the most challenging in your particular situation
- ❑ Clue: use the six-dimensional approach to diagnose the conflicts in any given



# Diagnosing the Cultural Code

## Six-dimensional framework:

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# Diagnosing the Cultural Code

## Step#2: Customization

- ❑ Customization means putting your own personal spin on the behavior you need to show so that it feels natural to you and at the same time is appropriate and effective in the new setting.
- ❑ Customization also means creating your personal rationale for why you need to adapt your behavior in the first place.



# Diagnosing the Cultural Code

## Step#3: Integration

- ❑ Integration means becoming so familiar and comfortable with the new way of behaving that it becomes your “new normal”.
- ❑ It is way of acting in a foreign setting that feels automatic and intuitive.
- ❑ Evaluation and feedback play a key role in this process.
- ❑ After evaluation, you can make ongoing adjustments until the behavior feels “just right”.

