



## Unit 20 — Successful Intercultural Business

### Reading: A Company Newsletter Article Promoting Multicultural Offices

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Welcome to the inaugural edition of our company newsletter! This week, we are shining the spotlight on the cultural dimensions according to Geert Hofstede, and how they can be used to help us improve our office culture.

As human beings, it is our nature to make assumptions about one another based on little information. We tend to form social biases, stereotypes and even prejudices that can have a significant impact on short-term interactions with colleagues and longer-term development of relationships in the workplace. By understanding the concept of cultural dimensions — which was developed by Dutch psychologist Geert Hofstede — we can all strive for an open-minded office culture that encourages respect for each other's perspectives regardless of nationality or background.

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**Thank you for your interest!**

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### Discussion Questions

How can we as individuals challenge our own biases when interacting with colleagues from different cultural backgrounds?

Discuss the implications of Power Distance on decision-making processes in organizations.

Explain why it is important to take into consideration Uncertainty Avoidance when communicating with colleagues or clients from different backgrounds.