



Understanding Me, Understanding You

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#1 INTERNATIONAL BUSINESS PROGRAM...AGAIN!!

Seamus Heaney, Irish Poet
1995 Nobel Prize Winner

“I have begun to think of
life as a series of ripples
widening out from an
original center.”

Executive Presence: Self Awareness



Conflict in Workplace

Primary cause of conflict in workplace?

**Personalities
And
Values**



**ME and
YOU**

Understanding You: Cultural Awareness Project

- ▶ Students choose country
- ▶ Decide if the culture of their business can easily blend with other culture
- ▶ Research country's cultures
- ▶ Traits for personality and traits for cultures similar



YOU

Hofstede Country Comparison:

<https://www.hofstede-insights.com/product/compare-countries>

Please select a country in the dropdown menu below to see the values for the 6 dimensions. After a country has been selected, a second and even a third country can be chosen to be able to see a comparison of their scores. For your personal preferences to the scores of a country of your choice, please purchase our cultural sur...

Compare Countries

Brazil x United States x

Dimension	Brazil	United States
Power Distance	69	40
Individualism	38	91
Masculinity	49	62
Uncertainty Avoidance	76	46
Long Term Orientation	44	26
Indulgence	59	68

More Information

[READ MORE ABOUT CHOSEN COUNTRIES](#)

GlobeProject.com



Global Leadership & Organizational Behavior Effectiveness

[About the Studies](#) [2004 Data](#) [About the Foundation](#) [Publications](#) [Books](#) [Recent News](#) ▾

GLOBE: An organization dedicated to the study of culture, leadership, and organizational effectiveness.

[Learn more about the GLOBE organization and projects](#)

[Visual Results of the 2004 Culture and Leadership study](#) **New**

[Project Summary of the 2014 CEO Study](#) **New**

YOU

Cultural Traits = Personality Traits

Future Orientation: The extent to which individuals engage (and should engage) in future-oriented behaviors such as planning, investing in the future, and delaying gratification.

Humane Orientation: The degree to which a collective encourages and rewards (and should encourage and reward) individuals for being fair, altruistic, generous, caring, and kind to others.

Institutional Collectivism: The degree to which organizational and societal institutional practices encourage and reward (and should encourage and reward) collective distribution of resources and collective action.

In-Group Collectivism: The degree to which individuals express (and should express) pride, loyalty, and cohesiveness in their organizations or families.

Gender Egalitarianism: The degree to which a collective minimizes (and should minimize) gender inequality.

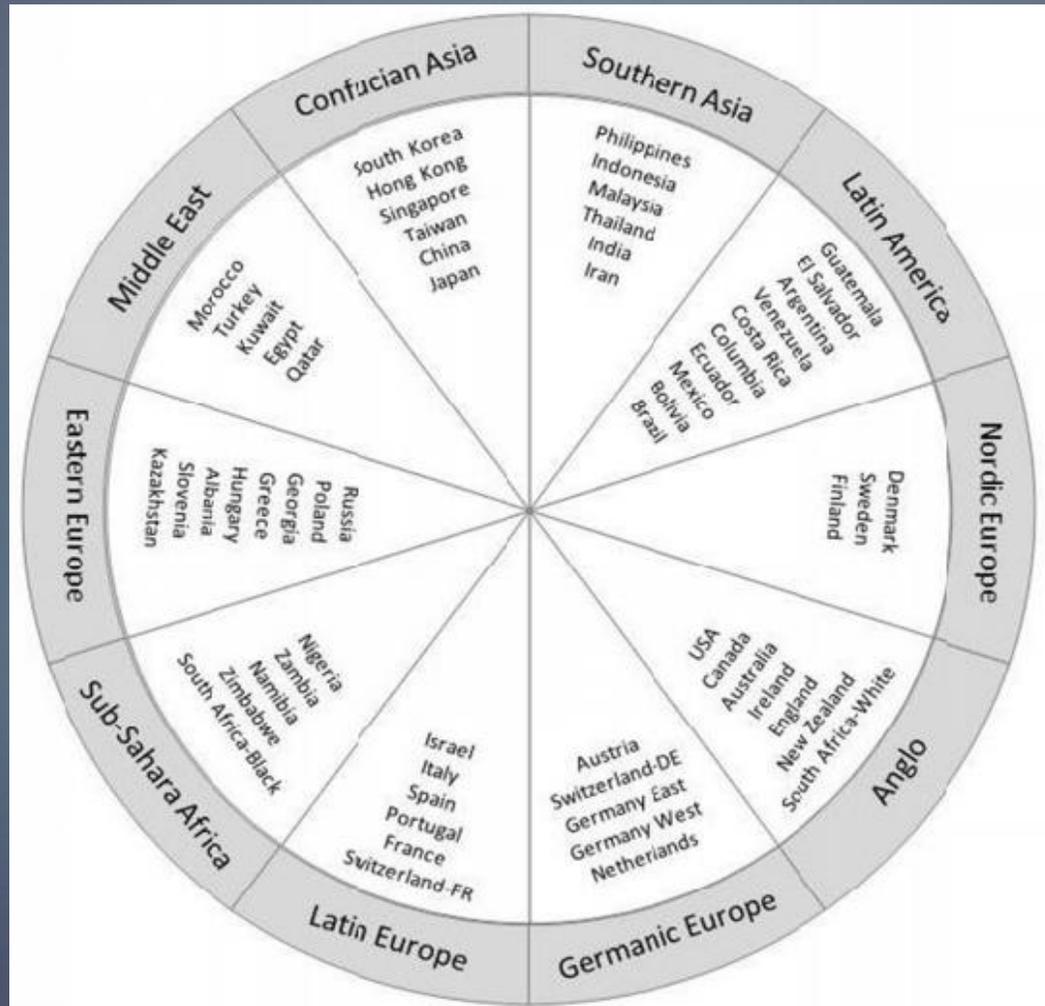
Power Distance: The extent to which the community accepts and endorses authority, power differences, and status privileges.

