



**Impulsvortrag:
Interkulturelle Zusammenarbeit**
25. Mai 2024 in Rom



crossculture.
academy





Dr. Gunter Dueck
(ehem. IBM Chief
Technology Officer):

*„In meiner Karriere habe
ich fast nie erlebt, dass
Projekte aufgrund von Hard
Facts gescheitert sind.*

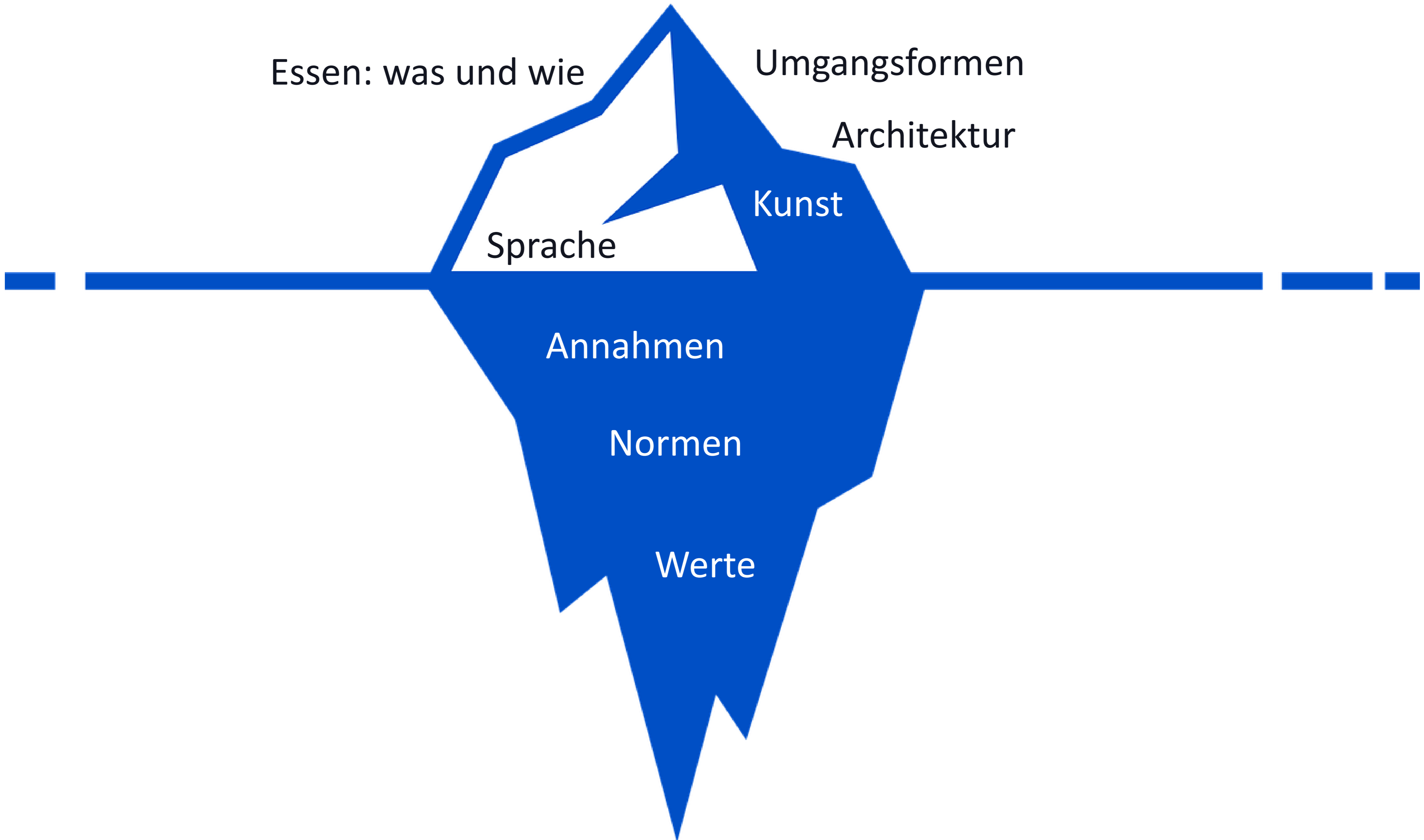
*Projekte scheitern immer
aufgrund gescheiterter
Kommunikation.“*



Ziele für diesen Impuls

- Worüber sprechen wir hier eigentlich?
- Und was kann Orientierung bringen?
- Was kann ich tun?

- Worüber sprechen wir hier eigentlich?



