

Tool 1 – The Culture Map

Based on the book *The Culture Map* by Erin Meyer

1. Communicating	Low-context	High-context
2. Evaluating	Direct negative feedback	Indirect negative feedback
3. Persuading	Principles-first	Applications-first
4. Leading	Egalitarian	Hierarchical
5. Deciding	Consensual	Top-down
6. Trusting	Task-based	Relationship-based
7. Disagreeing	Confrontational	Avoids confrontation
8. Scheduling	Linear-time	Flexible-time