Uncertainty Avoidance: The extent to which a society, organization, or group relies (and should rely) on social norms, rules, and procedures to alleviate unpredictability of future events. The greater the desire to avoid uncertainty, the more people seek orderliness, consistency, structure, formal procedures, and laws to cover situations in their daily lives.



YOU

Variety of Countries: Use GLOBE Cultural Clusters



Kwintessential.co.uk/resources/guides “Country Guides and Profiles”

- ▶ Culture and Language
- ▶ Etiquette and Customs
- ▶ Meetings
- ▶ Further Management Advice



YOU

GlobalEDGE.msu.edu

The screenshot shows the top navigation bar of the GlobalEDGE website. It includes the logo 'globalEDGE | global business knowledge', social media icons for Twitter, Facebook, and LinkedIn, and a search bar. Below the navigation bar is a blue menu with items: 'Global Insights', 'Reference Desk', 'Tools and Data', 'Get Connected', and 'Academy (for students, faculty, teachers)'. The main content area features a background image of headphones on a laptop. A yellow arrow points to the 'Global Insights' menu item with the text 'Find Countries'. Below the image is the section header 'globalEDGE Business Beat' and a paragraph of text: 'Would you like to learn more about international business while on the go? The globalEDGE Business Beat provides you with podcasts that feature business leaders who discuss their thoughts on how to succeed in an increasingly global business world. Explore the Business Beat to hear various perspectives on business tools, current events, and international trade.' At the bottom of this section is a blue button that says 'START LISTENING NOW'.

Latest Blog Entries



[GDP Growth in Emerging Markets vs. Mature Markets](#)



[The Gender Pay Gap Misconception](#)



[Global Economic Growth Since the Great Recession](#)



Ireland

Risk

Corporations

Indices

Resources

U.S. Trade Resources

Memo 

Search for Another Country



Tips When Visiting...

In Ireland, you may experience four seasons in one day, so pack accordingly.

Country Comparator

Select variable and countries to compare in table format.

 COUNTRY COMPARATOR

From the Blog

[The Celtic Tiger is Roaring Again](#)

12/15/2015 2:21:08 PM

MORE BLOG ENTRIES

Quick Links

[Ireland: U.S. Commercial Service - Country Commercial Guide](#) 

[Ireland: World Bank - Doing Business Indicators](#) 

[Ireland: BBC - Country Profile](#) 

[Ireland: U.S. Department of State - Country Travel Information](#) 

Country Rankings

Rank ordering and interactive map. Show how this country compares to others.

