

TMA CULTURAL PROFILE – TEAM DASHBOARD

Morocco 5 Casablanca

TABLE of CONTENTS:

- INTRODUCTION
- EXPLANATION
- GROUP DISCUSSION QUESTIONS
- TEAM DASHBOARD

INTRODUCTION

IBM has licensed TMA Country Navigator to help employees to develop cultural awareness.

The TMA Country Navigator cultural framework includes a total of nine cultural scales:

Relating:

1. Task – Relationship Focus
2. Explicit-Implicit Communication
3. Individual-Group Identity

Regulating:

4. Risk Taking – Risk Avoiding Behavior
5. Tight – Loose Use of Time
6. Shared – Concentrated Power

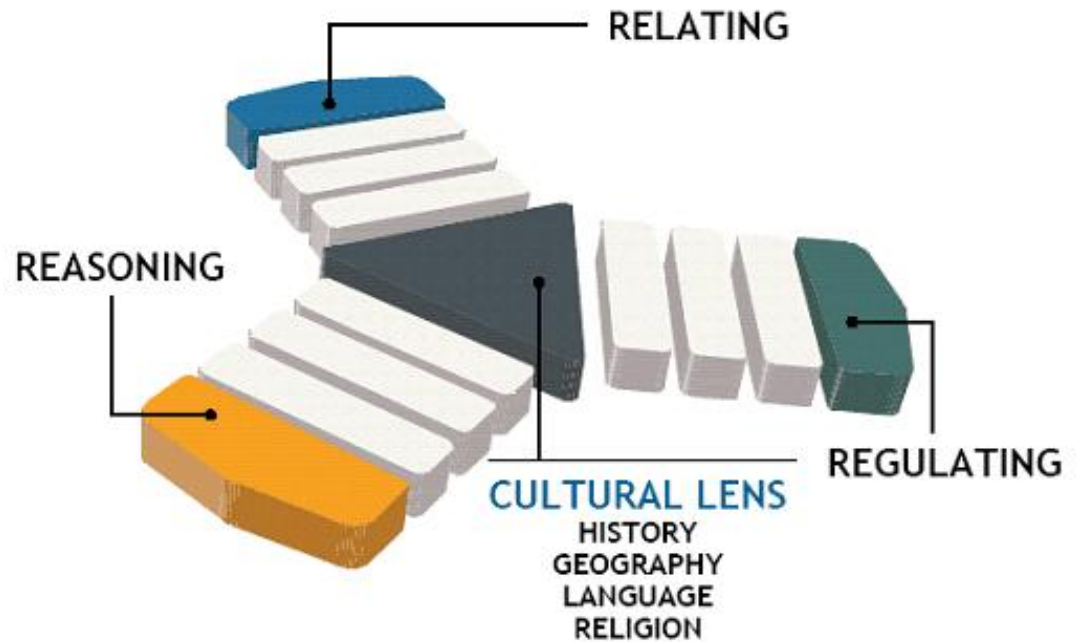
Reasoning:

7. Linear – Circular Processing
8. Facts – Thinking Emphasis
9. Simple – Complex Explanations

Important Notes:

- The cultural dimensions are intended to be descriptive; there are no good or bad cultural dimension scores.
- One's country of origin also does not dictate what a person's cultural profile will be; each person is a unique individual with different influences.
- Similarly, on a country level, although there may be general cultural trends within a country illustrating preferences, beliefs, and attitudes, it's important that we not over generalize, make assumptions or stereotype people from a particular country.
- Each person is an individual with unique attributes, and so it is necessary to take the time to get to know them individually.

The TMA Worldprism™



EXPLANATION:

Though this activity, we encourage you to examine your own culture profile to see how it compares with your team members.

TEAM DASHBOARD

The cultural profile information for each team member was entered into a spreadsheet to generate a Team Dashboard.

The Team Dashboard provides a visual representation of each team member's scores on the TMA culture profile.