Essen: was und wie

Umgangsformen

Architektur

Kunst

Sprache

Annahmen

Normen

Werte

Situation

Personen

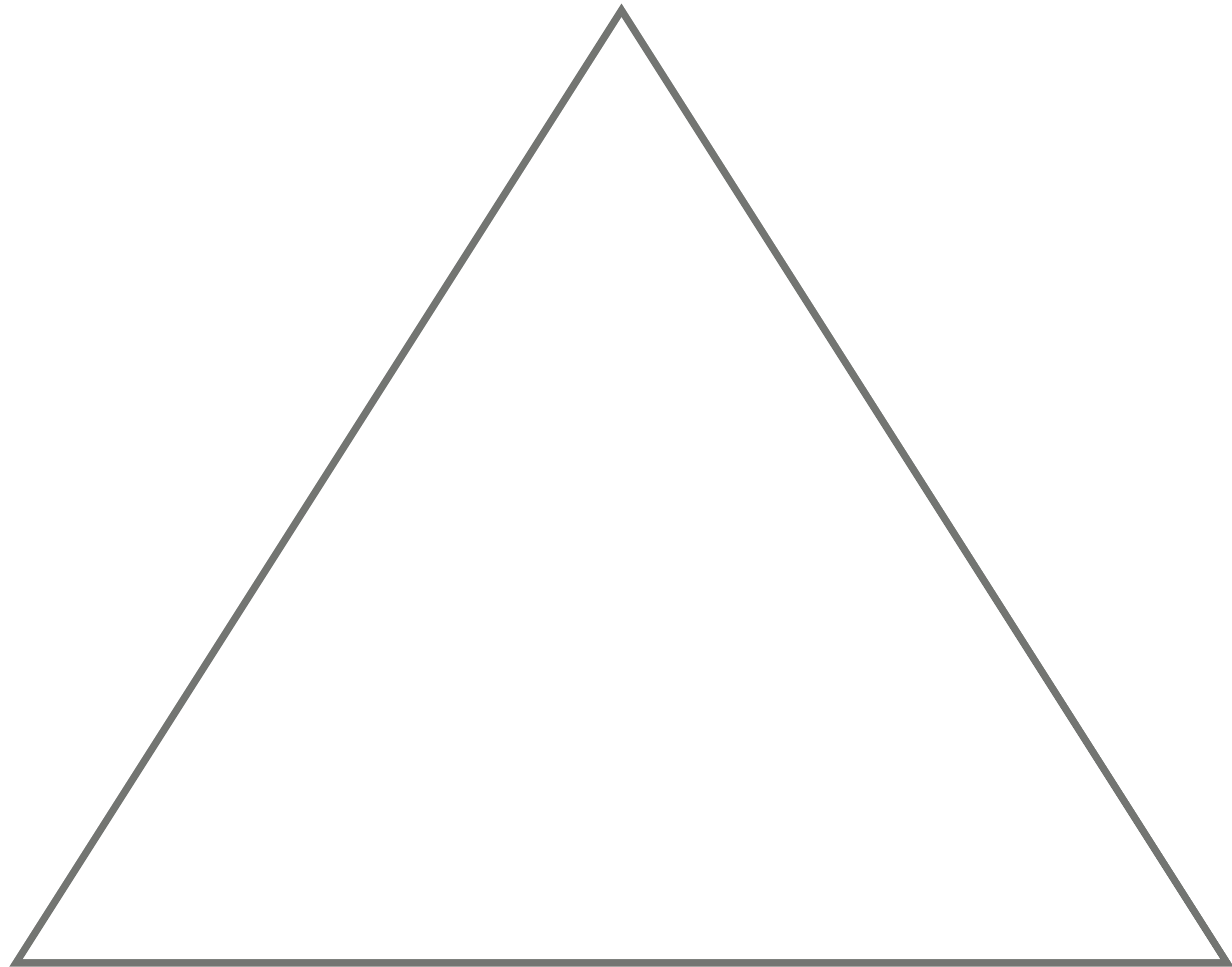
Kultur



Persönlichkeit

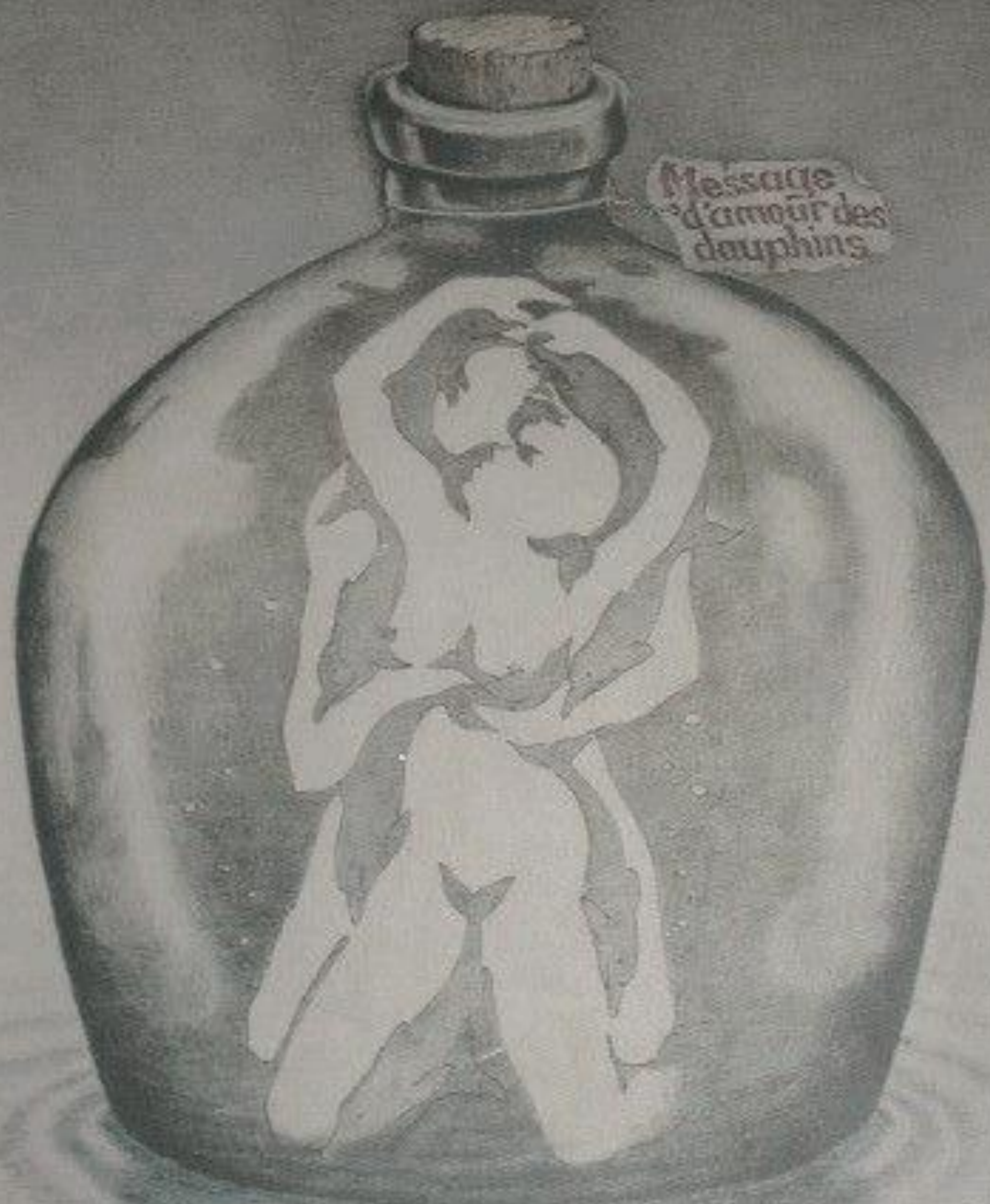
Subkulturen

Nationalkulturen



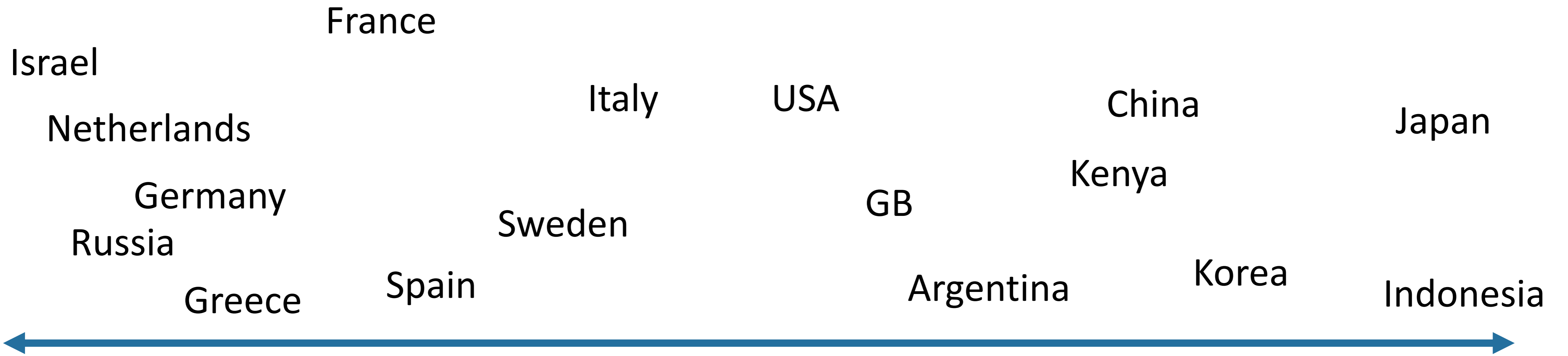


Message
d'amour des
dauphins





- Und was kann Orientierung bringen?



