IP BEST PRACTICES

Cultural Awareness and Action

A best practice shared by Niels Kooi.

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Cultural Awareness and Action

Uses Erin Meyer's Culture Map to help teams understand cultural differences, dissecting collaboration into eight scales and taking it further into action.

Key steps

Create profiles, send people theirs upfront, comparing them to the national culture and the team average.

Have them discuss these in pairs, focusing on different and similar perspectives.

Create sub-groups to explore each scale, asking each team to come up with a 2x2 for habits and behaviours, then look for overlap across the eight scales and create an action plan.

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