

**Exercise Topic 2.2**

Apply the six Cultural Dimensions by Hofstede to a culture of your choice

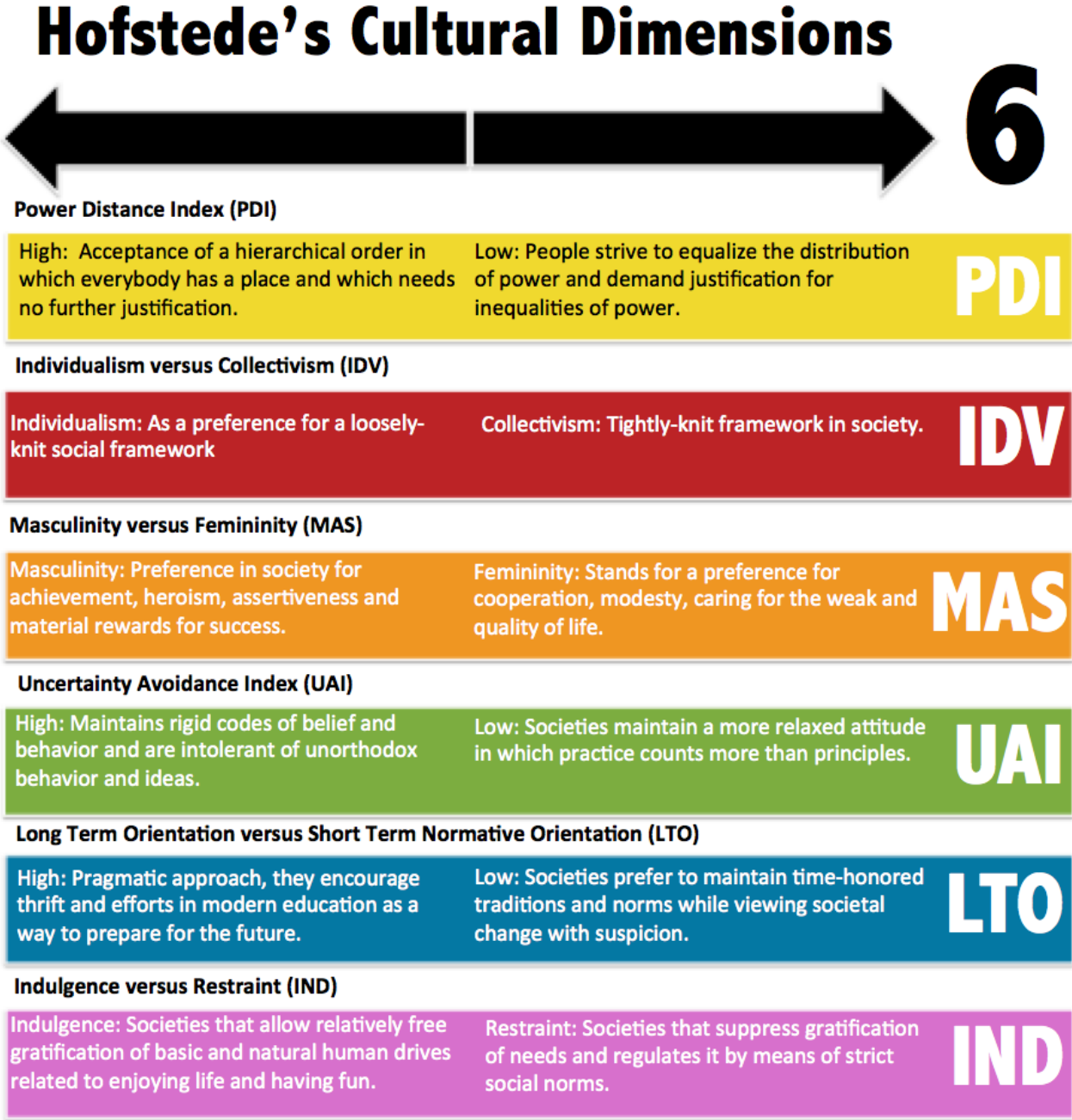
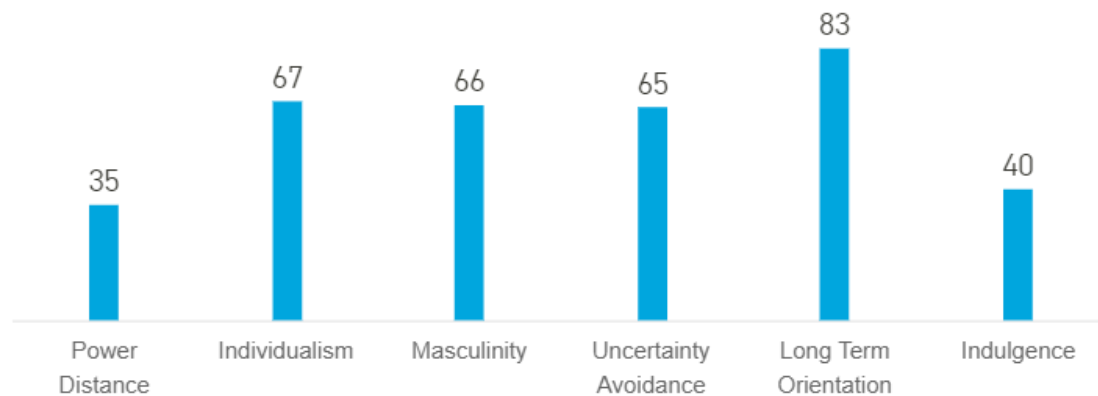


Figure 1: Cultural Dimensions by Hofstede  
 Source: <https://www.skyword.com/contentstandard/beyond-hofstedes-cultural-dimensions-theory-approaching-a-multicultural-audience/>

## Germany



Source: <https://www.hofstede-insights.com/country-comparison/germany/>

### **Power Distance:**

- Highly decentralised and supported by a strong middle class, Germany is among the lower power distant countries
- A direct and participative communication and meeting style is common,
- Control is disliked and leadership is challenged to show expertise and best accepted when it's based on it

### **Individualism:**

- German society is a truly Individualist one
- Small families with a focus on the parent-children relationship rather than aunts and uncles are most common
- Strong belief in the ideal of self-actualization
- Communication is among the most direct in the world

### **Masculinity:**

- Germany is considered a Masculine society
- Performance is highly valued and early required as the school system separates children into different types of schools at the age of ten
- Managers are expected to be decisive and assertive
- Status is often shown, especially by cars, watches and technical devices

### **Uncertainty Avoidance**

- Score at the high end, so there is a slight preference for Uncertainty Avoidance

- Systematic overview has to be given in order to proceed
- Reflected by the law system

### **Long Term Orientation**

- Germany's high score of 83 indicates that it is a pragmatic country
- Ability to adapt traditions easily to changed conditions
- Strong willingness to save and invest
- Persistence in achieving results

### **Restraint**

- German culture is Restraint in nature
- A tendency to cynicism and pessimism
- Actions are kind of restrained by social norms and people tend to feel that indulging themselves is somewhat wrong