Direct
negative
feedback

Indirect
negative
feedback

Communicating



Low Context

High Context

Leading



Egalitarian

Hierarchical

Deciding



Consensual

Top Down

Trusting



Task Based

Relationship Based

Disagreeing



Confrontational

Avoids Confrontation

Scheduling



Linear-time

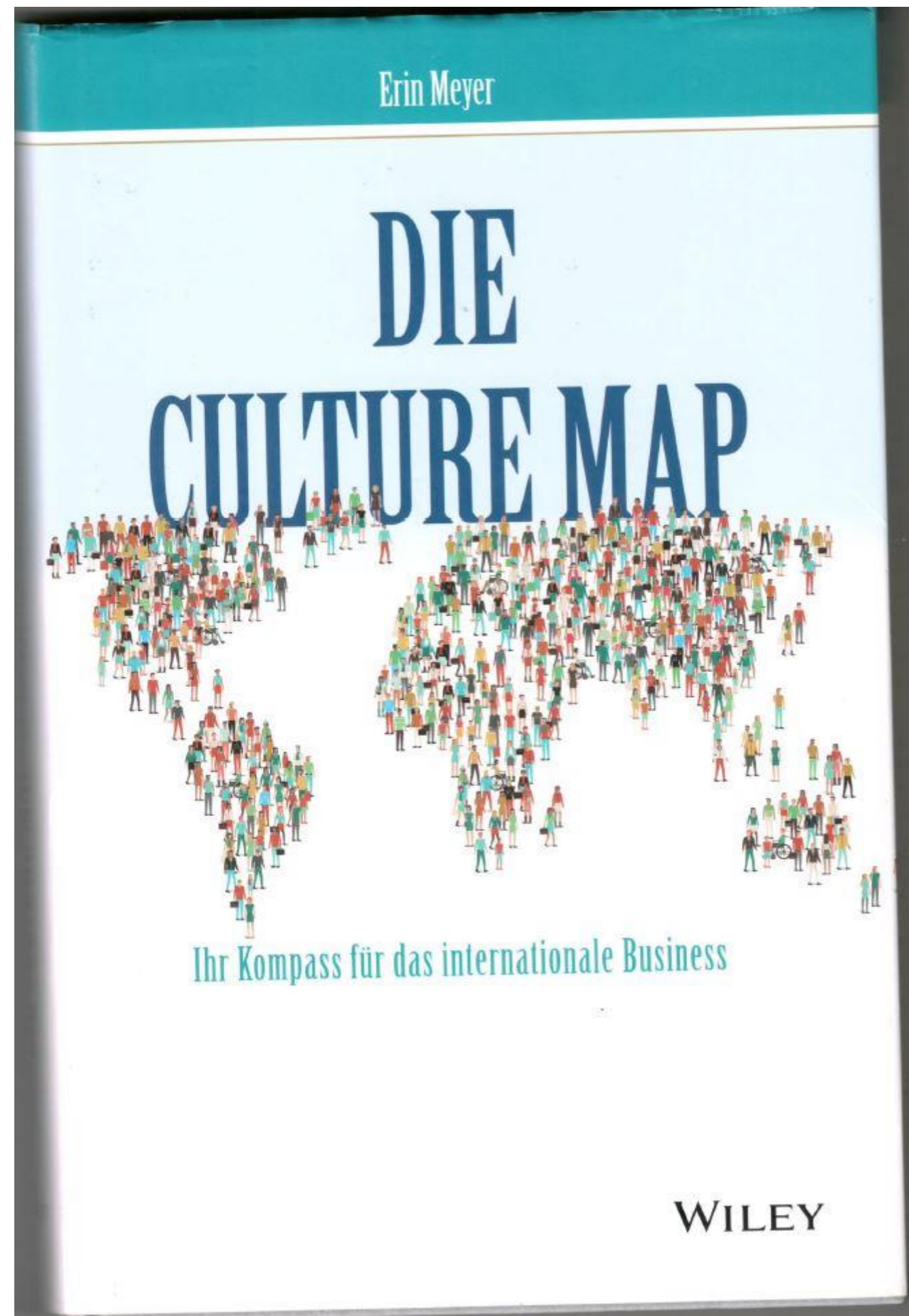
Flexible-time

Persuading



Principal First

Application First



Praxis – Ländervergleich

Quelle: <https://erinmeyer.com>

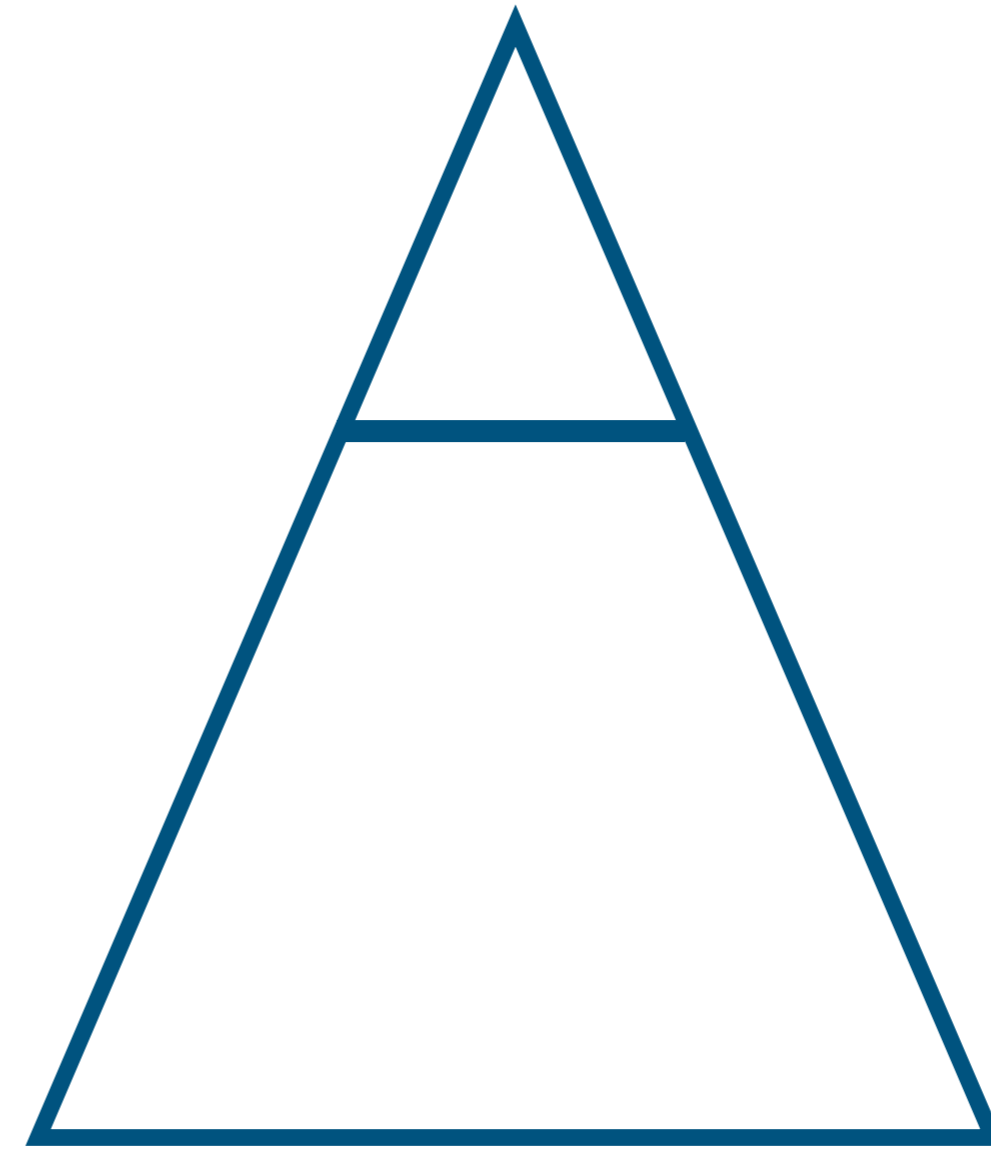
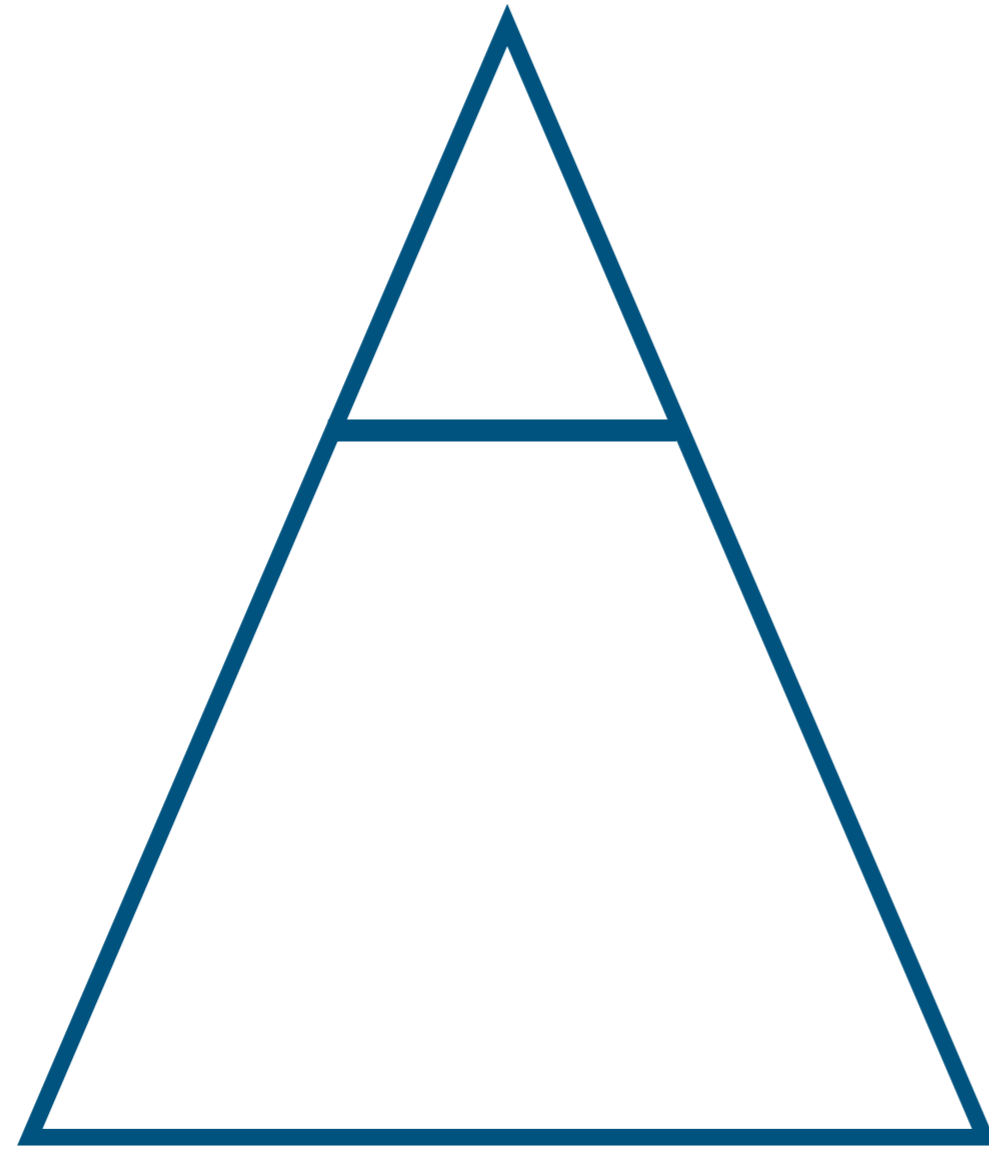
Hier können Abos abgeschlossen werden, die von 24 Stunden bis ein Jahr laufen.

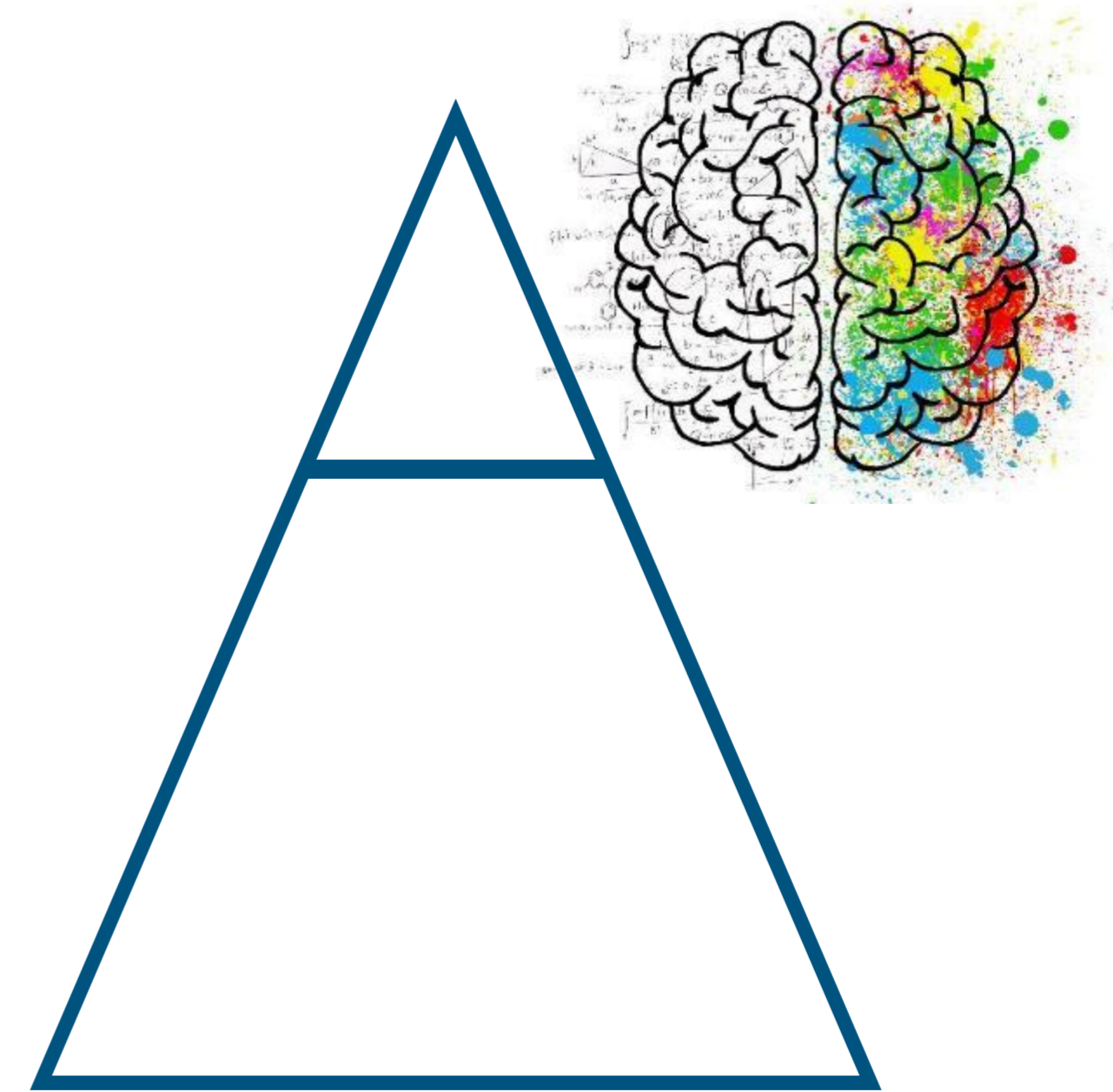
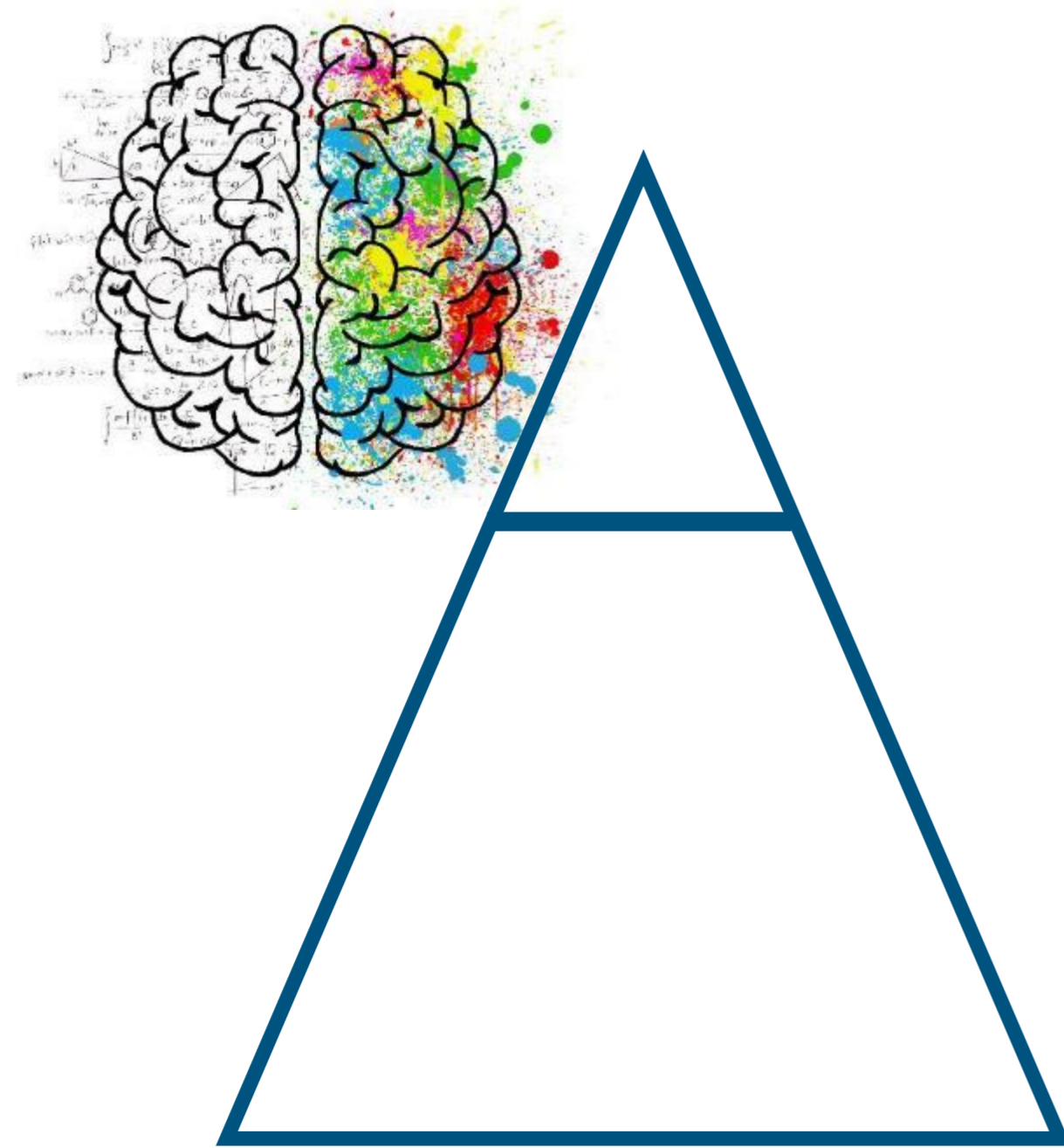
- Was kann ich tun?

