

Thinking inside the box

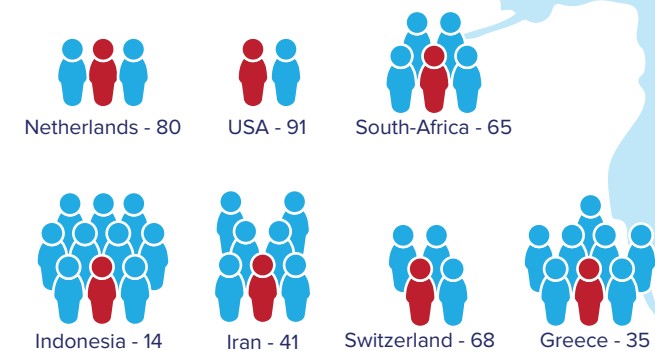
Comparing cultural values with the Hofstede model

We do business all over the world. Cultural and business values differ between countries. This infographic shows you the values of these countries, as prescribed by Dutch social psychologist Prof. Geert Hofstede. The Hofstede model helps us gain insight into the values that drive the people in various countries. Although of course they are generalisations, it helps us understand how business is done and what influences play a role.

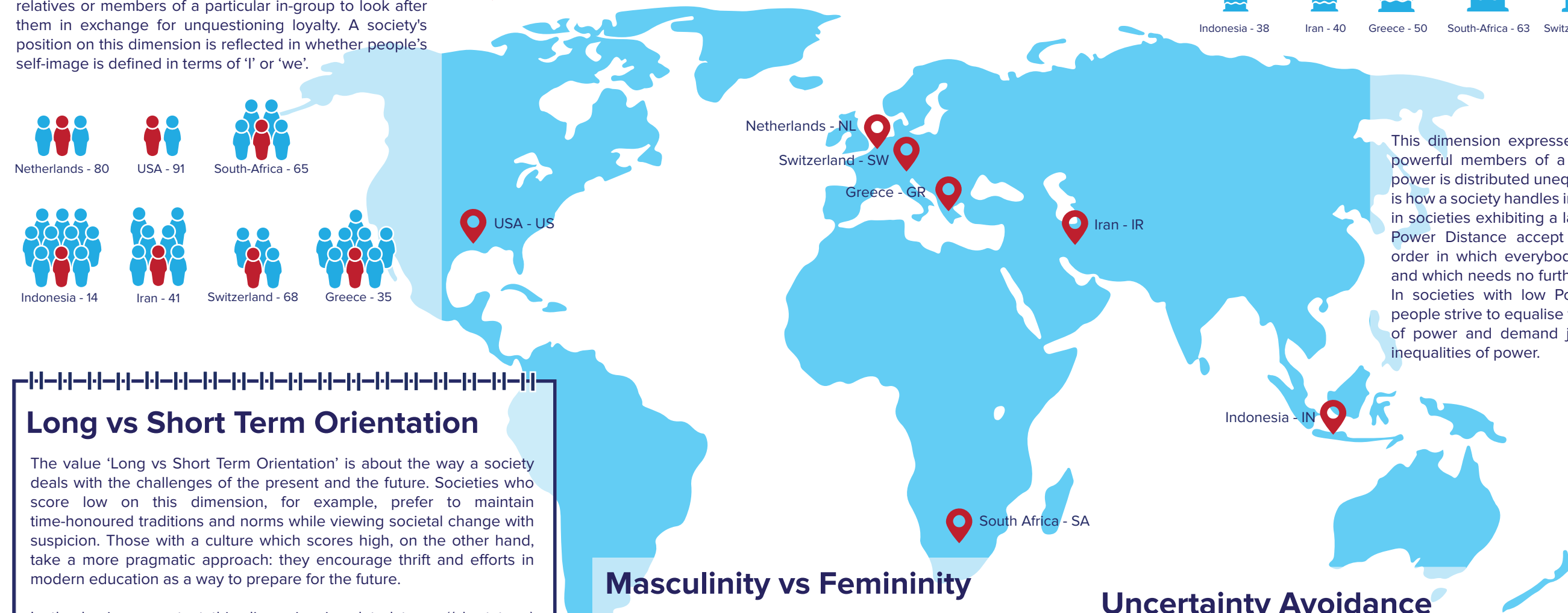
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Individualism vs Collectivism

If a country scores high on individualism, people are expected to take care of only themselves and their immediate families. If it scores low, the country has a more collectivistic mindset and individuals can expect their relatives or members of a particular in-group to look after them in exchange for unquestioning loyalty. A society's position on this dimension is reflected in whether people's self-image is defined in terms of 'I' or 'we'.



