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**

- 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.

**Identity**

- 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.

**Control**

- 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.

**Emotions**

- It’s better to restrain strong emotions.

- It’s better to express emotions openly.

**Communication**

- 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.

**Conflict**

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

- I prefer to address differences indirectly to avoid upsetting anyone.
Mapping Cultural Values, p. 2

**Time**

Flexible

- Time is an unlimited resource. Life doesn't follow a clock. What actually happens is way more important than what time events start and stop.

Linear

- Time is a limited resource and shouldn't be wasted. I prefer to be on time and expect the same of others.

**Work Style**

Individual

- I prefer to work independently and be recognized independently.

Collective

- I prefer to work as part of a group. I think it's better to acknowledge the group; rather, than single out individuals.

**Teamwork**

Relationship-Focused

- I value time spent on building relationships, and work better with people when I get to know them.

Task-Focused

- I prefer to focus on getting the job done and become impatient with socializing.

**Decision-Making**

Top-Down

- Decisions should be made by the person with the highest title, position, or rank,

Consensus

- Important decisions should be made with input and consensus from everyone involved, regardless of their position.

**Change**

Progress

- Change usually brings good things into my life. Change leads to progress. Because of this belief, I'm often willing to take risks and try new things.

Tradition

- Stability gives meaning to life. Change often disrupts rhythms, traditions, and relationships. Because of this belief, I prefer to avoid risks that might disrupt important parts of my life.