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Subject: Your cultural signature results are in!
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Way to go, Dawn!

Now you're one step closer to figuring out why you view the world and interpret what's happening in it differently than others. Understanding these dimensions can help you solve some big intercultural relationship problems and relieve many common tensions between cultures. Signi's goal is to transform fears of people and situations that are outside of our "norm" into confident curiosity and exploration of the unfamiliar.

Understanding The Graphs:

- The graphs below point out where you land on a continuum between opposing cultural value dimensions.
- The graph does NOT measure your culture per-se, because culture can only be measured in large populations.
- But this graph does show how your personal values line up with national cultural dispositions around the world.
- The graph also shows which national cultures your values lean towards.
- So have fun discovering which countries your values are likely to connect with and those which you are likely to resist.
- It is also interesting to consider why a particular value might deviate from your national culture's median.
- Below your graphs, you will find explanations of the six value dimensions for further reflection.

Your Personal Cultural Dimension Results:

Your dispositions lean more toward **LOW POWER DISTANCE** cultures.



POWER DISTANCE INDEX (PDI)

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 equalize the distribution of power and demand justification for inequalities of power.

HIGH PDI	LOW PDI
Inequalities are accepted	Inequalities are minimized
Employees respect managers	Boss & employees treated equally
Centralization of power	Decentralization of power
Subordinates expect to be directed	Subordinates expect to be consulted
Formal social interaction	Less formal social interaction
Ideal boss is autocrat	Ideal boss is democratic

Your dispositions lean more towards those of **INDIVIDUALIST** cultures.



United States	Italy	Austria	Brazil	South Korea
UK	Denmark	Israel	Saudi Arabia	Taiwan
Australia	France	Spain	Mexico	Peru
Netherlands	Ireland	India	Kenya	Indonesia
Zealand	Switzerland	Japan	Portugal	Pakistan
	Germany	Iran	Chile	Colombia
			China	Venezuela
			Nigeria	Guatemala
			Singapore	

INDIVIDUALISM vs. COLLECTIVISM (IDV)

The high side of this dimension, called Individualism, can be defined as a preference for a loosely knit social framework in which individuals are expected to take care of only themselves and their immediate families.

Its opposite, Collectivism, represents a preference for a tightly knit framework in society in which individuals can expect their relatives or members of a particular ingroup 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."

INDIVIDUALISM	COLLECTIVISM
Independence & individual achievement	Interdependence & group success
Self-expression, personal choice	Adherence to norms, group consensus
Egalitarianism & flexible roles	Stable hierarchical roles
Private property, individual ownership	Shared property, group ownership
Private and work life separate	Private and work life intermixed

Your dispositions landed in the middle of **ACHIEVEMENT & NURTURE** cultures.

ACHIEVEMENT				NURTURE
Japan	Austria	New Zealand	South Korea	Denmark
Hungary	Italy	Hong Kong	Uruguay	Netherlands
	Mexico	India	Thailand	Norway
	China	Egypt	Chile	Sweden
	Germany	Saudi Arabia	Finland	
	UK	Brazil	Costa Rica	
	United States	Taiwan		
	Colombia	France		
	Australia	Spain		

ACHIEVEMENT vs. NURTURING (MAS)

Also known as Masculinity (Achievement) vs. Femininity (Nurturing). The Masculinity side of this dimension represents a preference in society for achievement, heroism, assertiveness, and material rewards for success. Society at large is more competitive. Its opposite, 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.

ACHIEVEMENT	NURTURING
Ego orientation	Relationship orientation
Money & things are important	Quality of life & people are important
Emphasis on what you do	Emphasis on who you are
Stark difference in male and female roles	Male and female roles overlap
Admiration of the strong	Sympathy for the weak
Live to work	Work to live

Your dispositions lean more towards **LOW UNCERTAINTY AVOIDANCE** cultures.

HIGH AVOIDANCE LOW AVOIDANCE

Greece	Brazil	Iran	Malaysia	Jamaica
Portugal	Venezuela	Switzerland	Ireland	Singapore
Poland	Italy	Ghana	UK	
Japan	Pakistan	Netherlands	Hong Kong	
Peru	Taiwan	Kenya	Sweden	
France	Egypt	Australia	Denmark	
Spain	Saudi Arabia	South Africa		
South Korea	Germany	Indonesia		
Mexico	Thailand	United States		
Israel		China		
		India		

UNCERTAINTY AVOIDANCE (UAI)

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 strong UAI maintain rigid codes of belief and behavior and are intolerant of unorthodox behavior and ideas. Weak UAI societies maintain a more relaxed attitude in which practice counts more than principles.

HIGH UAI	LOW UAI
Need to avoid failure	Flexibility, willing to take risks
Need for agreement, low conflict	Conflicts accepted, more tolerance
More rules, people are generally bad	Less rules, change unkeepable laws
Trusts the experts	Leans on common sense
High anxiety and stress	Relaxed, low stress
Task oriented	Relationship oriented

Your dispositions lean more towards those **SHORT-TERM TIME ORIENTATION** cultures.

LONG-TERM SHORT-TERM

China	South Korea	Thailand	Sweden	Philippines
Hong Kong	Brazil	Singapore	Australia	China

Hong Kong
Taiwan
Japan

Brazil
India

Singapore
Netherlands

Australia
Germany
New Zealand
United States
Ethiopia
Kenya
Tanzania
UK
Zambia
Norway

Ghana
Nigeria
Sierra Leone

TIME ORIENTATION (LTO)

Every society has to maintain some links with its own past while dealing with the challenges of the present and the future. Societies prioritize these two existential goals differently. Societies who score low on this dimension, for example, prefer to maintain time-honored 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 referred to as “(short-term) normative versus (long-term) pragmatic” (PRA). In the academic environment, the terminology Monumentalism versus Flexhumility is sometimes also used.

LONG-TERM	SHORT-TERM
Perseverance, slow results	Efforts should produce quick results
Thrift, sparing with resources	Society pressures spending
Respect for tradition	Respect for circumstances
Leisure time is not important	Leisure time is important
Synthetic thinking	Analytical thinking

Your dispositions lean more towards those **INDULGENT** cultures.



INDULGENCE vs. RESTRAINT (IVR)

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

INDULGENCE	RESTRAINT
Higher percentage of happy people	Lower percentage of happy people

Perception of personal life control	Perception of helplessness
High importance of leisure	low importance of leisure
Less moral discipline	Moral discipline emphasized
Loose gender roles	Strict gender roles
Freedom of speech is important	Freedom of speech is not important

Can't wait to see you at the workshop!

The Signi® Team

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