 COUNTRY RANKINGS

Noun: Irishman(men),
Irishwoman(women), Irish
(collective plural)
Adjective: Irish

Capital City

Dublin (GMT)

Currency

Euro (EUR)

 CURRENCY
CONVERTER

Languages

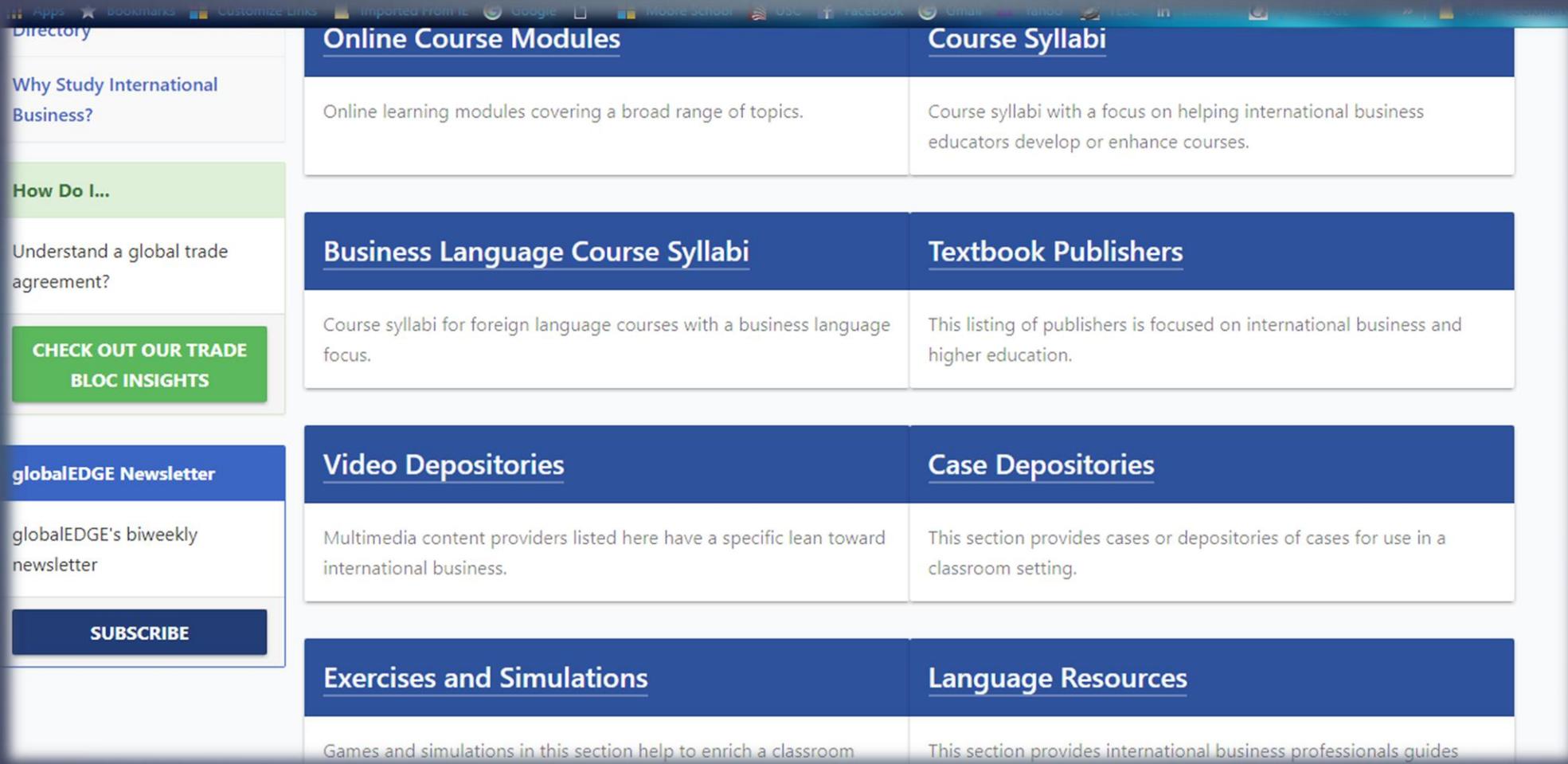
English (official, the language generally used),
Irish (Gaelic or Gaeilge) (official, spoken by approximately 38.7% of the population as a first or second language in 2011; mainly spoken in areas along the western coast)

