

Tool: Mapping Cultural Values

People demonstrate a wide range of preferences and values across a variety of cultural dimensions. Map your personal values by placing an X on the spot that most closely reflects your preferences on each continuum line. There are an infinite number of possibilities represented between each opposing end. Feel free to add additional notes about your unique values in the blank spaces.

Being **IDENTITY** Doing

I derive more of my identity from who I am and who my family is. When I meet new people, I usually ask about who their family is and where they are from.

I derive more of my identity from what I do for work, my hobbies, and my accomplishments. When I meet new people, I usually ask about their job and activities.

Internal **CONTROL** External

What I do in life will shape my destiny. I can control my future. I don't understand why some people have a fatalistic attitude about their lives.

My destiny is beyond my control. My fate is in the hands of others, such as my family, government, or a higher being. I don't understand why some people behave as if they can control destiny.

Private **EMOTIONS** Expressive

It's better to restrain strong emotions.

It's better to express emotions openly.

Low context **COMMUNICATION** High Context

Good communication is sophisticated, nuanced, and layered. Some expectations are understood by everyone, so it's not necessary to spell everything out or put it in writing.

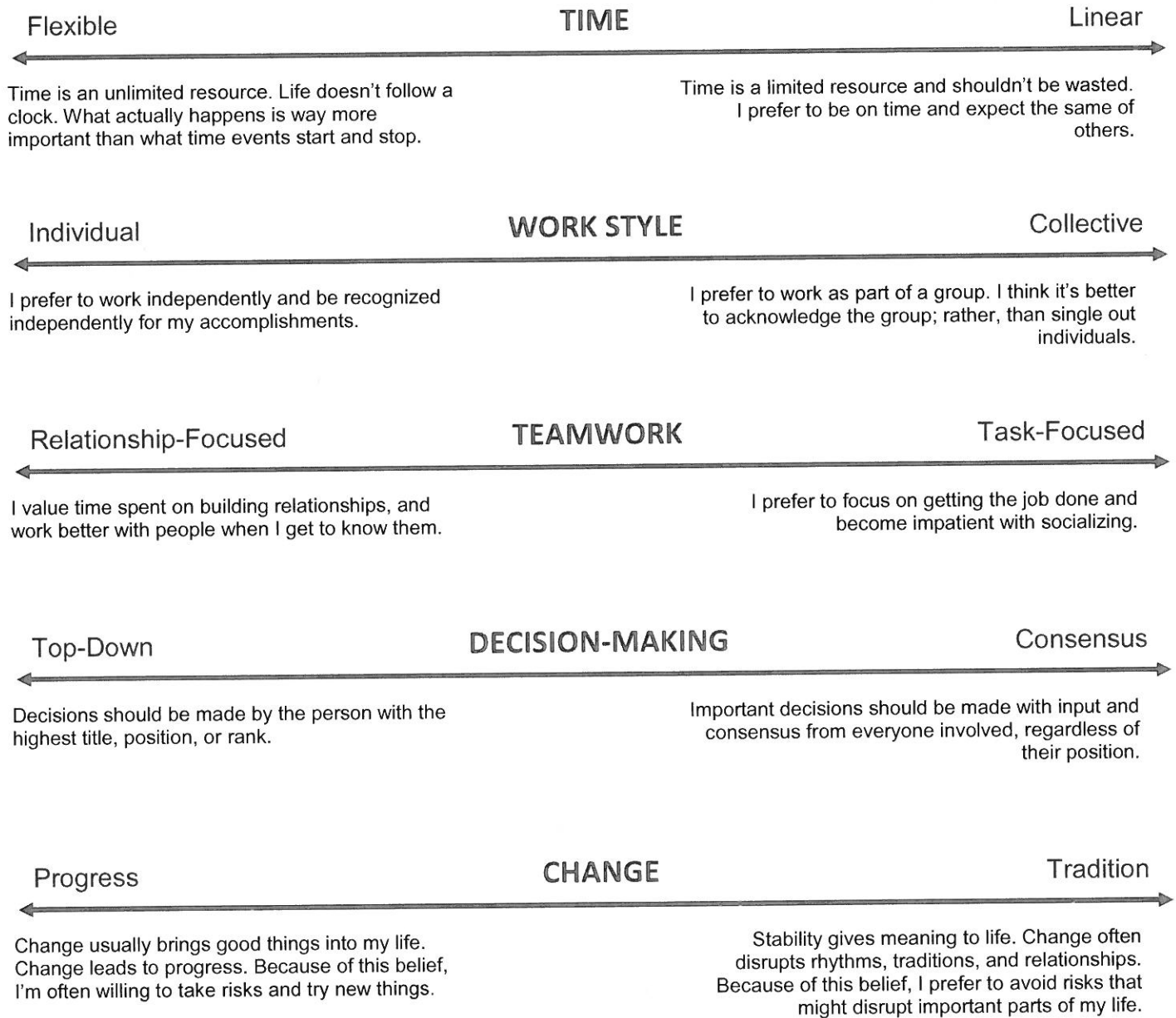
Good communication is precise, simple, and explicit. All expectations should be clear, detailed, and put in writing.

Direct **CONFLICT** Indirect

I bring up issues directly so problems can be solved quickly.

I prefer to address differences indirectly to avoid upsetting anyone.

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Adapted from:
Meyer, E. (2014). The culture map: breaking through the invisible boundaries of global business. First edition. New York: PublicAffairs.
University of Washington Bothell. (n.d.). Mapping your cultural orientation. In Intercultural competence toolkit. Retrieved from [http://www.uwb.edu/getattachment/globalinitiatives/resources/intercultural-competency-tool-kit-\(1\)/mapping-your-cultural-orientation.pdf](http://www.uwb.edu/getattachment/globalinitiatives/resources/intercultural-competency-tool-kit-(1)/mapping-your-cultural-orientation.pdf)