For each of the nine TMA cultural dimensions, there is a page displaying:

- A title listing the TMA cultural dimension.
- Labels on the left and right indicating the ends of the cultural dimension.
- Each individual team member's position on the scale is indicated with a unique color block consistent throughout each page of the Team Dashboard.
- If available, the information for the CSC destination country will appear as a red block on each page of the Team Dashboard.

GROUP DISCUSSION QUESTIONS

Instructions: As the team reviews the team's scores for each of cultural dimensions in the "Team Dashboard" we will discuss the following questions:

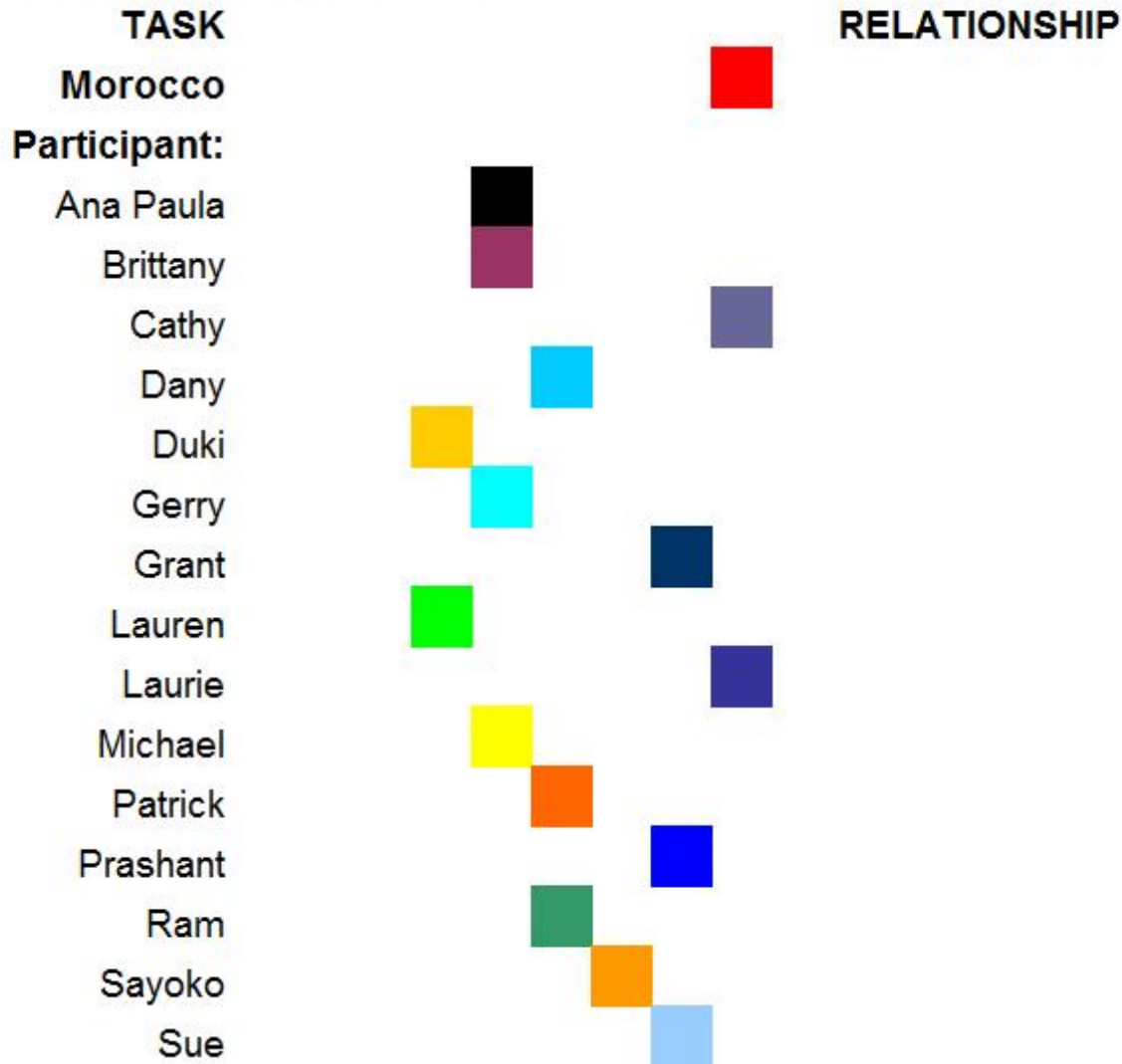
1. Are there any surprises in the team's scores are distributed for this dimension?
2. Are there clusters where there are similarities in team member's profiles?
3. How do the team member's scores compare with the team's destination country (if this information is available)?
4. Which team members might have an easier time adapting culturally to the culture of the team's destination country for this dimension? Are there particular areas where it might be good to have them guide the team to be more culturally adaptable?
5. If none of the team members are similar to the team's destination country – what do you think the team should do to culturally adapt to manage this gap?
6. Does anyone with knowledge or experience of this particular destination country have an example where one of the differences on one of these dimensions of culture became an issue?

