

Introducing the Lewis Model and CultureActive

a web-based learning resource



Introduction

What is Culture?

The Layers of
Culture

Cross-cultural
Misunderstanding

The Lewis Model

Putting the Model
into Practice

Cultural behavior is the end product of collected wisdom, filtered and passed down through hundreds of generations as shared core beliefs, values, assumptions, notions, and persistent action patterns.



Culture is a collective programming of the mind that distinguishes the members of one human group from another.



Introduction

What is Culture?

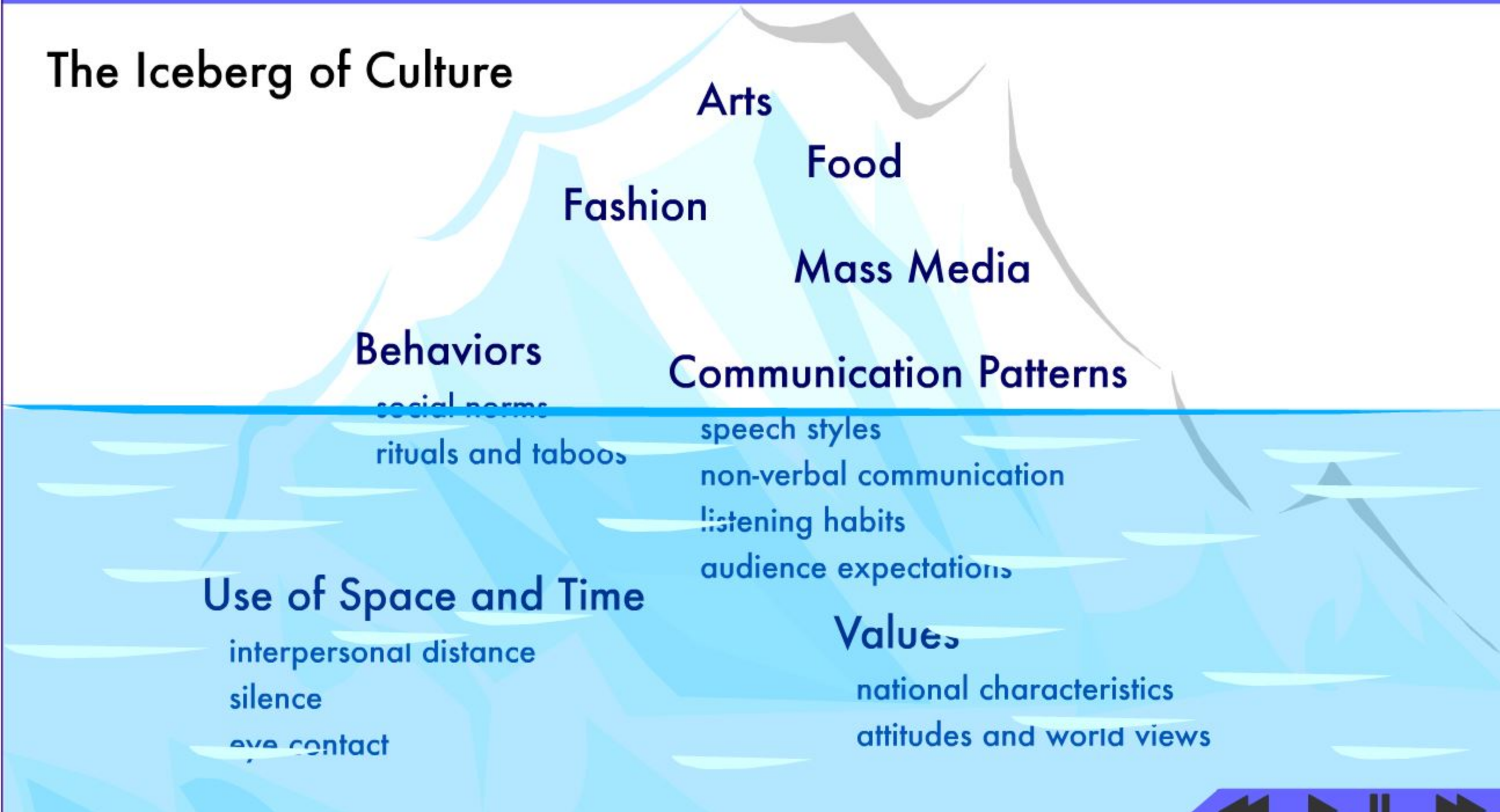
The Layers of
Culture

Cross-cultural
Misunderstanding

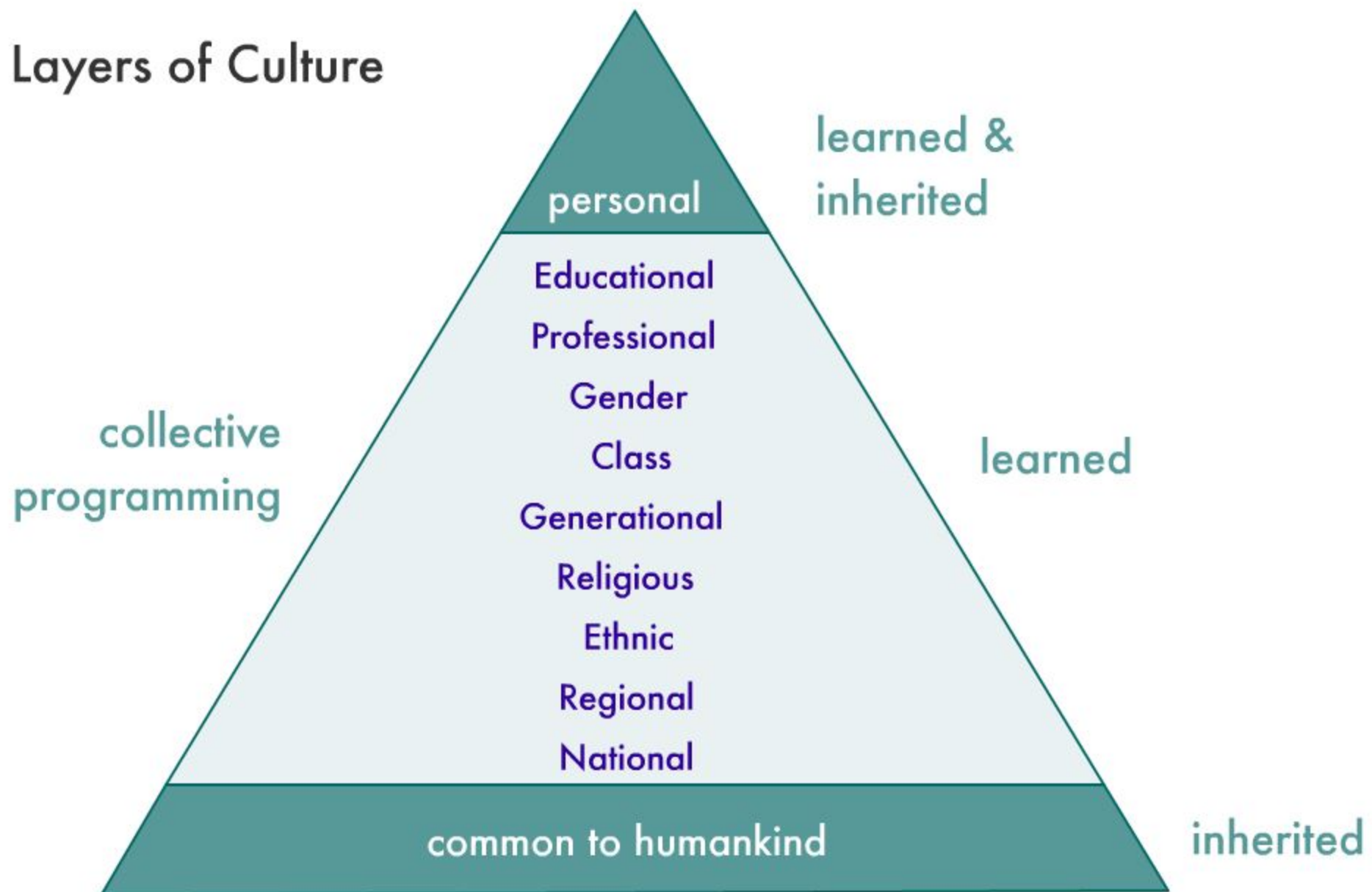
