

What is Culture?



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Aussie kids think yogurt grows on trees

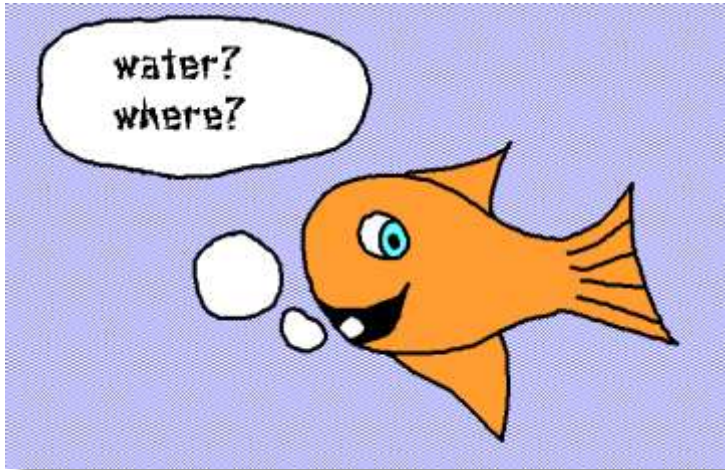
Updated: 04:45, Tuesday March 6, 2012



Most Australian children in Year 5 believe that cotton comes from animals and yogurt grows on trees, a new study shows.

The Australian Council for Educational Research (ACER) surveyed almost 1,000 children aged between 10 and 12 years old and found that 75 percent thought cotton socks were an animal product, while 27 percent believed that yogurt came from plants.

Culture



- Culture is like a fish in water
- Culture is about **shared beliefs, attitudes and values**
- The way we do things around here

Cultural groupings

National

Religion

Occupation

Professional

Generation

Gender

Organisational

National culture

- An area in which we are all expert or at least 'bloody expert'
- Stereotyping can give a misleading interpretation of culture
- Subtle differences can get you into the most trouble





“Culture is the collective programming of the mind distinguishing the members of one group or category of people from others”



Prof Geert Hofstede



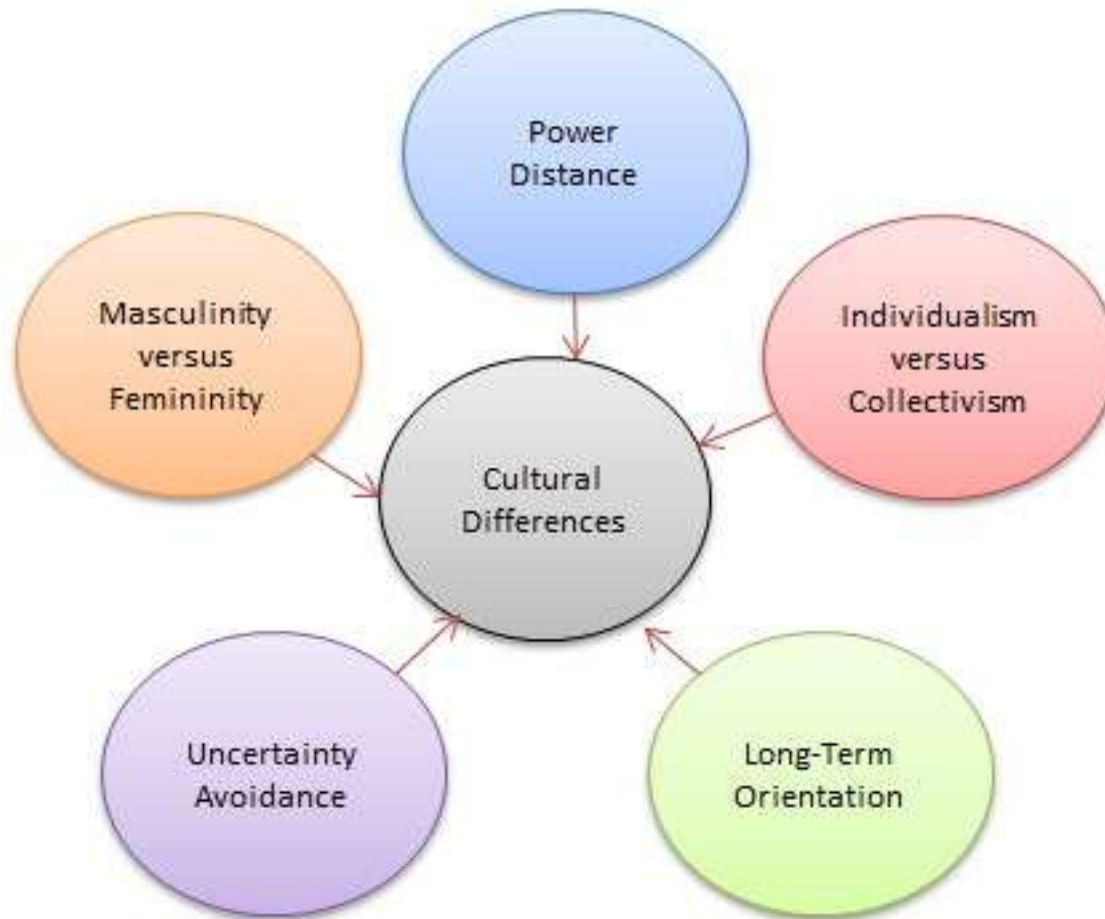
- IBM Study 1967-73
- 40 countries (later 49)
- 100,000 questionnaires
- Similar demographics

