

Mapping Cultural Values¹

Cultural values are the principles, beliefs, or norms of a community. While cultural values are shaped by nationality or ethnicity, our personal tendencies may differ from the norms of our cultural group. **Instructions:** Read through the description of each set of values. Mark where you would place yourself on the continuum for each set of values.

INDIVIDUALISM **COLLECTIVISM**
 prioritizes individual goals and individual rights prioritizes group goals and personal relationships

LOW POWER DISTANCE **HIGH POWER DISTANCE**
 prioritizes equality and shared decision-making prioritizes differences in status; superiors make decisions

LOW UNCERTAINTY AVOIDANCE **HIGH UNCERTAINTY AVOIDANCE**
 prioritizes flexibility and adaptability prioritizes planning and predictability

COOPERATIVE **COMPETITIVE**
 prioritizes collaboration and a nurturing approach prioritizes assertiveness and achievement

SHORT-TERM TIME **LONG-TERM TIME**
 prioritizes immediate outcomes (success now) prioritizes long-term planning (success later)

DIRECT (LOW CONTEXT) **INDIRECT (HIGH CONTEXT)**
 prioritizes explicit communication (words) prioritizes indirect communication (tone, body language, etc.)

BEING **DOING**
 prioritizes quality of life prioritizes staying busy and meeting goals

¹ Adapted from the CQ Center's Cultural Intelligence materials by Caroline Lancaster.