The Lewis Model

Putting the Model
into Practice

The Iceberg of Culture



The Layers of Culture

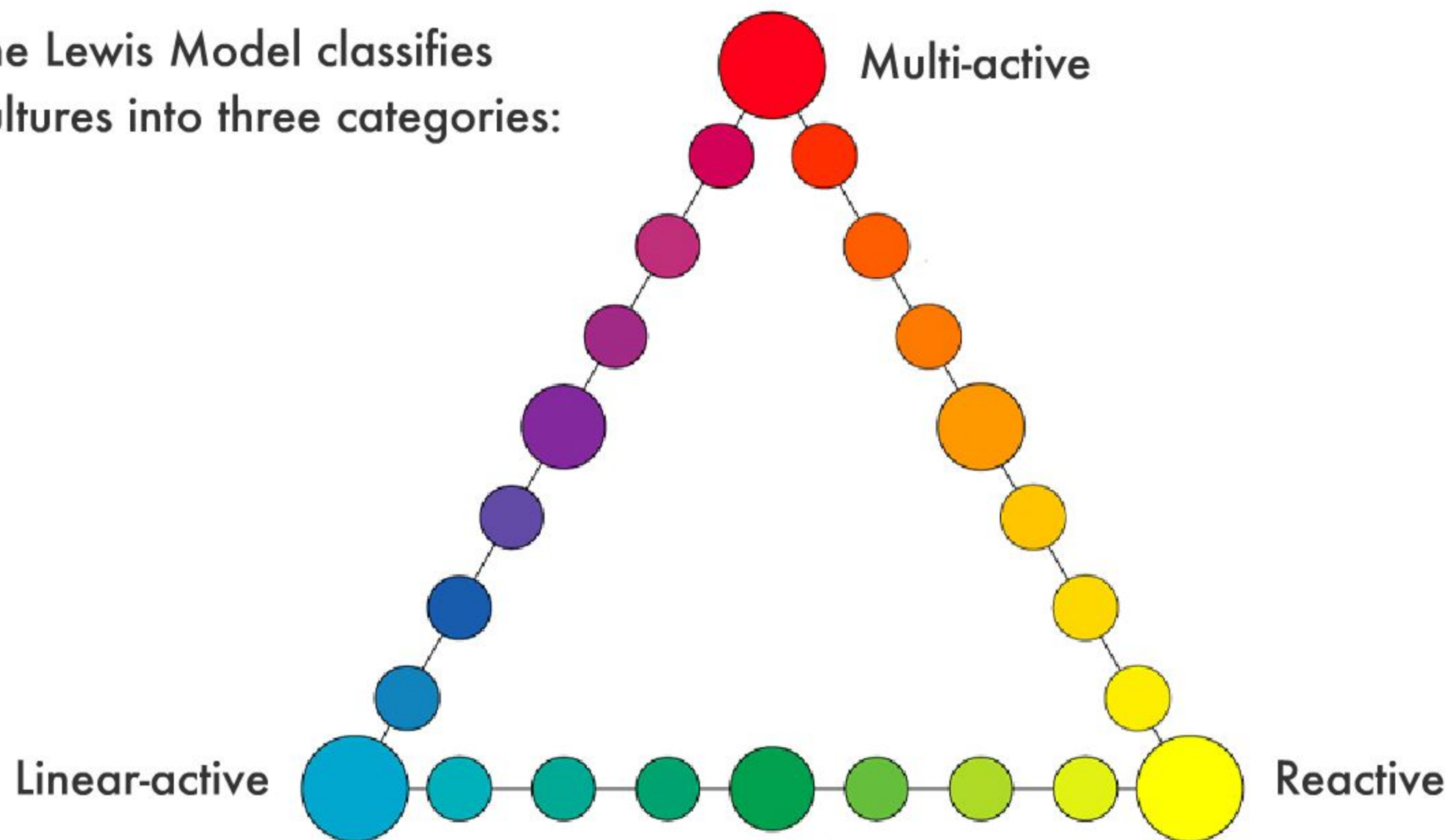


Areas of Cross-cultural Misunderstanding

- Values
 - core beliefs
 - national characteristics
 - attitudes and world view
- Communication Patterns
 - speech styles
 - listening habits
- Concept of Space
- Concept of Time