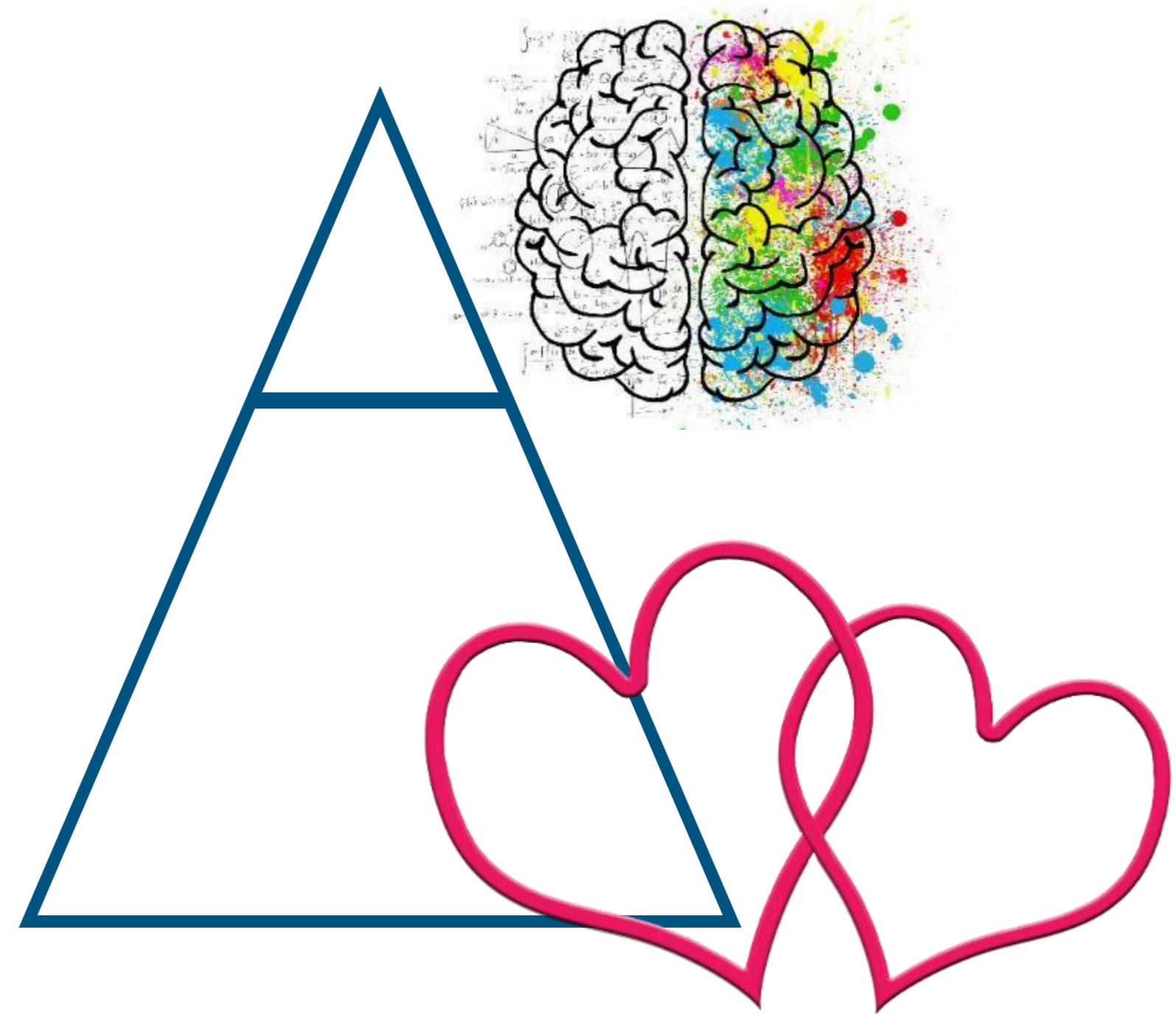
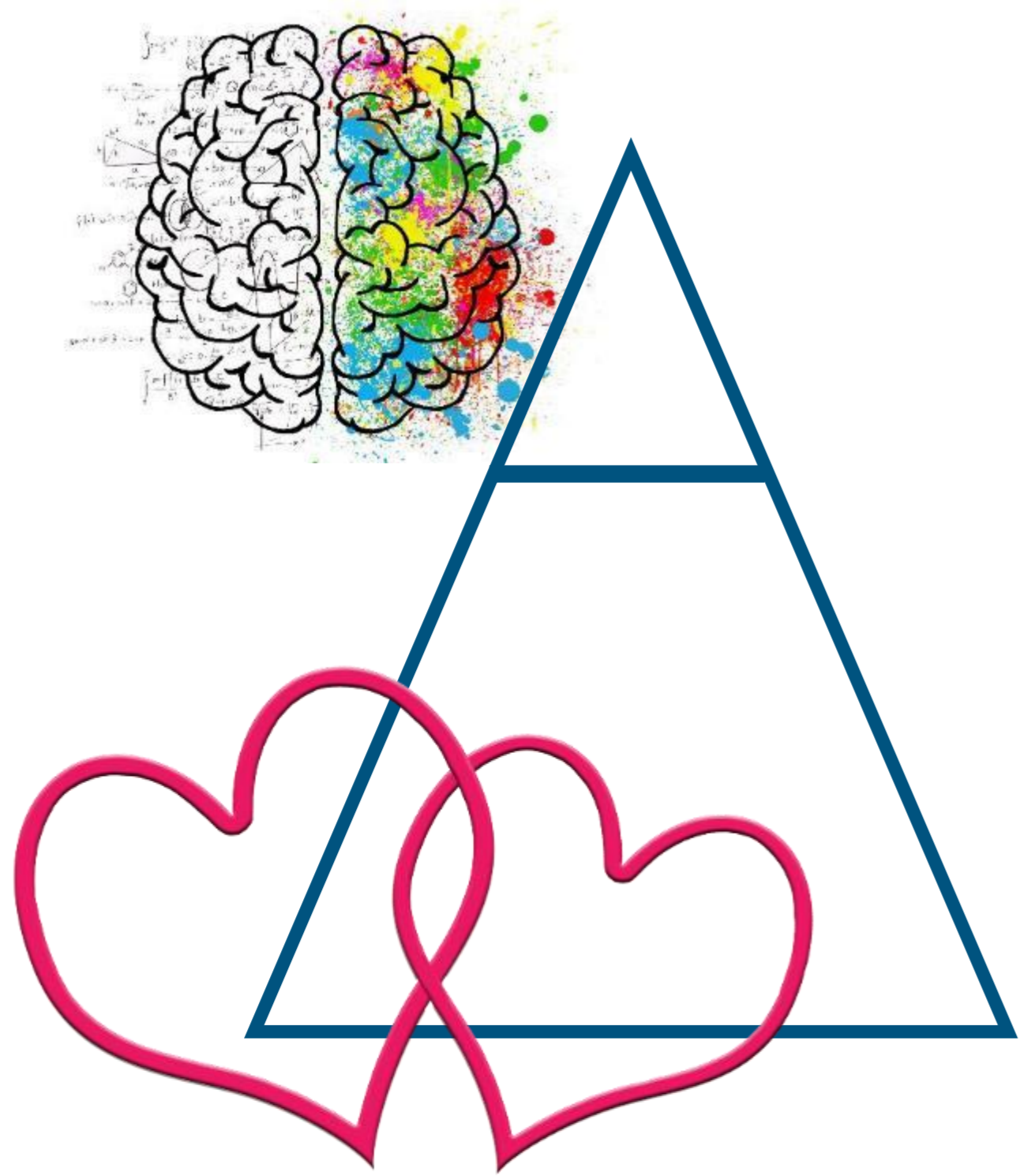