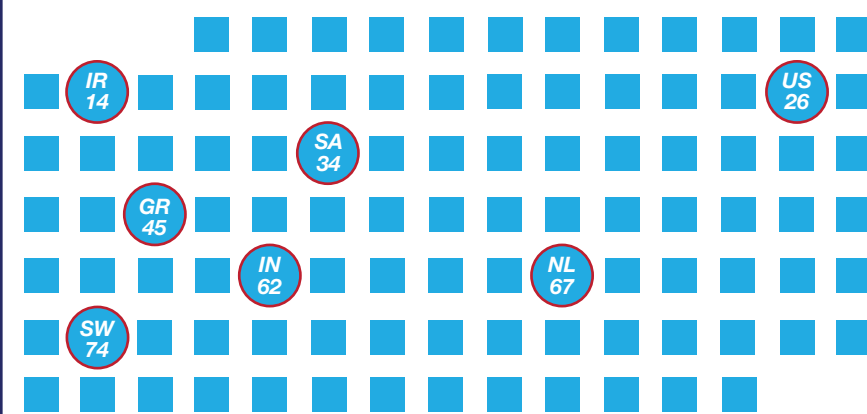
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Long vs Short Term Orientation

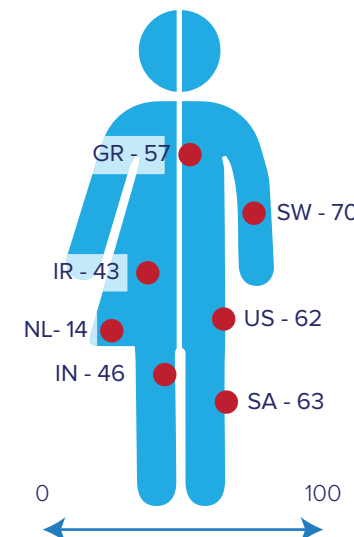
The value 'Long vs Short Term Orientation' is about the way a society deals with the challenges of the present and the future. Societies who score low on this dimension, for example, prefer to maintain time-honoured traditions and norms while viewing societal change with suspicion. Those with a culture which scores high, on the other hand, take a more pragmatic approach: they encourage thrift and efforts in modern education as a way to prepare for the future.

In the business context this dimension is related to as '(short term) normative versus (long term) pragmatic'.



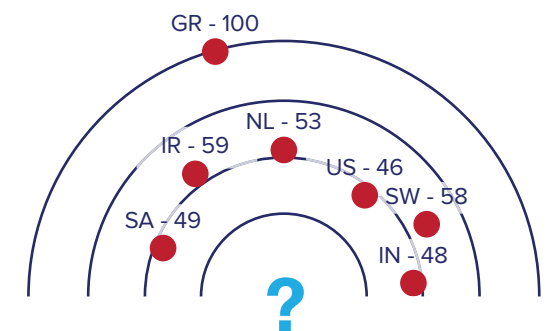
Masculinity vs Femininity

The Masculinity side (score >50) of this dimension represents a preference of a society for achievement, heroism, assertiveness and material rewards for success. Society at large is more competitive. Its opposite (score <50), Femininity, stands for a preference for cooperation, modesty, caring for the weak and quality of life. Society at large is more consensus oriented. In the business context Masculinity versus Femininity is sometimes also related to as 'tough versus tender' cultures.



Uncertainty Avoidance

The Uncertainty Avoidance dimension expresses the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity. The fundamental issue here is how a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? Countries exhibiting high scores maintain rigid codes of belief and behaviour and are intolerant of unorthodox behaviour and ideas. Low scoring societies maintain a more relaxed attitude in which practice counts more than principles.



Source: <https://geert-hofstede.com/national-culture.html>
Design by: Charlotte Marsman

Indulgence vs Restraint

Indulgence stands for a society that allows relatively free gratification of basic and natural human drives related to enjoying life and having fun (high scores). Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms (low scores).



Power Distance

This dimension expresses the degree to which the less powerful members of a society accept and expect that power is distributed unequally. The fundamental issue here is how a society handles inequalities among people. People in societies exhibiting a large degree of Power Distance accept a hierarchical order in which everybody has a place and which needs no further justification. In societies with low Power Distance, people strive to equalise the distribution of power and demand justification for inequalities of power.