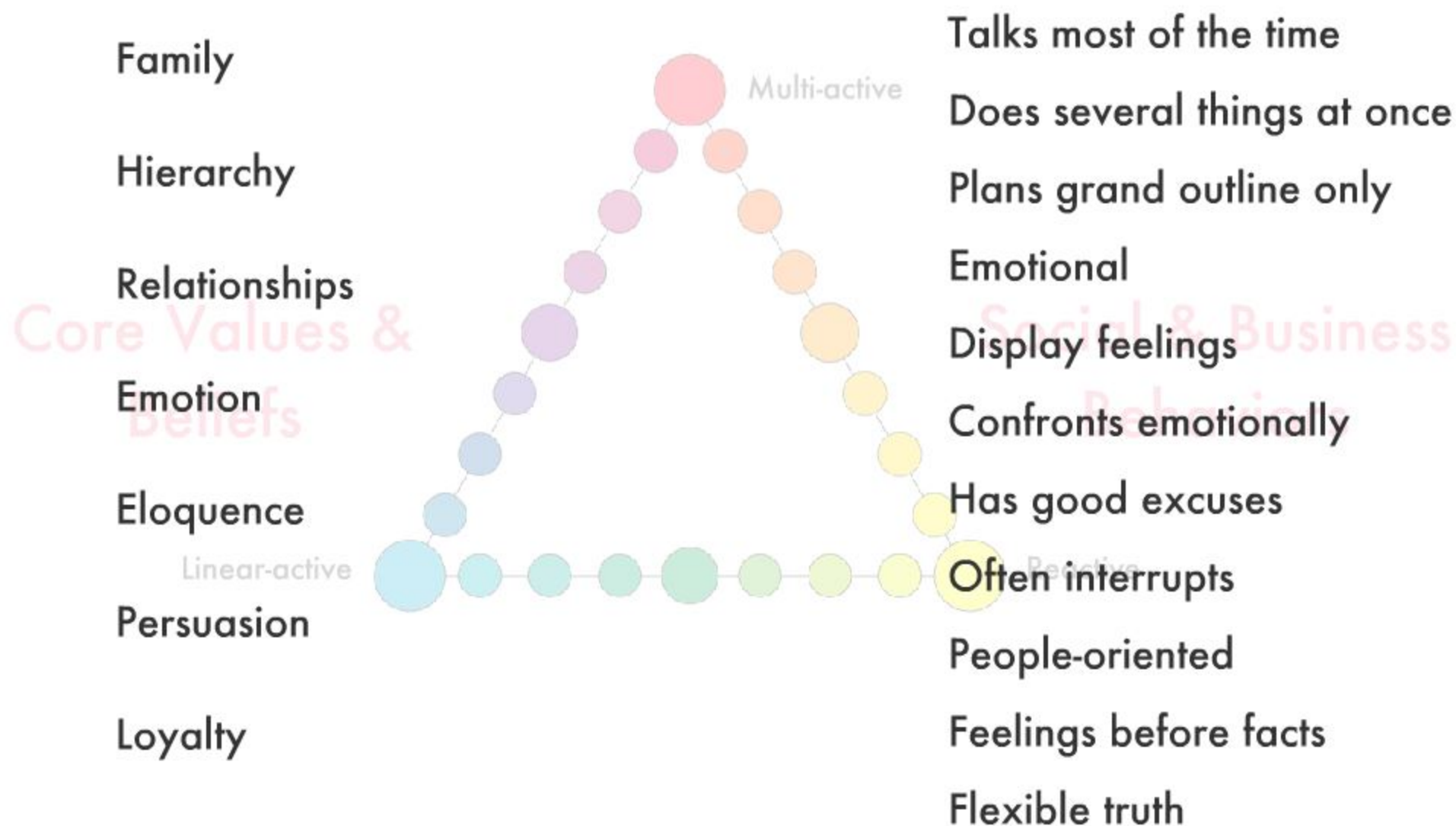


The Lewis Model classifies cultures into three categories:





Multi-active chief characteristics:





Linear-active chief characteristics:

Facts

Planning

Products

Time-lines

Word-deed Correlation

Institutions

Law

Talks half the time

Does one thing at a time

Plans ahead step by step

Polite but direct

Partly conceals feelings

Confronts with logic

Dislikes losing face

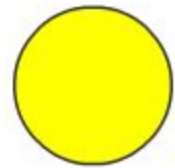
Rarely interrupts

Job-oriented

Sticks to facts

Truth before diplomacy





Reactive chief characteristics:

Intuition

Courtesy

Network
Common Values &
Beliefs

Common Obligations

Collective Harmony

Face

Listens most of the time

Reacts to partner's action

Looks at general principles

Polite and indirect

Conceals feelings

Never confronts

Must not lose face

Doesn't interrupt

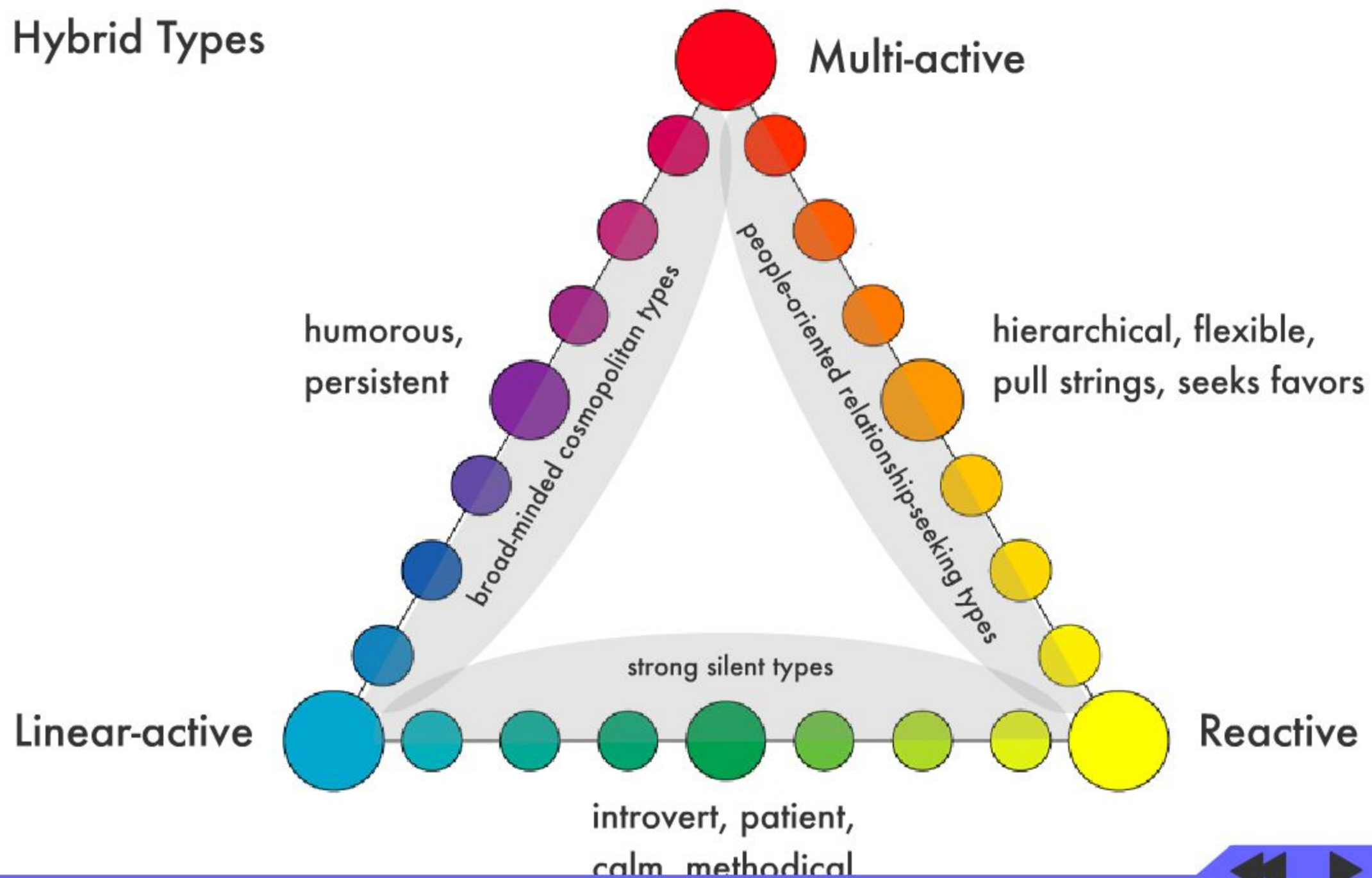
Very people-oriented

Statements are promises

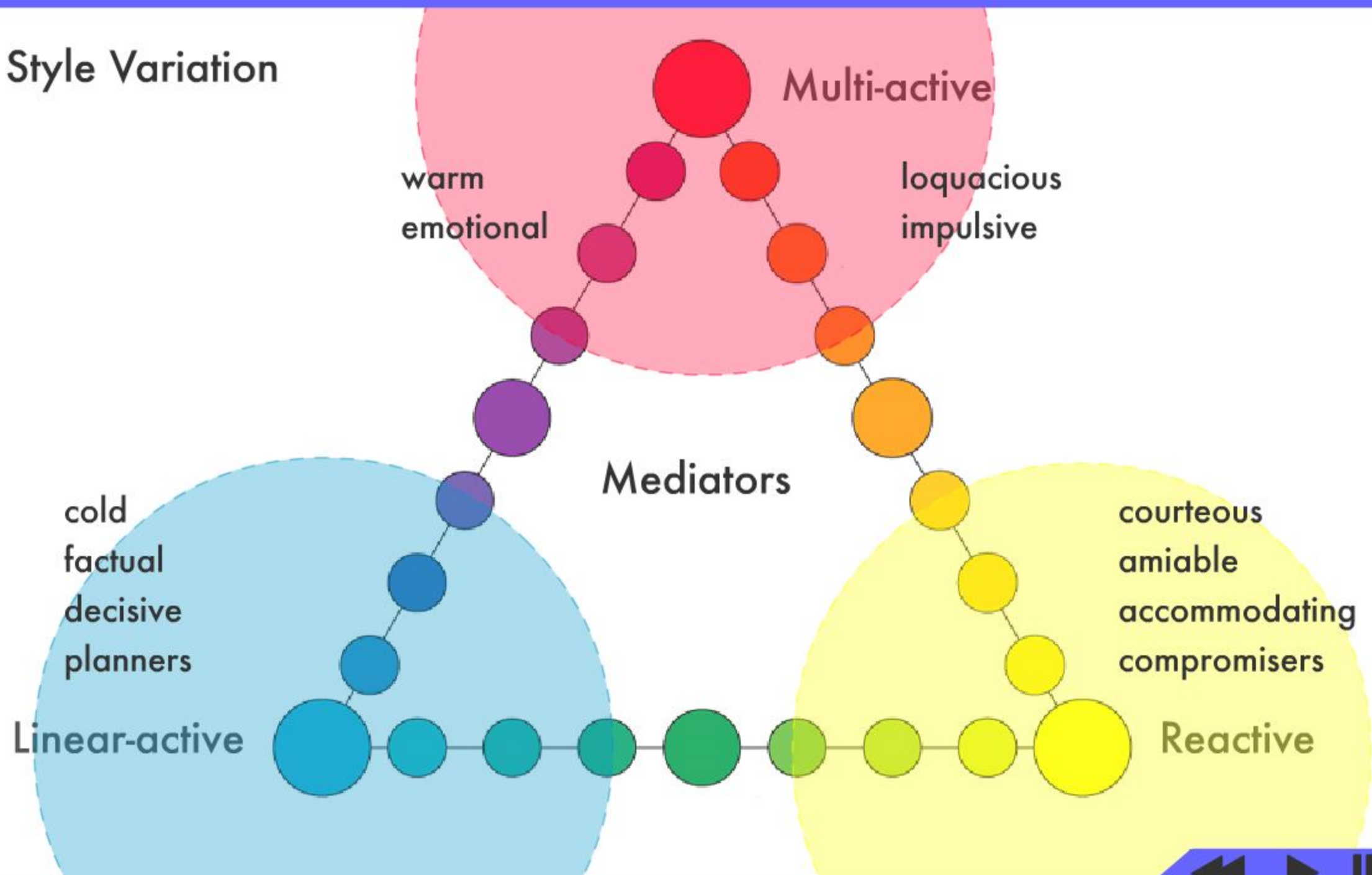
