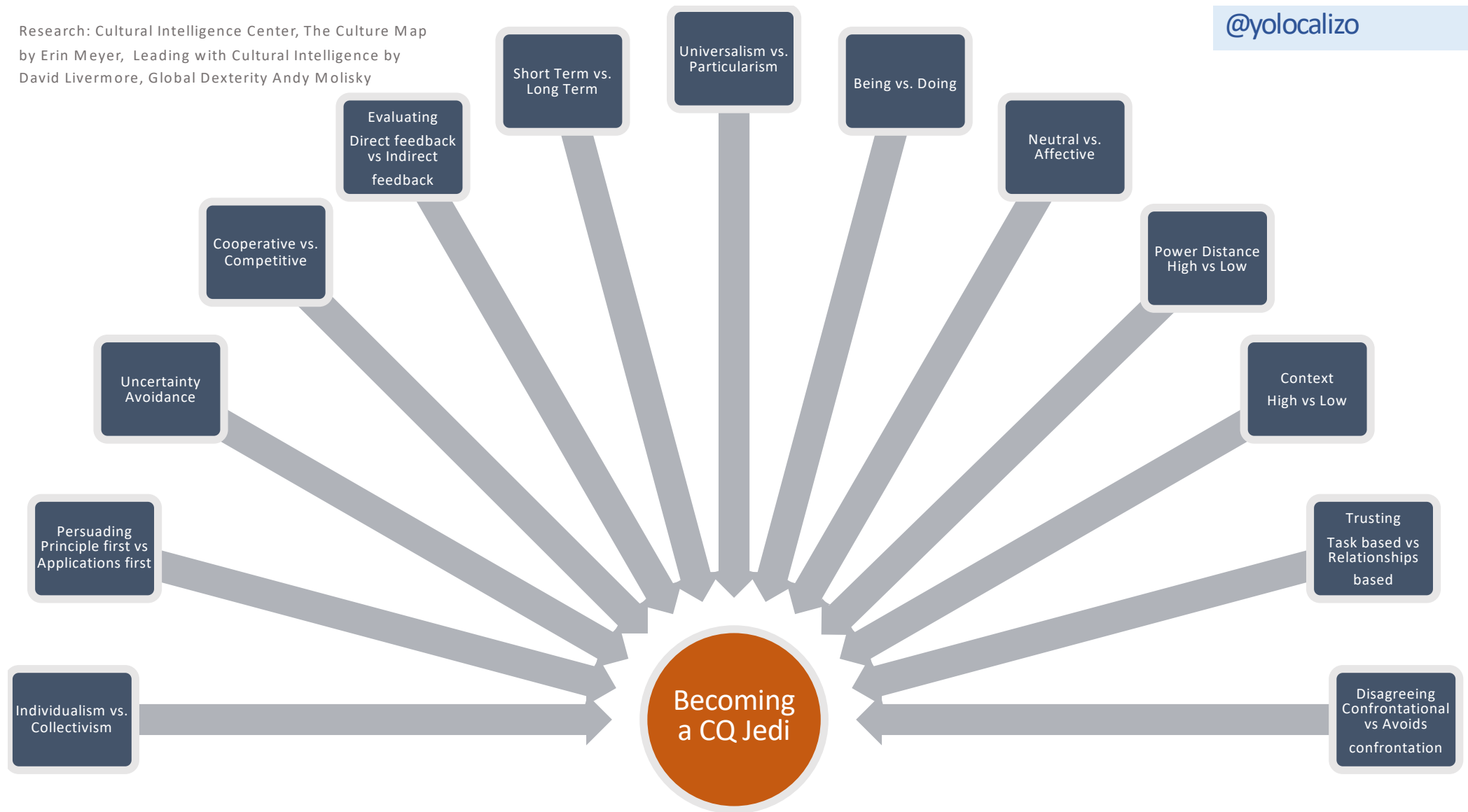


Research: Cultural Intelligence Center, The Culture Map
by Erin Meyer, Leading with Cultural Intelligence by
David Livermore, Global Dexterity Andy Molisky

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1. **Individualism vs. Collectivism** (Focus on individual goals/rights vs Group goals and personal relationships)
2. **Uncertainty Avoidance** (Focus on flexibility/adaptability vs focus on planning/predictable outcome)
3. **Cooperative vs. Competitive** (We collaborate to get results vs emphasis on competition to get results)
4. **Short Term vs. Long Term** (Success now vs long term)
5. **Being vs. Doing** (Emphasis on quality of life vs being busy and meeting goals)
6. **Universalism vs. Particularism** (Rules that apply to everyone vs standards applied based on relationships)
7. **Neutral vs. Affective** (hide feelings vs sharing feeling openly)

8. **Power Distance** (Egalitarian decisions vs top down)
9. **Context: Direct vs. Indirect** (explicit communication words vs communication with tone and context)
10. **Evaluating** (Direct negative feedback vs Indirect negative feedback)
11. **Persuading** (Principle first vs Applications first)
12. **Trusting** (Task based vs Relationships based)
13. **Disagreeing** (Confrontational vs Avoids confrontation)

Becoming a CQ Jedi

EXAMPLES

Individualism cultures high: Anglo/Germanic, medium: Eastern Europe, low: Latin American
 Short Term vs Long Term high: Nordic Europe, medium: Latin Europe, low: Confucian Asia
 Being vs Doing; High: Arab medium: Latin Europe, low: Anglo and Germanic Europe

EXAMPLES

Power distance high Arab, medium: Latin Europe, low: Nordic Europe
 Low context vs. high context high Southern Asia, medium: Eastern Europe , low: Anglo, Nordic Europe

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13 skills to develop
 to become a CQ
 Jedi