

FRAMEWORK FOR GLOBAL CULTURE MANAGEMENT

Basics of Hofstede 6D[®] Model for Business Applications

WHAT IT IS ABOUT

The Hofstede 6D[®] Model of Culture is the **most scientifically validated framework** in social psychology which has and is being applied by thousands of professionals around the world for their successful operations when working with people of different origin.

It represents a **simple, logical and pragmatic** framework which enables practitioners to identify the gaps in how different people see things differently.

Hofstede Model's best leverage is that it is able to give numerical expression to things like values, ethics, perceptions and expectations. **It makes Culture digital.**

Understanding Culture and Culture's consequences for business is a must-have for the 21st century manager. All business and management processes have something in common – they are applied by people.

You need intercultural competences if you want to operate effectively in today's globalized economy.

WHO IT IS FOR

No matter whether your professional field is related to managing processes, managing employees, negotiating, design or marketing, you need to understand what drives those that are different from you.

Mastering the Hofstede framework of national cultures enables you to decode the motivators behind people's behavior.

PRACTICAL OUTCOMES – participants learn to understand the different cultural ideas about:

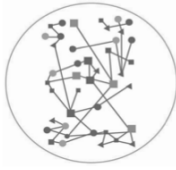
- The role of Power and Authority
- How inclusion in Groups happens around the world
- Ways to deal with Uncertainty
- What motivates us for Success
- Different notions about how to achieve Goals
- How we perceive Happiness

The Culture Clusters Matrix[®]

Contest



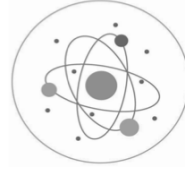
Network



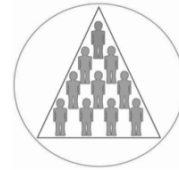
Well-Oiled
Machine



Solar System



Pyramid



Family



DAY 1 – The Framework for Global Effectiveness

During Day 1 participants acquire a simple and practical framework necessary for understanding different others.

Modules we cover:

- Foundations of the Hofstede Model – different minds but **common problems**
- Positioning self in culture of origin, getting out of own culture shell
- Statistical base of benchmarking national mindsets (cultures)
- **Measuring shared values** – dimensions of Culture based on the Hofstede Model
- **Tools** for comparing national mindsets – **the 6D Guide[®]** as tool for effective intercultural communications
- **Mindset** for global effectiveness – implementing cultural management in the workplace
- Real life consequences across world's Culture Groups – **cultural differences and how to manage them**
- The Culture Clusters Matrix[®] - basic tool for **global business communications** management



Hofstede Insights

www.hofstede-insights.com

In the course of more than 30 years of applying the Hofstede Model we have helped clients enhance business effectiveness, capitalize on cultural diversity and make corporate culture work in alliance with strategy.

Founded in 1985 upon the data-driven research model of renowned Prof. Geert Hofstede, we are an international consultancy represented in 37 countries around the world, and one of only two organizations licensed to work with the 6-D Culture data model for business trainings.



Daniela Kaneva -
Associate Partner
of Hofstede
Insights, California,
USA, based in Los
Angeles.

Contact: 626.429.0513
daniela@hofstede.us