Diplomacy before truth



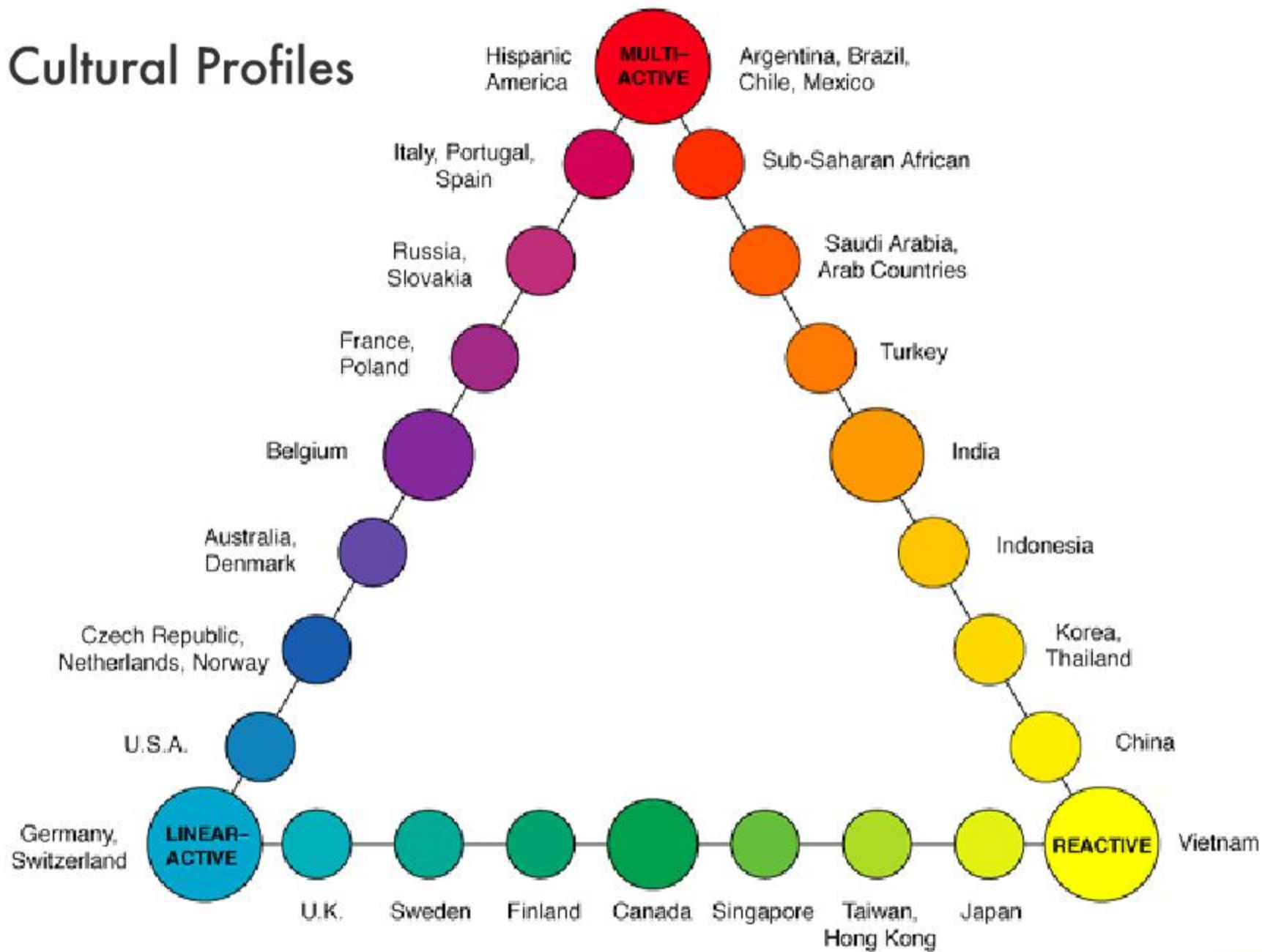
Hybrid Types



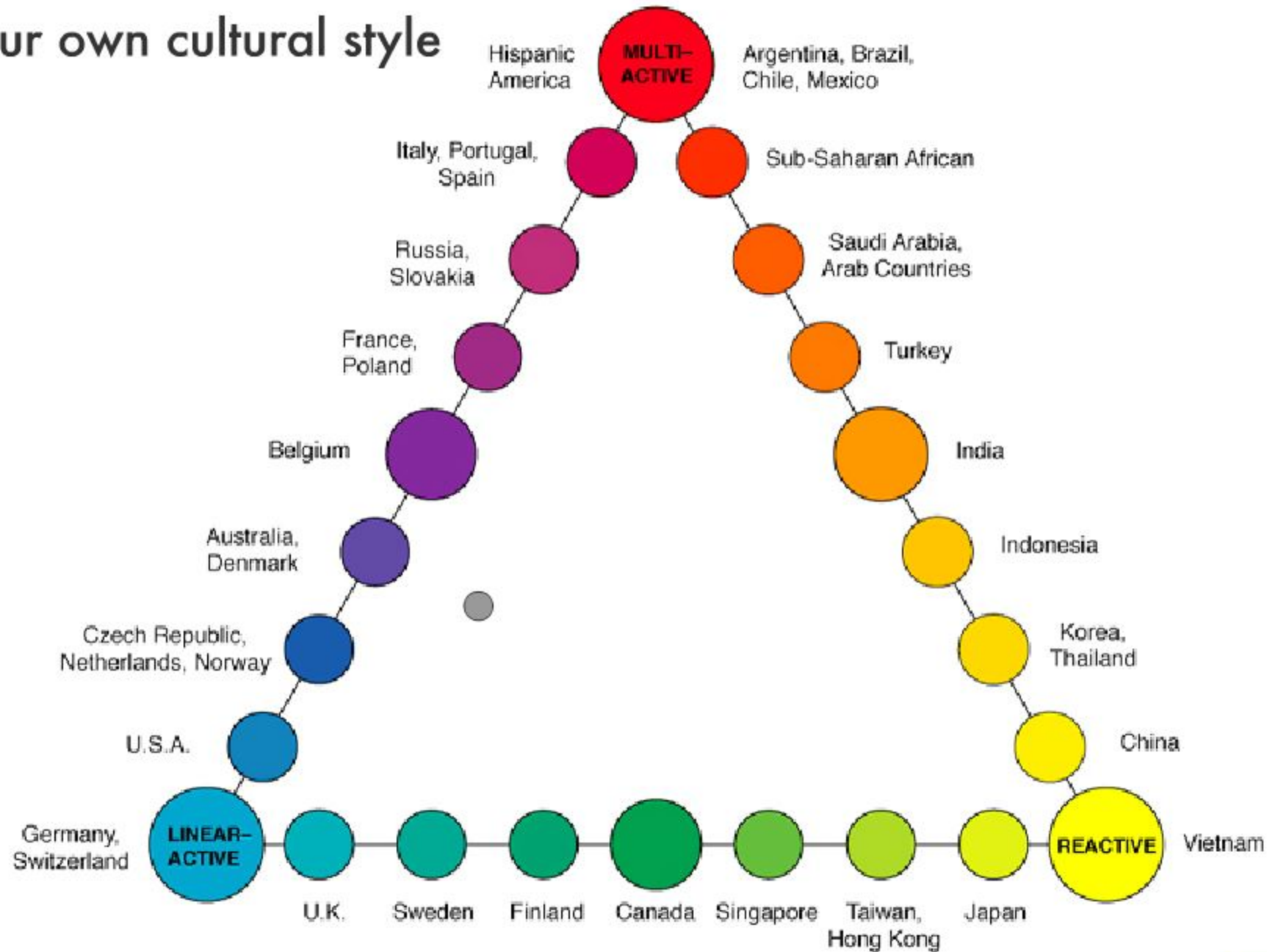
Style Variation



National Cultural Profiles



Find out your own cultural style



Then compare your style with those of your colleagues