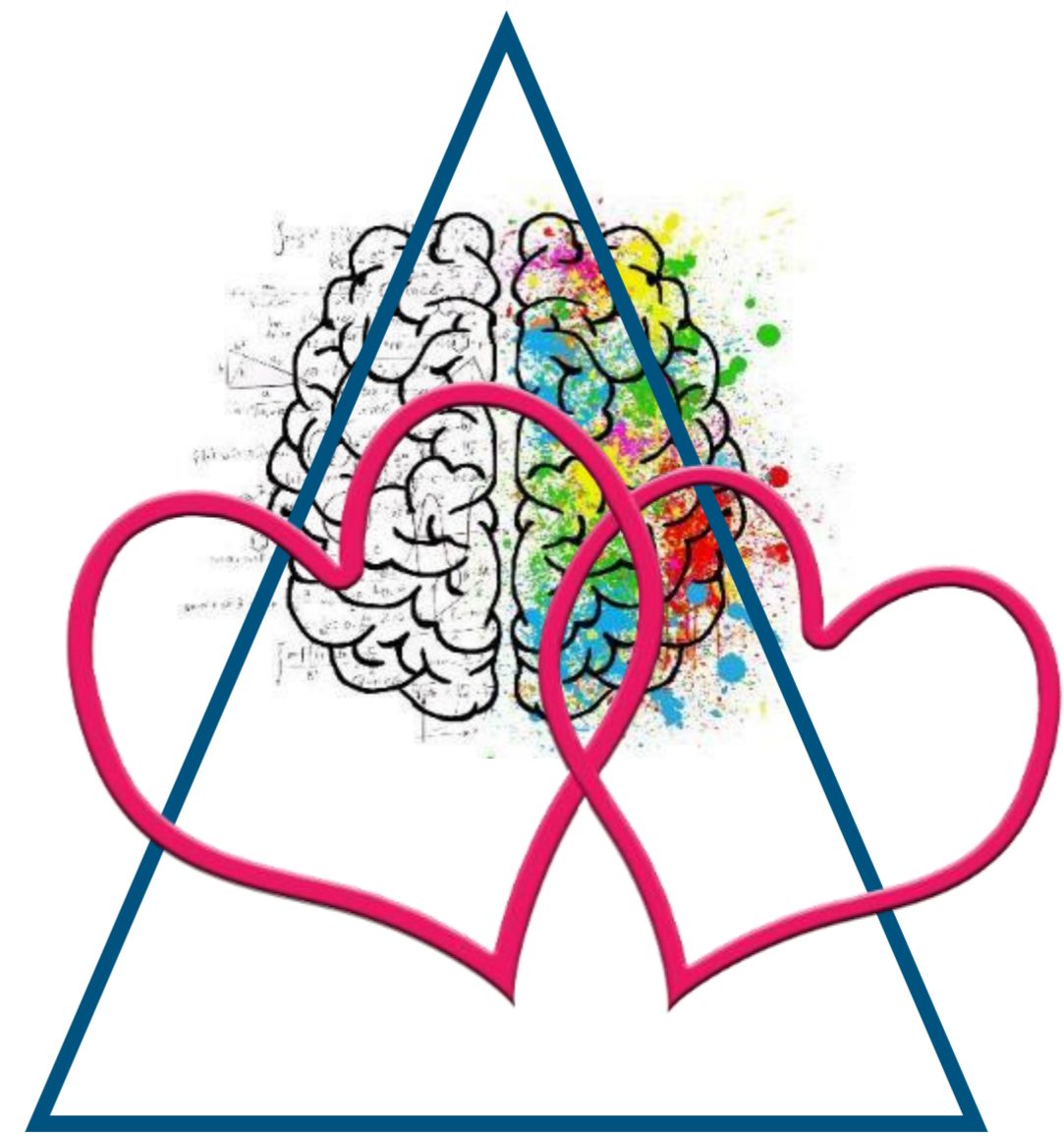
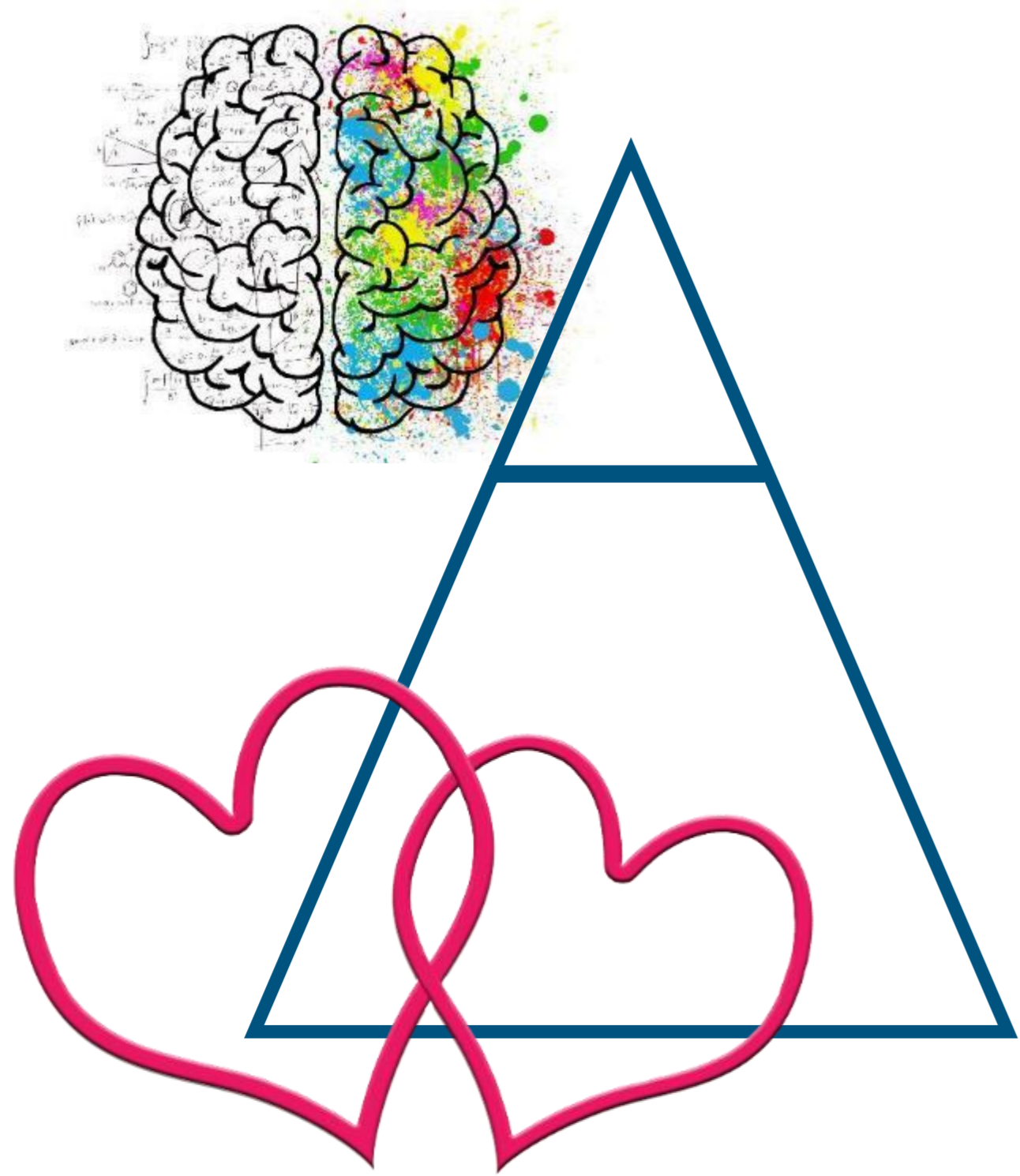
versus

