

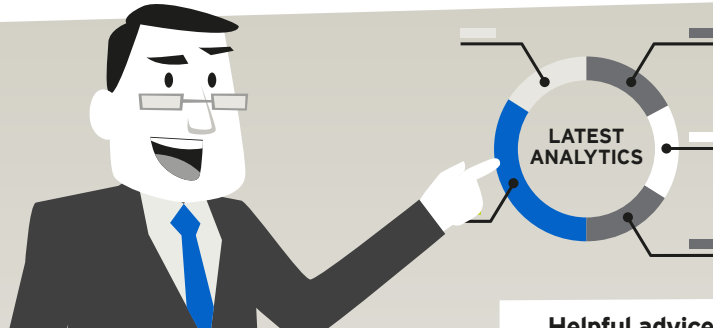
## Cultural Types

Business culture around the world differs greatly. If you are to succeed in building relationships, working in different regions or even visiting a foreign office, it is important you are competent in dealing with cultural differences. So why not become a Cultural Chameleon!



### LINEAR-ACTIVE TYPES

These types tend to be rather direct and say what they think. Other cultures may perceive them as rude.



#### Helpful advice:

- ▶ Don't confront emotionally
- ▶ Be polite but direct
- ▶ Stay results-focused



### MULTI-ACTIVE TYPES

People from Multi-active type regions tend to speak more than listen. They will often share more personal information than other cultural types may be comfortable with and if there is an agenda they often skip back and forth.



#### Helpful advice:

- ▶ Let them talk at length
- ▶ Be prepared to do several things at once
- ▶ Expect lots of expressive body language - even online!



### REACTIVE TYPES

For people of this type communication is mainly about listening, and creating harmony. Other cultural types may find this type quiet and non-assertive.



#### Helpful advice:

- ▶ Do not cause anyone to lose face
- ▶ Statements are promises
- ▶ Be reciprocal

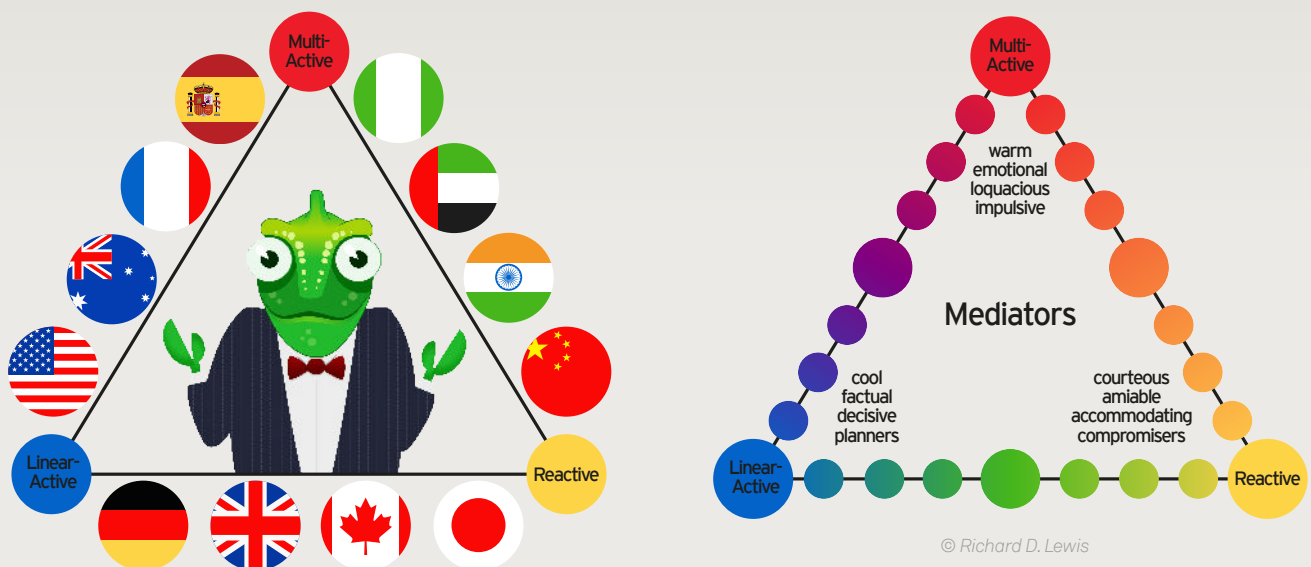
## Listening & Building Trust

Many cross-cultural teams plunge straight into the task without thinking about their differences. This can lead to misunderstandings and a loss of trust.

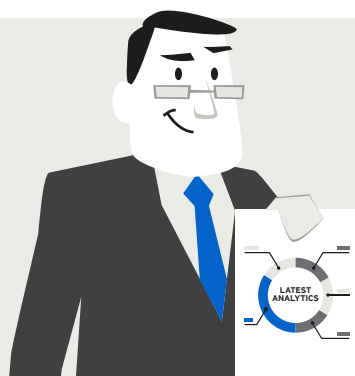


### THE LEWIS MODEL

The Lewis Model gained world-wide recognition, being developed in the 1990s and articulated in Richard Lewis's blockbuster, *When Cultures Collide*. Lewis, after visiting 135 countries and working in more than 20 of them, he concluded that people could be divided into 3 clear cultural categories, based not on nationality or religion but on behaviour. He named his typologies Linear-active, Multi-active and Reactive.



### BUILDING TRUST



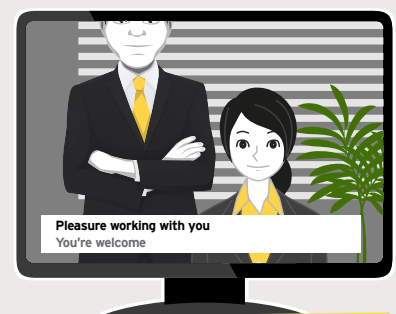
#### LINEAR-ACTIVE TYPES

Show you are confident, evidence-based, and reliable.



#### MULTI-ACTIVE TYPES

Show you are compassionate, keep in close touch, and share your weaknesses with them.



#### REACTIVE TYPES

Respect hierarchies and relationships, and never forget face.