

Hofstede's Model

Power Distance Index

This refers to the degree of inequality that exists – and is accepted – between people with and without power.

High power index: accepts an unequal, hierarchical distribution of power, and that people understand "their place" in the system

Low power distance index: believe that power is shared and is widely dispersed, and that society members do not accept situations where power is distributed unequally

Individualism vs Collectivism

This refers to the strength of the ties that people have to others within their community.

Highly Collectivist: Collectivism is the principle or practice of prioritizing group cohesion over individual pursuits. It views long-term relationships as essential since it promotes group goals. The people in a collectivist society can easily sacrifice their individual benefits for the sake of the whole society's progress.

Highly Individualist: Individualism is a value or political view which focuses on human independence and freedom. It is generally against external interferences regarding personal choices. Individualist cultures view people as autonomous and prioritize uniqueness.

Masculinity vs Femininity

This refers to the distribution of roles between men and women.

Masculine orientation: the roles of men and women overlap less, and men are expected to behave assertively. Demonstrating your success, and being strong and fast, are seen as positive characteristics.

Feminine orientation: In feminine societies, however, there is a great deal of overlap between male and female roles, and modesty is perceived as a virtue. Greater importance is placed on good relationships with your direct supervisors, or working with people who cooperate well with one another.

Uncertainty Avoidance Index

This dimension describes how well people can cope with anxiety.

High Uncertainty Avoidance: people attempt to make life as predictable and controllable as possible. If they find that they can't control their own lives, they may be tempted to stop trying. These people may refer to "mañana," or put their fate "in the hands of God."

Low Uncertainty Avoidance: are more relaxed, open or inclusive, with a higher level of comfort with unstructured environments or tasks. They can lack a sense of urgency.

Long vs short term orientation

It refers to the time horizon people display.

Long term orientation: are willing to delay short-term material or social success or even short-term emotional gratification in order to prepare for the future. If you have this cultural perspective, you value persistence, perseverance, saving and being able to adapt.

Short term orientation: value tradition, the current social hierarchy and fulfilling social obligations; care more about immediate gratification than long-term fulfillment.

Indulgence vs. Restraint

This refers to the tensions between gratification and the suppression of that gratification.

Indulgence stands for a society that allows relatively free gratification of basic and natural human drives related to enjoying life and having fun.

Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms.

<https://www.hofstede-insights.com/product/compare-countries/>

Continuums of cultural dimensions

Trompenaar's Model

Universalism vs. Particularism

Universalism: People place a high importance on laws, rules, values, and obligations. They try to deal fairly with people based on these rules, but rules come before relationships.

Particularism: People believe that each circumstance, and each relationship, dictates the rules that they live by. Their response to a situation may change, based on what's happening in the moment, and who's involved

Individualism vs. Communitarianism

Individualism: People believe in personal freedom and achievement. They believe that you make your own decisions, and that you must take care of yourself.

Communitarianism: People believe that the group is more important than the individual. The group provides help and safety, in exchange for loyalty. The group always comes before the individual.

Specific vs. Diffuse: How Far People Get Involved

Specific: People keep work and personal lives separate. As a result, they believe that relationships don't have much of an impact on work objectives, and, although good relationships are important, they believe that people can work together without having a good relationship.

Diffuse: People see an overlap between their work and personal life. They believe that good relationships are vital to meeting business objectives, and that their relationships with others will be the same, whether they are at work or meeting socially. People spend time outside work hours with colleagues and clients

Achievement vs. Ascription

Achievement: People believe that you are what you do, and they base your worth accordingly. These cultures value performance, no matter who you are.

Ascription: People believe that you should be valued for who you are. Power, title, and position matter in these cultures, and these roles define behavior.

Sequential vs. Synchronic

Sequential Time: People like events to happen in order. They place a high value on punctuality, planning (and sticking to your plans), and staying on schedule. In this culture, "time is money," and people don't appreciate it when their schedule is thrown off.

Synchronic Time: People see the past, present, and future as interwoven periods. They often work on several projects at once, and view plans and commitments as flexible.

Internal vs. External Control

Internal direction: People believe that they can control nature or their environment to achieve goals. This includes how they work with teams and within organizations.

External direction: People believe that nature, or their environment, controls them; they must work with their environment to achieve goals. At work or in relationships, they focus their actions on others, and they avoid conflict where possible. People often need reassurance that they're doing a good job.

Neutral vs. Emotional

Neutral: People make a great effort to control their emotions. Reason influences their actions far more than their feelings. People don't reveal what they're thinking or how they're feeling.

Emotional: People want to find ways to express their emotions, even spontaneously, at work. In these cultures, it's welcome and accepted to show emotion