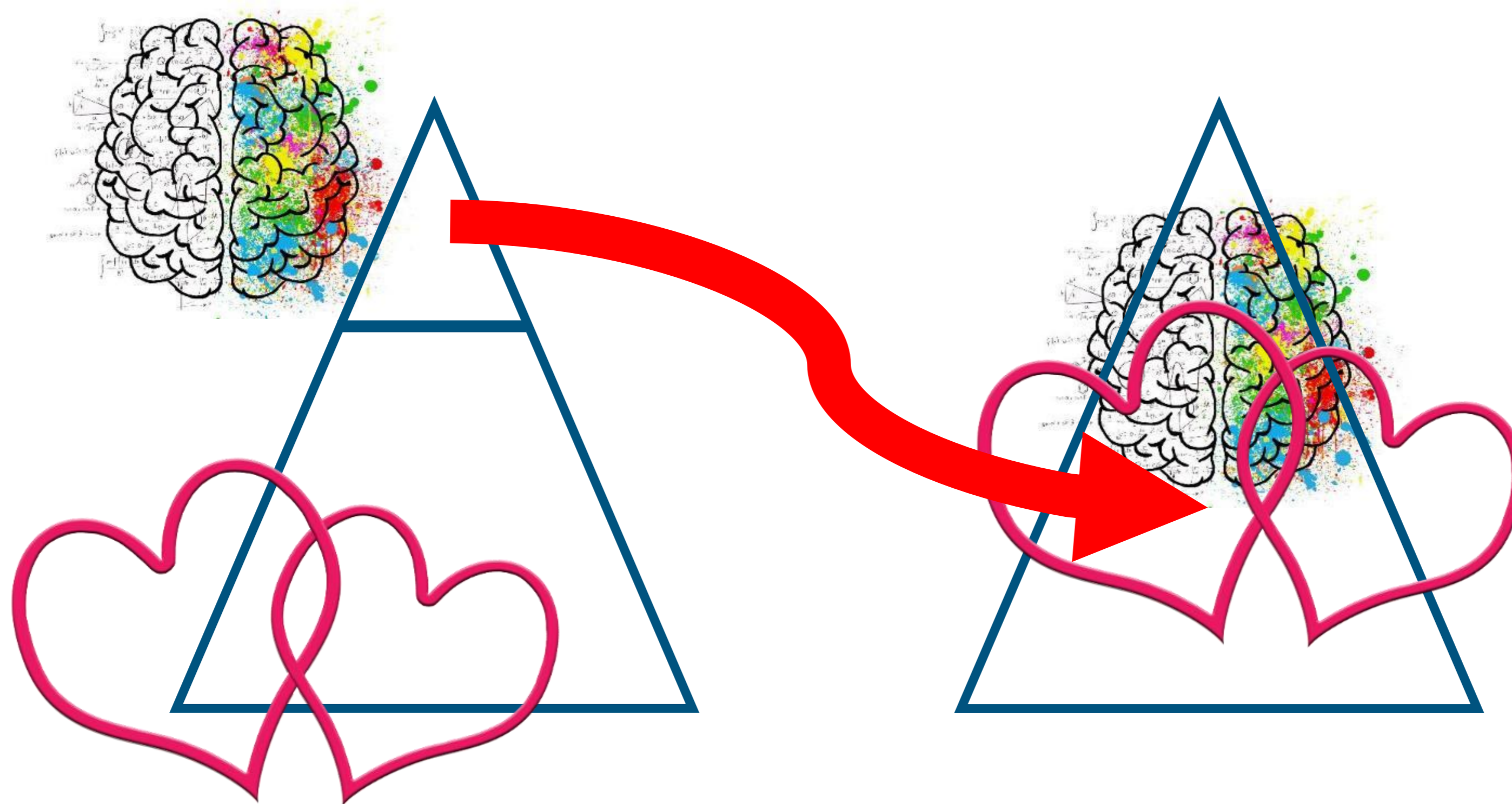




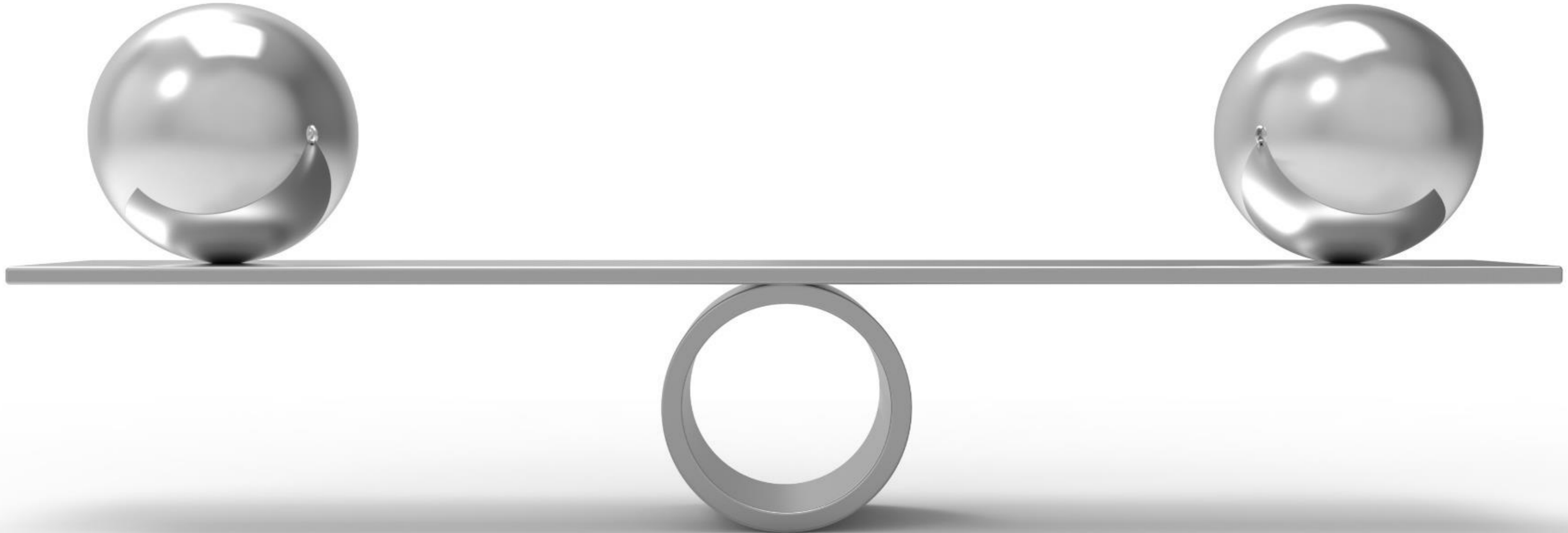


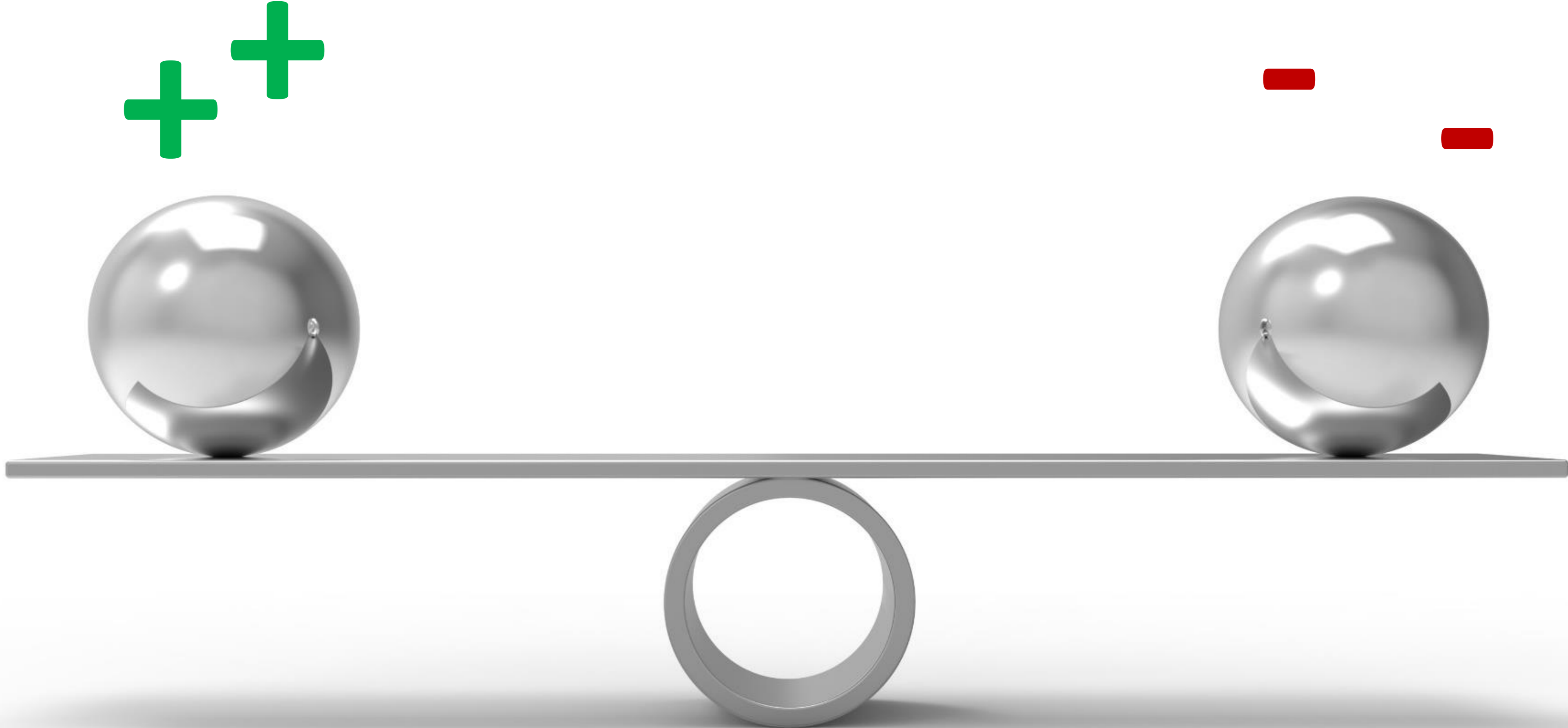


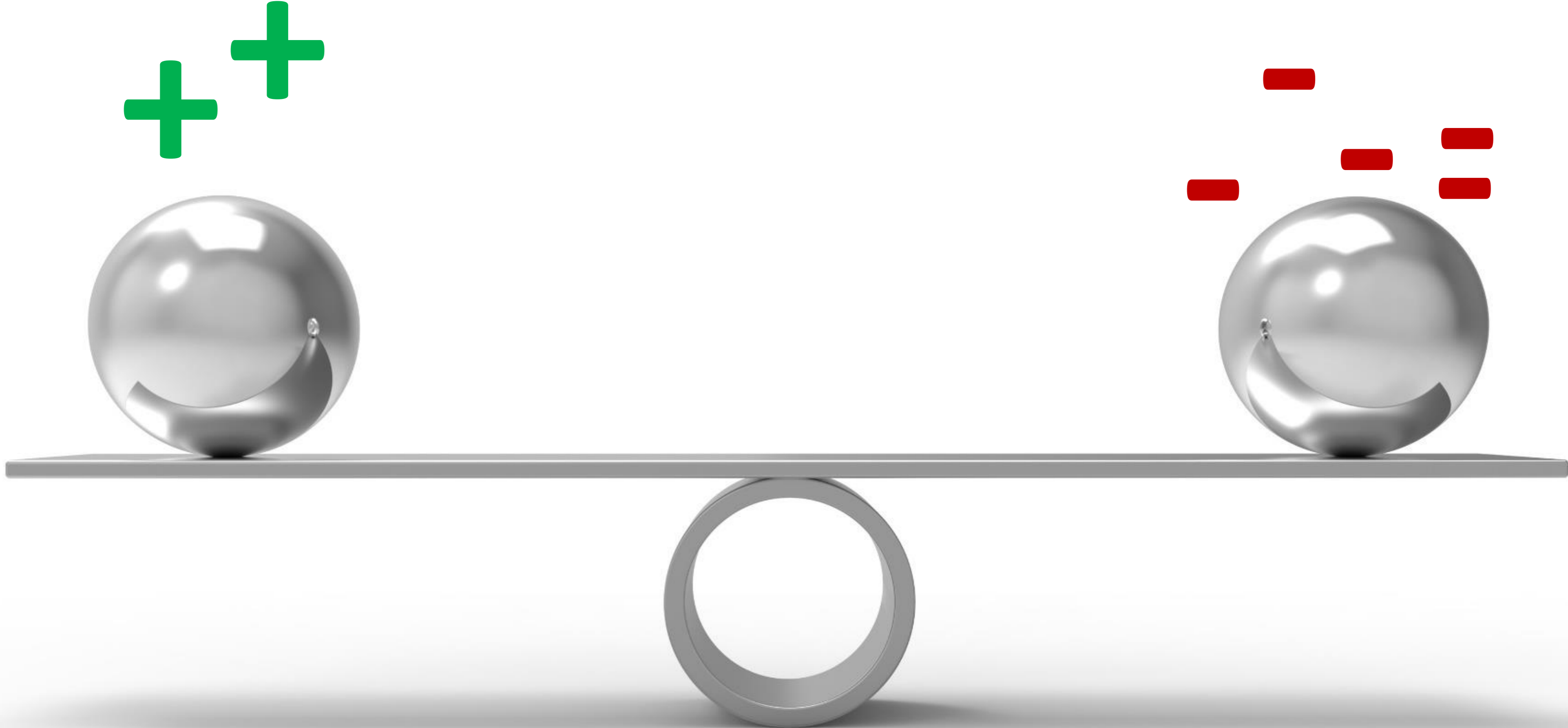