Ethnic Groups

Irish 91.5% other 8.5%

YOU

GlobalEdge Course Material



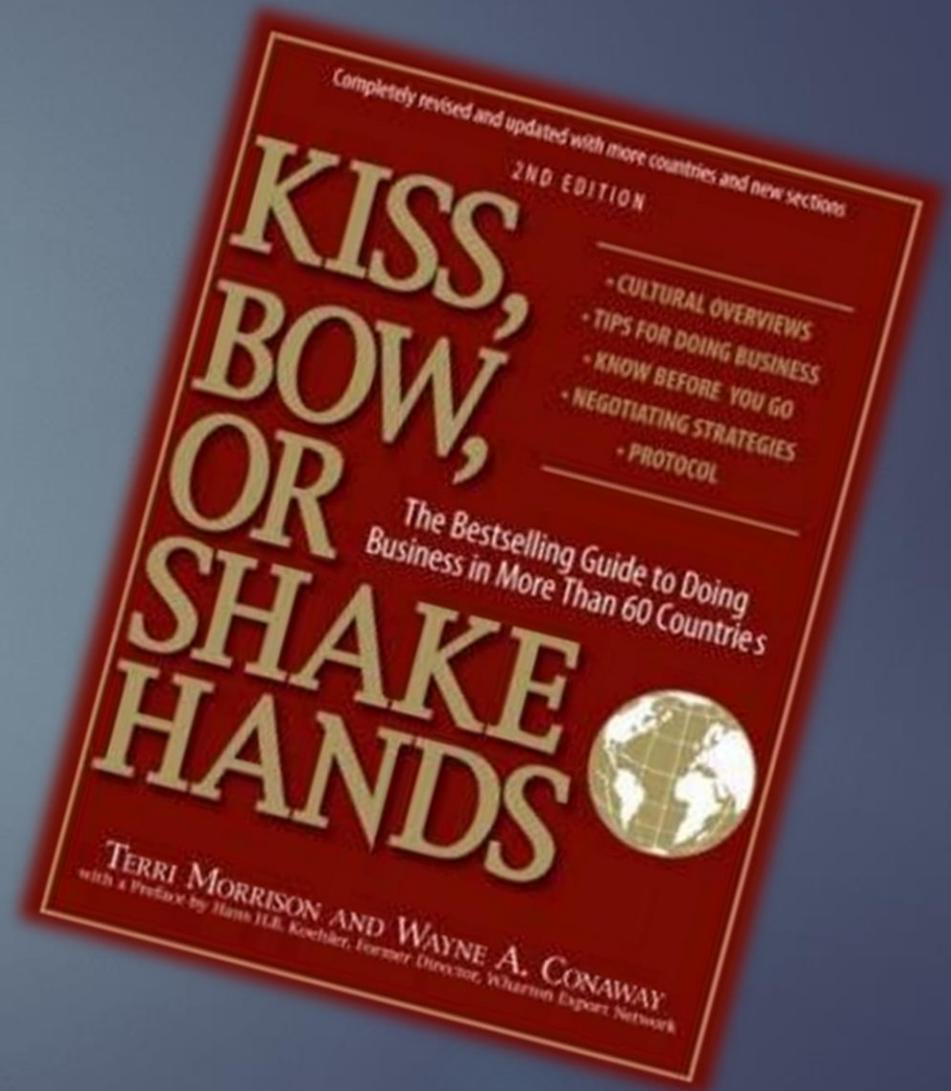
The screenshot displays a web browser interface with a navigation menu on the left and a main content area with a grid of course material categories. The browser's address bar shows the URL 'globalEDGE.com'. The left sidebar contains a 'Directory' section with a link to 'Why Study International Business?' and a 'How Do I...' section with a link to 'Understand a global trade agreement?'. A green button labeled 'CHECK OUT OUR TRADE BLOC INSIGHTS' is also present. The main content area features a grid of eight categories, each with a blue header and a white description box.