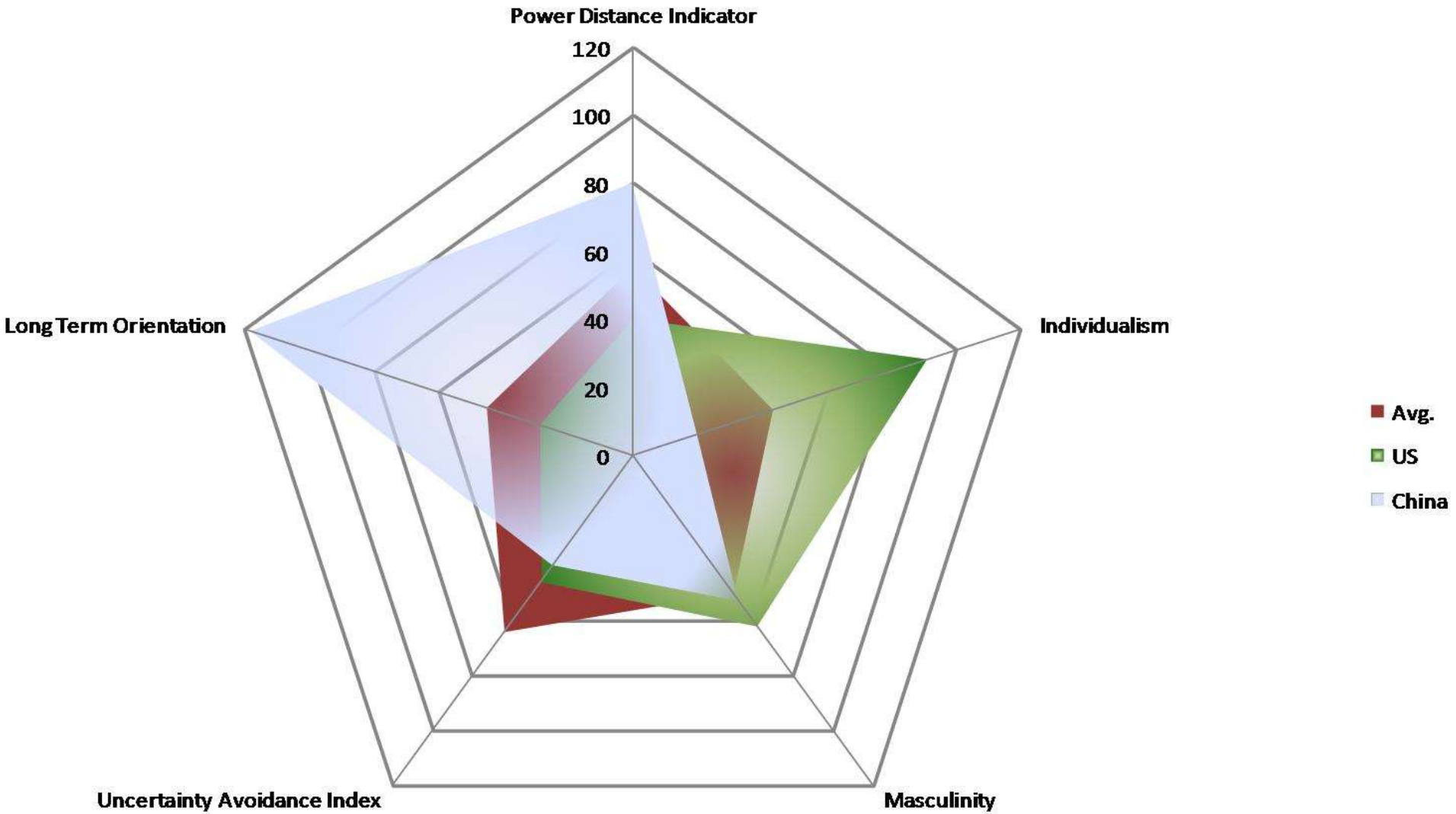
Classifying national culture

- Hofstede classified culture using the following four indexes
- Masculinity vs Femininity
- Power Distance
- Individualism vs Collectivism
- Uncertainty Avoidance



5th Dimension





Fons Trompenaars



- 15,000 questionnaires
- 50 countries
- Shell employees

Driving with your friend...



Painting the boss's house...



Doing business... Japanese style





Compliant culture?



JAL Safety Promotion Centre



Australian aviation

- No fatalities in commercial jet aircraft accidents
- Cultural effect?



Engineering culture





Adapting to culture



What works in one place...



Multicultural operators



Safety culture



“Safety culture is how the organisation behaves when no one is watching”

American Institute of Chemical Engineers

Thank you



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