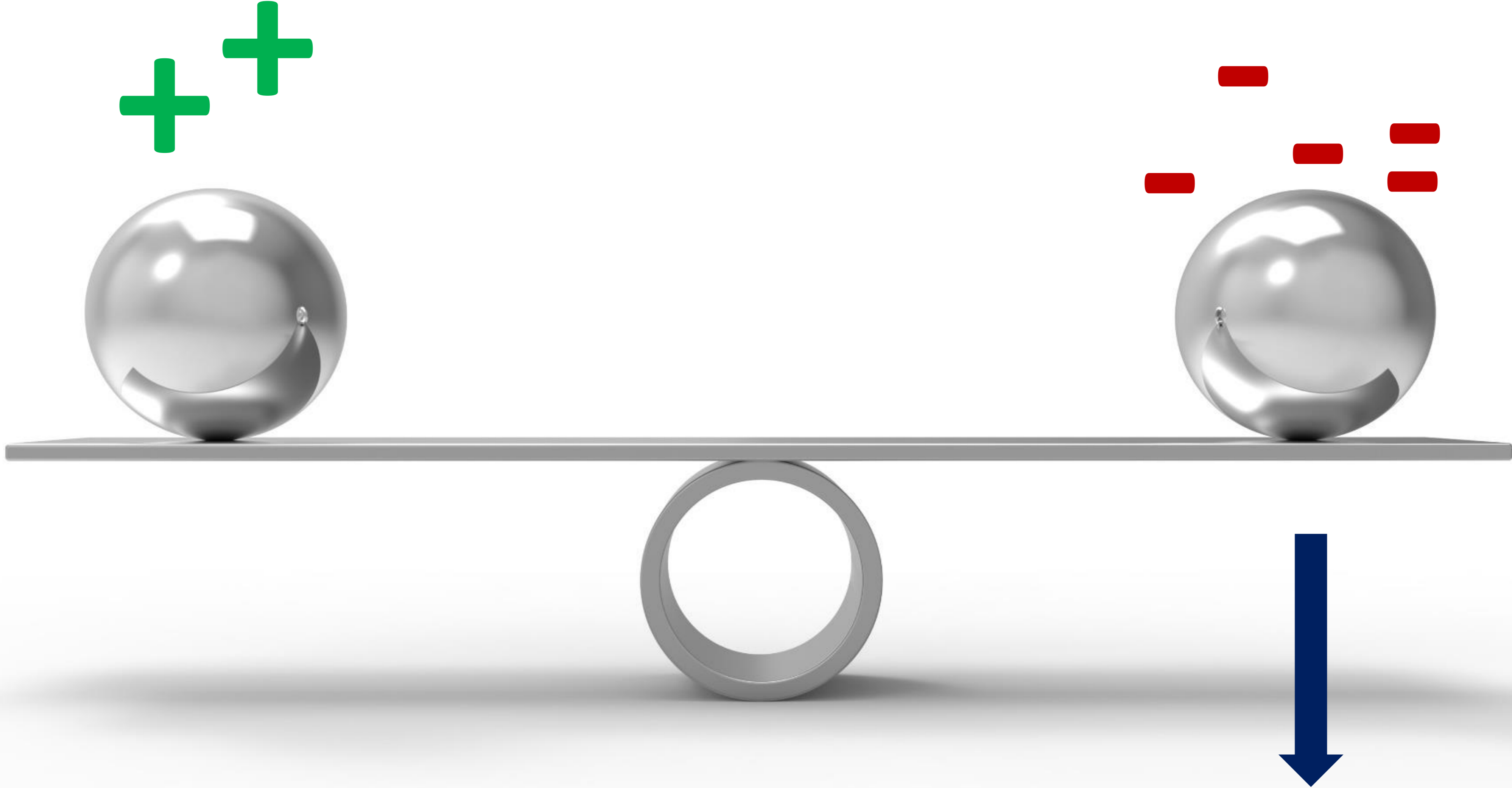


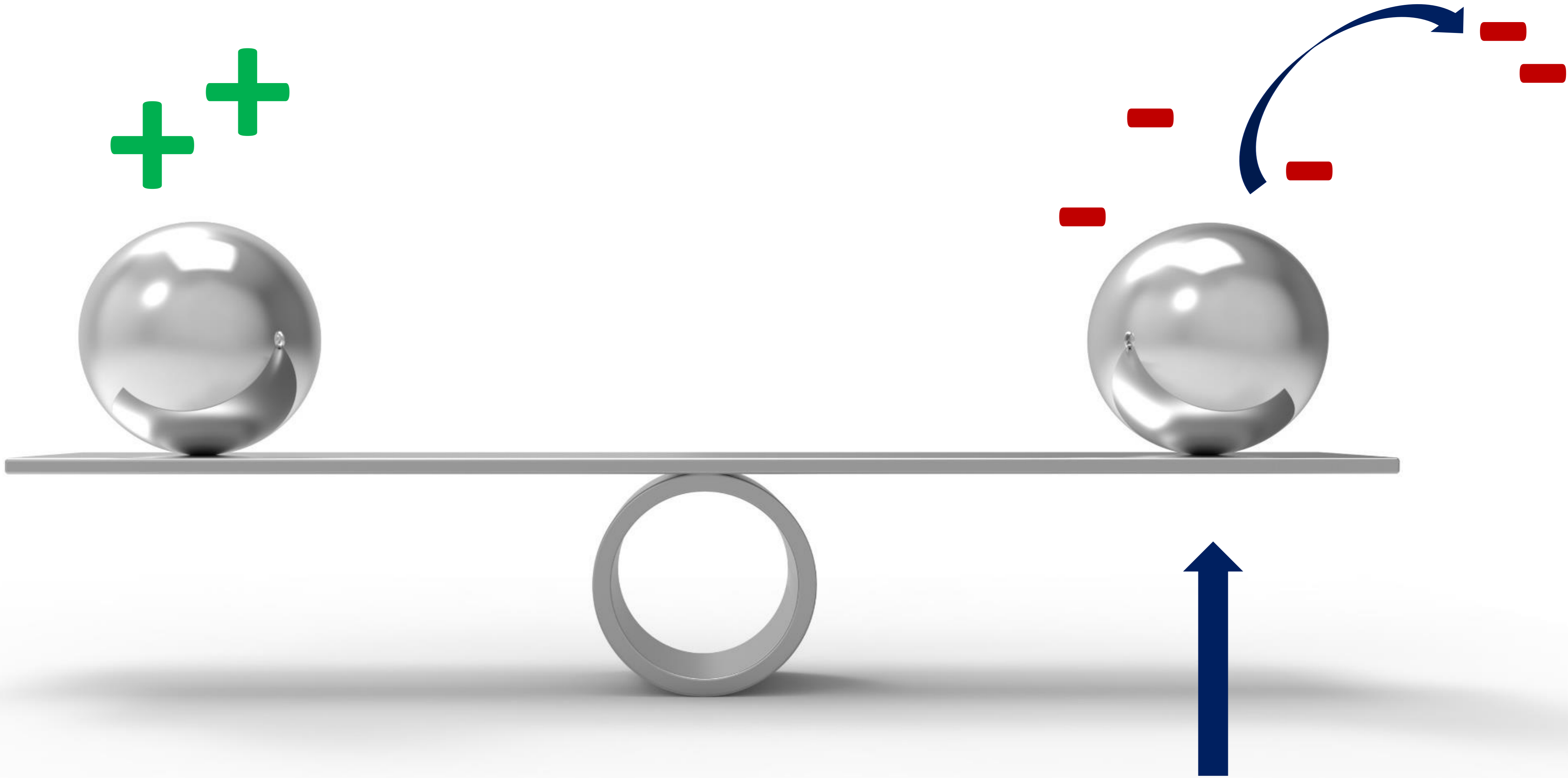


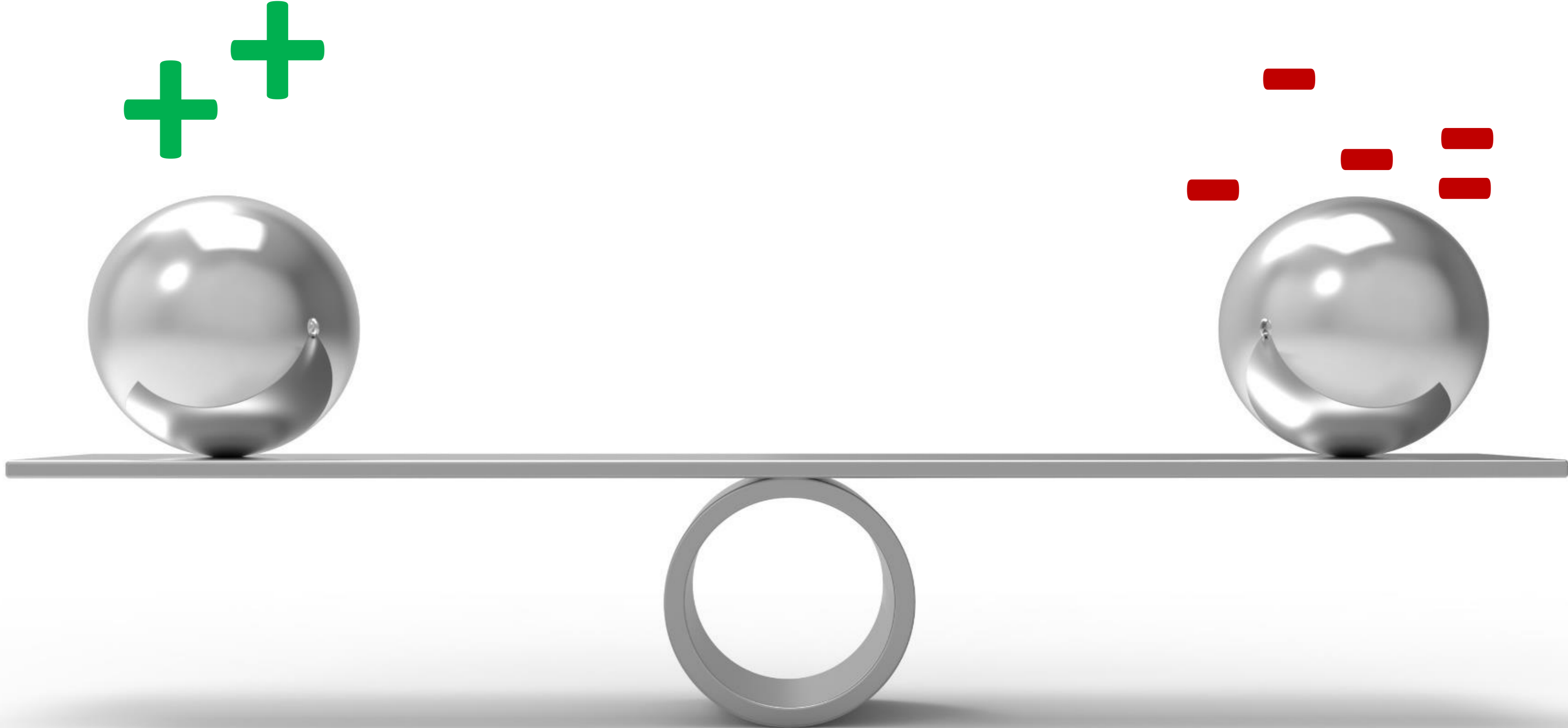


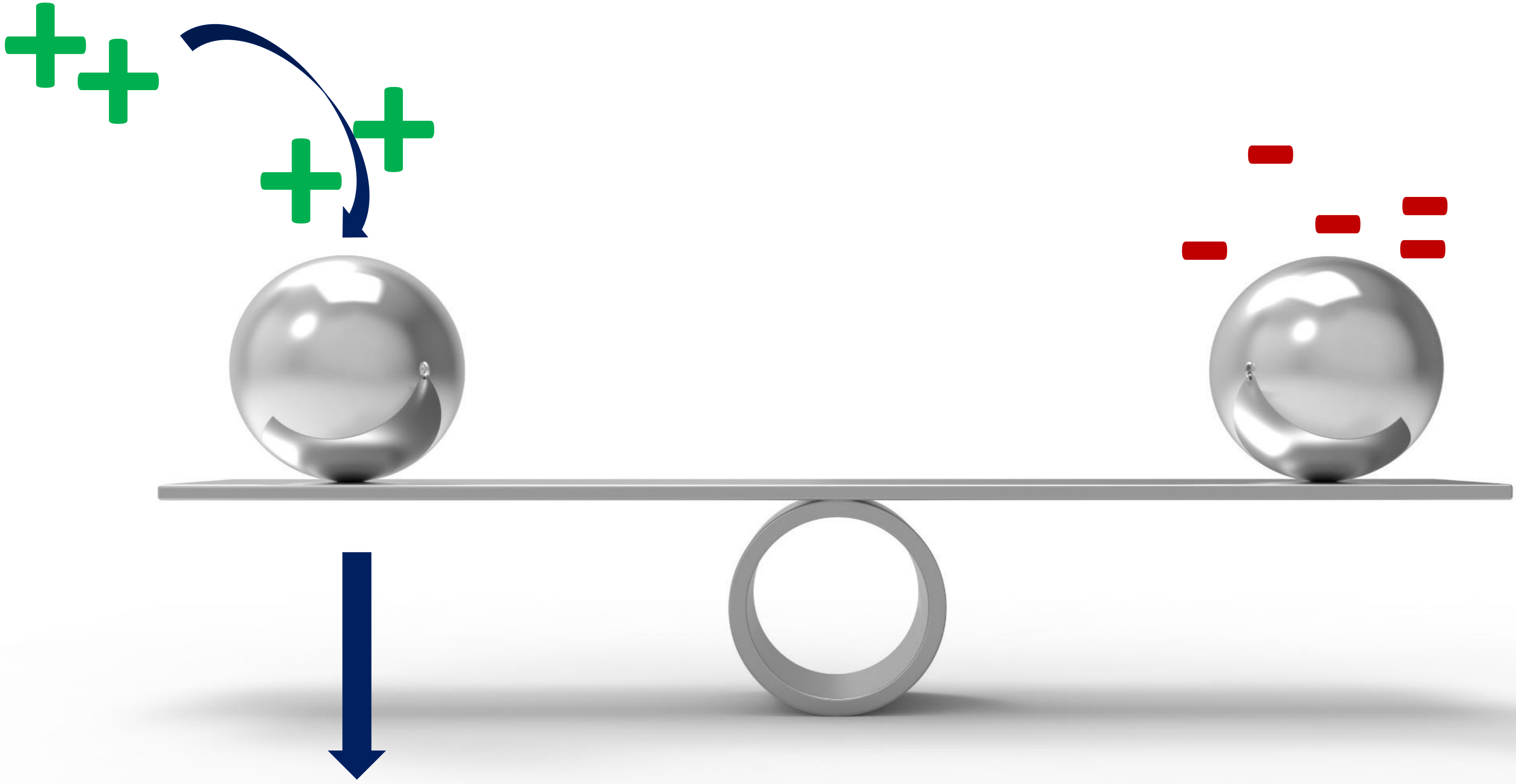


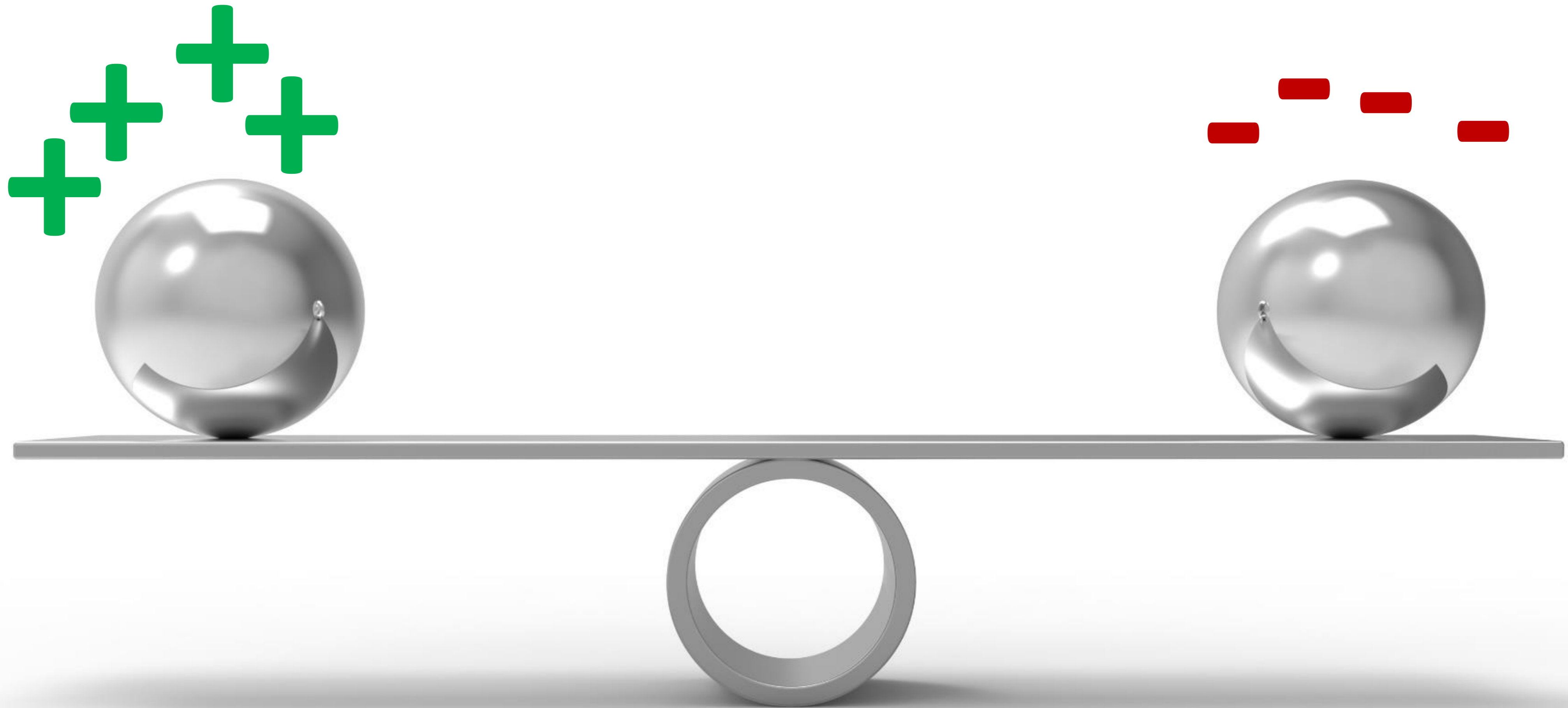










