

Caution on Culture!

<u>Stereotyping</u>	Assumptions about cultural influences are hypotheses to be tested. Beware of self-fulfilling prophecies: <ul style="list-style-type: none">• beliefs →<ul style="list-style-type: none">• selective perception →<ul style="list-style-type: none">• confirmation of prior beliefs
<u>Subcultures</u>	Consider the possible influence of regional, professional, organizational cultures, social class, religion, etc.
<u>Sophistication</u>	The other party may strategically use of your own expectations regarding their culture
<u>Standards</u>	Cultural standards applied to insiders are not necessarily applied to outsiders
<u>Self-awareness</u>	It is impossible to appreciate the extent of cultural differences if one is not self-aware about one's own culture

According to: Michael D. Watkins, *Diagnosing and Overcoming Barriers to Agreement*, Harvard Business School, Note # 9-800-333, Rev. May 8, 2000