



## **MASTERING** CULTURAL DIFFERENCES

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### **Individualism**

### **Collectivism**

#### **Personal Characteristics**

Individuals are encouraged to be self-sufficient, to make it on their own, and to think for themselves.

Individuals place priority on the team and the community. Their identity is connected to the group.

Individuals are likely to cut the apron strings when they reach adulthood. Adults are expected to leave home and establish themselves as independent individuals.

Bonds with the parents, grandparents (even ancestors) are never severed; instead, they are maintained and reinforced. The expectation is that the group will look after their interests and concerns throughout their lifetime.

Individual goals receive priority consideration over those of the group. Individuals decide what is best for them and work towards accomplishing those goals.

The welfare of the group, be it family or organization, is what matters the most; individuals downplay their needs and goals for the welfare of the group.

Respect for individual privacy.

There is a far greater sense of involvement in each other's personal life.

Prefer independent problem-solving.

Prefer group work since groups maximize ideas, which helps them reach better solutions.



## Individualism

## Collectivism

### In the Workplace

Individual accomplishments are recognized and rewarded.

It is inappropriate to call attention to the achievements or failures of the individual since this would disrupt the harmony of the group.

Decisions are made by an individual or by a majority vote. Meetings are scheduled to maximize time. Decisions are expected.

Decision-making takes much longer since everyone must be heard. Many meetings may be necessary to gain group consensus and reach a decision.

People are hired, fired, or promoted because of their skills, and past achievements. Competence and ability are key factors in hiring and promotion within organizations. Nepotism is frowned upon.

Nepotism is acceptable since it enforces the notion that kinship relation takes precedence over competence in hiring and promotion decisions.

Individuals move from job to job in search of a new challenge--even if they are happy and well-compensated in their current position.

Company loyalty is more important. Leaving the organization could disrupt group harmony.

Promotions are based on performance and achievement. High performers are more likely to gain leadership positions.

Promotions are based on seniority and experience, not solely on performance and achievement.

#### Source

*Mastering Cultural Differences: Strategies for Leading a Global Workforce, Luiza Dreasher, 2021*