Online Course Modules Online learning modules covering a broad range of topics.	Course Syllabi Course syllabi with a focus on helping international business educators develop or enhance courses.
Business Language Course Syllabi Course syllabi for foreign language courses with a business language focus.	Textbook Publishers This listing of publishers is focused on international business and higher education.
Video Depositories Multimedia content providers listed here have a specific lean toward international business.	Case Depositories This section provides cases or depositories of cases for use in a classroom setting.
Exercises and Simulations Games and simulations in this section help to enrich a classroom	Language Resources This section provides international business professionals guides

YOU

Kiss, Bow, or Shake Hands? (2nd Ed.) By Wayne A Conaway

- *Country by country guide
- *Includes a cultural quiz of a few questions at start
- *Excellent resource
- *Similar books also good



CIA: World Factbook



The screenshot shows the CIA World Factbook website. At the top left is the CIA logo and the text "CENTRAL INTELLIGENCE AGENCY" and "THE WORK OF A NATION. THE CENTER OF INTELLIGENCE." To the right are links for "Report Threats", "Contact", and a search bar. Below this is a navigation menu with "HOME", "ABOUT CIA", "CAREERS & INTERNSHIPS", "OFFICES OF CIA", "NEWS & INFORMATION", "LIBRARY", and "KIDS' ZONE". The "LIBRARY" section is active, showing "Library" and "Publications" on the left sidebar. The main content area is titled "THE WORLD FACTBOOK" and features a "Ireland" dropdown menu. Below the menu are tabs for "ABOUT", "REFERENCES", "APPENDICES", "FAQs", and "CONTACT". A large yellow arrow points to the "REFERENCES" tab with the text "Select Country". Below the tabs is a "WELCOME TO THE WORLD FACTBOOK" banner and a paragraph of introductory text. At the bottom right of the page, there is a "Click to enable Adobe Flash Player" message and a puzzle piece icon.



U.S. State Department Travel: www.state.gov/travel



The screenshot shows the U.S. State Department Travel website. At the top, there is a navigation bar with the following items: SECRETARY TILLERSON, ABOUT, WHAT WE DO, POLICY ISSUES, COUNTRIES & REGIONS, and PRESS. Below this is a search bar with the text "Search Site..." and a magnifying glass icon. A yellow arrow points to the search bar. To the right of the search bar are social media icons for Facebook, Twitter, and Google+, along with a "Share" button. The main content area features a section titled "2017 HURRICANE AND TYPHOON SEASON" with a brief description and a "CLOSE" button. To the right of this text is a satellite image of a hurricane. Below the main content area are three columns of links: TRAVEL DOCUMENTS (Passports (U.S. Citizens), Get or Renew Passport), RESOURCES (Foreign Per Diem Rates, Travel Per Diem Allowances for Foreign Areas), and EMERGENCY INFORMATION (For Americans Abroad, Crisis Situations).

U.S. DEPARTMENT OF STATE
DIPLOMACY IN ACTION

SECRETARY TILLERSON ▾ ABOUT ▾ WHAT WE DO ▾ POLICY ISSUES ▾ COUNTRIES & REGIONS ▾ PRESS ▾

Search Site... 🔍

Home

Travel

2017 HURRICANE AND TYPHOON SEASON

The Department of State alerts U.S. citizens to the Hurricane and Typhoon Seasons in the Atlantic and Pacific Oceans, the Caribbean, and the Gulf of Mexico. Hurricane and Typhoon Season will last through November 2017, though most tropical cyclones typically develop between May and October. [Travel Alert» All Travel Alerts and Warnings»](#)

CLOSE

TRAVEL DOCUMENTS

Passports (U.S. Citizens)

▶ Get or Renew Passport

RESOURCES

Foreign Per Diem Rates

▶ Travel Per Diem Allowances for Foreign Areas

EMERGENCY INFORMATION

For Americans Abroad

▶ Crisis Situations

Assignment: Long Report and Presentation

- ▶ Long report presents and analyzes research
- ▶ Ends with recommendation for action
- ▶ Presentation
 - ▶ Students exposed to wide variety of cultural influences on “how to do business in...”
 - ▶ Discuss: How do these traits mirror personality traits?

Conclusion: Executive Presence

- ▶ Begin with self
- ▶ Develop self-awareness
 - ▶ Understand own personality traits
 - ▶ Understand how relate to others in workplace
- ▶ Learn about others' traits
- ▶ Expand to international cultures / Global Citizen