



CROSSBORDER  
PMI ADVISORS

# Your Gateway to the World



Intercultural Advisory Services



# The Impact of Culture

## Definition

Culture is the accumulated programming of the mind from interaction with others, comprising a core of unconscious unchangeable values, overlaid with changeable practices and personal characteristics

## Significance

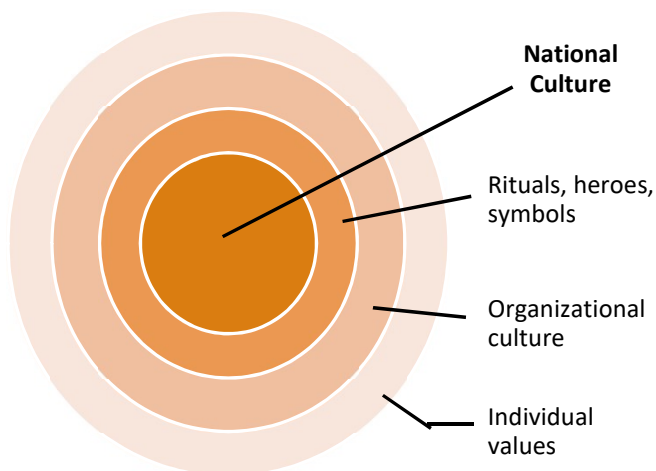
- All people see things from their own perspective only
- All people judge things and act or react based on their own cultural values
- 75% or more of all cultural behaviours cannot be changed

## Impact of getting it wrong

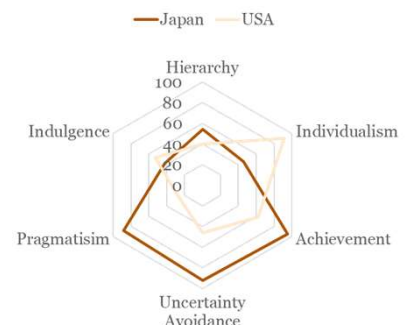
- Business inefficiencies
- Unbreakable stereotypes
- Dysfunctional behaviour, strikes
- Inefficiency, underperformance
- Investment impairment

## Areas effected

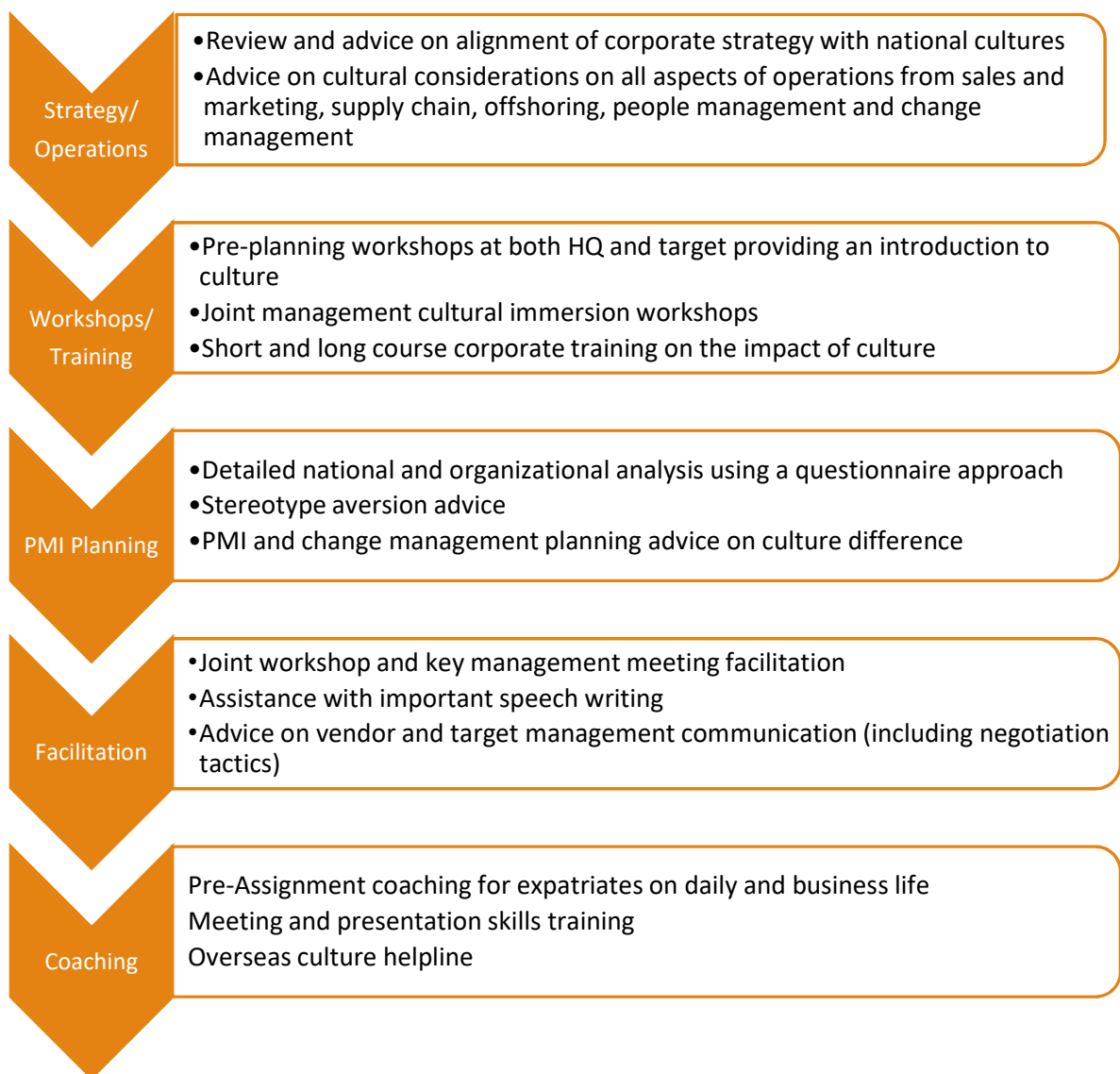
- General Management
- Post Deal Integration
- Change Management
- Supply Chain
- Sales and Marketing
- Customer Service
- Outsourcing/ Offshoring
- Recruiting and Training
- People Management



Illustrative comparison of Japan and US Culture



# How we can help



For further information please contact us on: [info@xbpmi.jp](mailto:info@xbpmi.jp)



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