

TOOL DESCRIPTION

Culture Map



The Culture Map is a tool that uses empirical data to better understand cultural environments.

This tool is used to describe culture on 8 different dimensions, including data for 67 countries as well as a self-assessment function that can be used to determine personal tendencies.

It offers a way to improve cultural understanding, which is an important step in improving intercultural collaboration. By recognizing and reflecting on cultural differences between countries, individuals and teams, it becomes easier to hold a dialogue about these differences. This tool helps to reveal hidden challenges of cross-cultural leadership and collaboration clearly and intuitively. On an individual level, it also allows for self-reflection and challenges former assumptions.

As a next step, the tool can be used to develop ideas and tips on how to improve cooperation: within an intercultural team, between teams or even between collaborating organizations.

It's an easy-to-use tool that participants generally find very interesting, since it places their real life experiences in cross-cultural contexts.

Duration

75–120 min







Participants

ideally 10–20 people

Facilitation

sticky dots, culture map print out, self assessment results, culture map of individual countries, pens

Culture Map | Process

Self-assessment before the meeting 	Dialogue in pairs 15–20 min 	Common map 10 min 	Idea generation 20–30 min 	Presentation 20–40 min 	Reflection 10–15 min 
<p>All participants should be tasked with filling out the self-assessment before the workshop. These results should then be printed out and brought to the workshop. Time can also be reserved during the workshop to take the self-assessment.</p>	<p>Individual results are discussed in pairs:</p> <ul style="list-style-type: none">• What is surprising?• What is not?• What experiences do you have that correspond to these results? <p>Participants are also provided with data from their own country of origin to place their results in a broader context. Some highlights of these discussions are shared in the plenary session.</p>	<p>Participants indicate their individual results on a large empty map with sticky dots to create a common group map. Ask the group what they see, how they might interpret what they see or how their experiences relate to the result. Discuss what tensions might become visible in the results.</p> <p>Option to also look at a map representing all countries of origin.</p>	<p>Divide people into small groups to collect ideas on how collaboration can be improved with regard to the identified areas of tension.</p> <p>The idea generation could also be kept more general, e.g. by discussing ways to improve collaboration between country X and country Y.</p>	<p>The groups present their results and discuss them with the whole group. Any valuable feedback from the group is incorporated.</p>	<p>As a last step, the participants reflect on the tool itself and what they take away from the exercise:</p> <ul style="list-style-type: none">• What have I learned about us as a team today?• What have I learned about myself?• What do I want to keep in mind in the future?

Culture Map | Template

COMMUNICATING	Low context: 5	_____	_____	_____	_____	High context: 1
EVALUATION	Direct negative feedback: 5	_____	_____	_____	_____	Indirect negative feedback: 1
LEADING	Egalitarian: 5	_____	_____	_____	_____	Hierarchical: 1
DECIDING	Consensual: 5	_____	_____	_____	_____	Top-down: 1
TRUSTING	Task-based: 5	_____	_____	_____	_____	Relationship-based: 1
DISAGREEING	Confrontational: 5	_____	_____	_____	_____	Avoids confrontation: 1
SCHEDULING	Linear-time: 5	_____	_____	_____	_____	Flexible-time: 1
PERSUADING	Principles first: 5	_____	_____	_____	_____	Applications first: 1