



# CULTURE COMPASS

Cultural survey

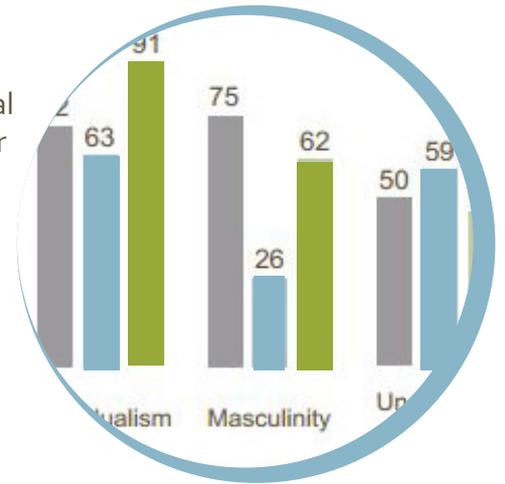


Find **your** way across cultures

Help employees get the most out of social and professional situations by empowering them with cross cultural competence specific to their experience abroad

## INTRODUCTION

The Culture Compass is an instrument that will help people avoid cultural pitfalls that may arise when dealing with people born and raised in other cultures than the one in which respondents have been born and raised. Culture is a group phenomenon and as such can not be measured on an individual level, yet people like to score themselves, implying that one should not take the individual scores too literally. However, the factual information presented is based on the research done by Hofstede and others.



## HOW IS THE CULTURE COMPASS STRUCTURED?

Respondents are asked to give their preferences regarding 42 pairs of questions on a five-point scale. Based on the role respondents will play such as superior, subordinate or teacher, feedback is given. The feedback is given in the form of the degree to which respondents may experience problems or pitfalls when dealing with people from another culture of their choice.

## CAN YOU USE THE CULTURE COMPASS TO MEASURE ORGANISATIONAL CULTURE?

NO. The Culture Compass is a tool to assess individual preferences at the level of national cultures. Organisational culture covers differences in practices among different organisations. National culture covers especially differences in values among people born and raised in different societies. For more information go to [www.geert-hofstede.com](http://www.geert-hofstede.com)

## CAN YOU USE THE CULTURE COMPASS TO MEASURE NATIONAL CULTURES?

NO. The Culture Compass is a tool to visualise individual national cultural preferences. The original research tool used to do comparative national cultural research is called the Value Survey Model or VSM. There are various versions of this academic survey. Information regarding how to conduct comparative academic research comparing nations can be found at [www.geerthofstede.eu](http://www.geerthofstede.eu)

**big chance that:**  
 you start looking down on people  
 difficult to build up good relationships

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**There is a fair chance that:**  
 you are always surprised by the respect people  
 example, will not easily question the wisdom of  
 even have difficulty in asking them any question

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**small chance that:**  
 to avoid conflict