

Identify focuses on the degree the society reinforces individual or collective achievement and interpersonal relationships.

Individualism

Core value: individual freedom
Core distinction: me/others
Key element: explicit concepts are preferred in communication

Collectivism

Core value: group harmony
Core distinction: in/outgroup
Key element: relationships are more important than the task

Power distance focuses on the degree of equality or inequality between people in the country or society.

High Power Distance

Core value: respect for status
Core distinction: powerful/dependent
Key element: centralization

Low Power Distance

Core value: people's equality
Core distinction: whether or not responsible for certain task
Key element: decentralization

Gender focuses on the degree of traditional gender role of achievement, control, and power.

Masculinity

Core value: winning
Core distinction: man/woman
Key element: material success is a dominant value

Femininity

Core value: caring for others
Core distinction: care/need care
Key element: caring for the weak & preservation is dominant



IDENTITY

Culture Dimension Card



POWER DISTANCE

Culture Dimension Card



GENDER

Culture Dimension Card

**Inside the card
Debriefing the key concepts**

Time focuses on the degree the society embraces long- or short-term devotion to traditional forward thinking values.

Long-Term Orientation

Core value: long-term benefits
Core distinction: serve goals/not
Key element: thrift and saving are good

Short-Term Orientation

Core value: saving face
Core distinction: proper or not
Key element: quick results are expected

Uncertainty focuses on the level of avoidance or tolerance for uncertainty and ambiguity within the society.

Uncertainty Avoidance

Core value: certainty
Core distinction: true/false
Key element: what is different is dangerous

Uncertainty Tolerance

Core value: exploration
Core distinction: urgent or not
Key element: what is different causes curiosity

**Outside the card
Flip over with cover & back**



TIME

Culture Dimension Card



UNCERTAINTY

Culture Dimension Card