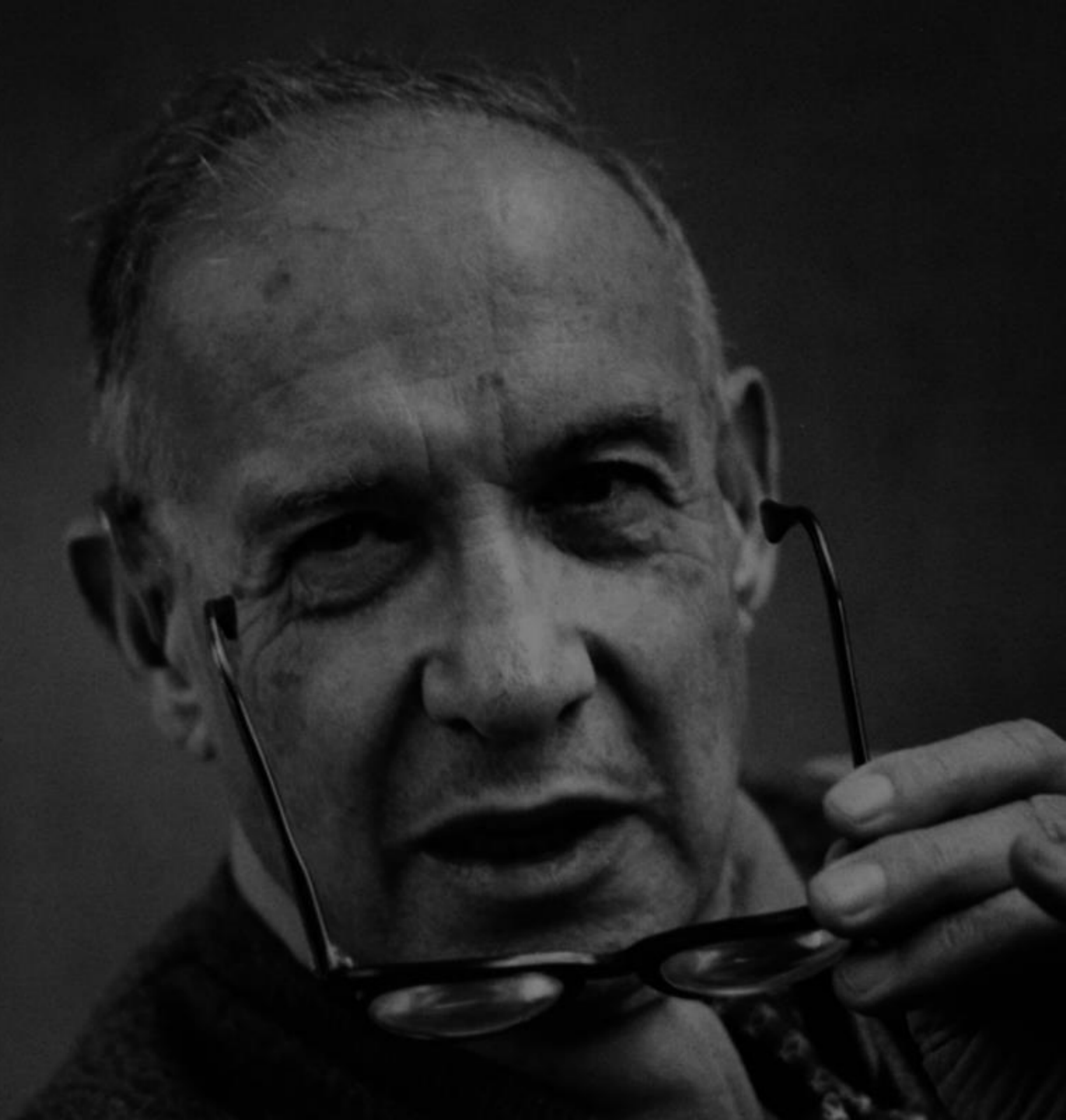






Culture Eats Strategy for Breakfast!

Peter F. Drucker



Vielen Dank

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