TEAM DASHBOARD

COMPARING CULTURAL PROFILES - TEAM DASHBOARD

Morocco 5 Casablanca

1. TASK - RELATIONSHIP FOCUS



2. EXPLICIT - IMPLICIT COMMUNICATION



3. INDIVIDUAL - GROUP IDENTITY

INDIVIDUAL

Morocco

Participant:

Ana Paula

Brittany

Cathy

Dany

Duki

Gerry

Grant

Lauren

Laurie

Michael

Patrick

Prashant

Ram

Sayoko

Sue

GROUP



4. RISK TAKING - RISK AVOIDING BEHAVIOR

RISK TAKING

RISK AVOIDING

Morocco

Participant:

Ana Paula

Brittany

Cathy

Dany

Duki

Gerry

Grant

Lauren

Laurie

Michael

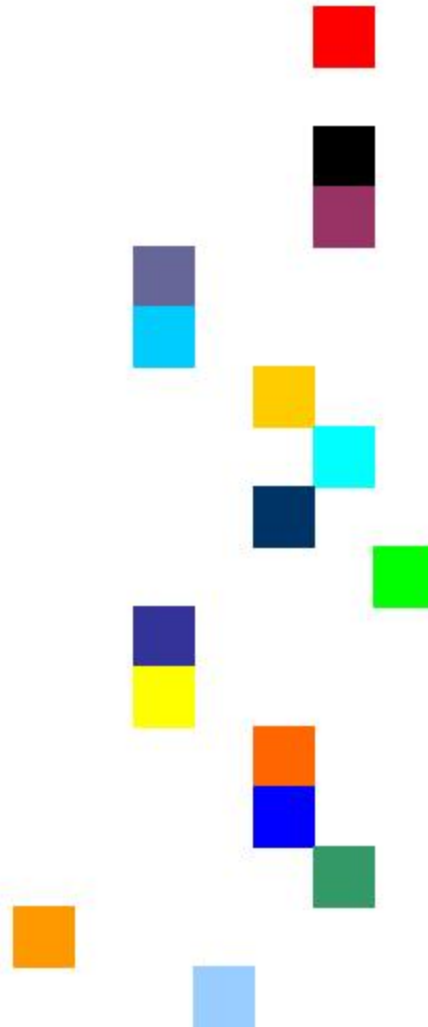
Patrick

Prashant

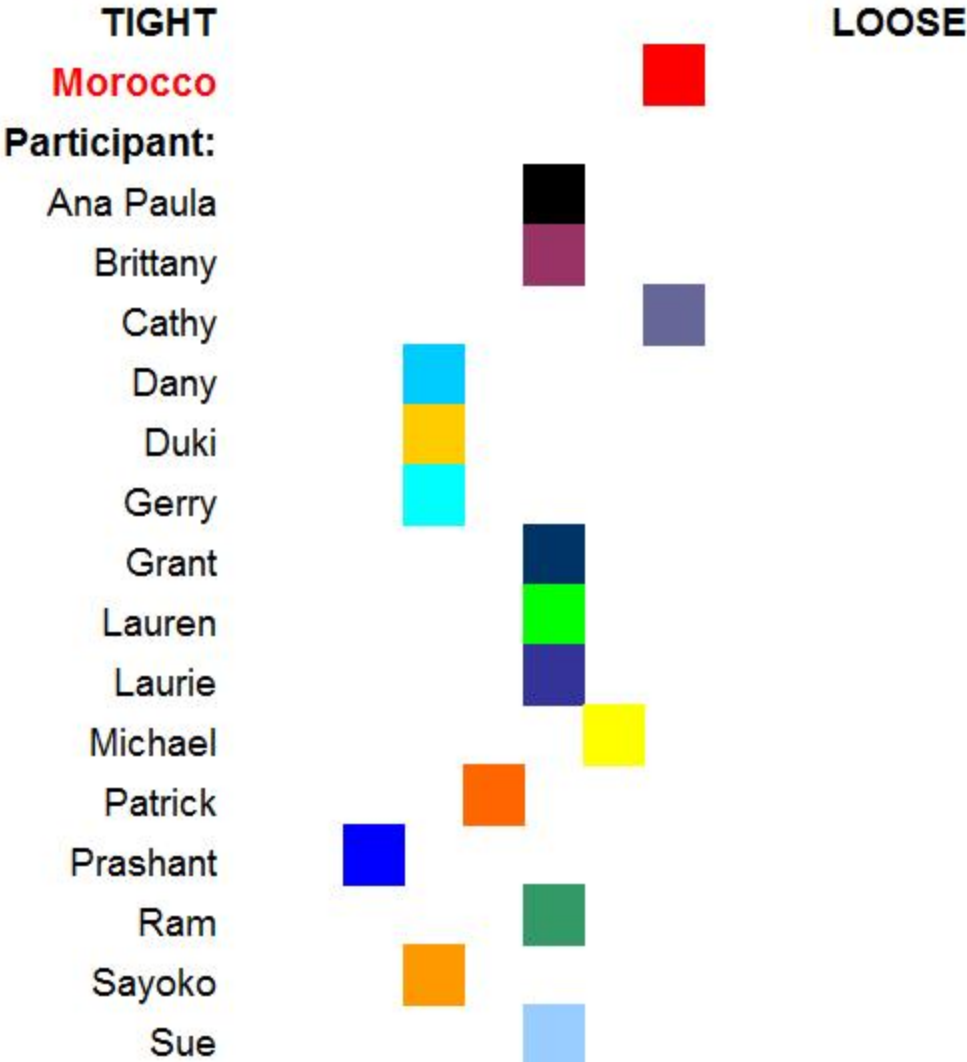
Ram

Sayoko

Sue



5. TIGHT - LOOSE USE OF TIME



6. SHARED - CONCENTRATED POWER

SHARED

CONCENTRATED

Morocco



Participant:

Ana Paula



Brittany



Cathy



Dany



Duki



Gerry



Grant



Lauren



Laurie



Michael



Patrick



Prashant



Ram



Sayoko



Sue



7. LINEAR - CIRCULAR PROCESSING

LINEAR

Morocco

Participant:

Ana Paula

Brittany

Cathy

Dany

Duki

Gerry

Grant

Lauren

Laurie

Michael

Patrick

Prashant

Ram

Sayoko

Sue

CIRCULAR



8. FACTS - THINKING EMPHASIS

FACTS

THINKING

Morocco

Participant:

Ana Paula

Brittany

Cathy

Dany

Duki

Gerry

Grant

Lauren

Laurie

Michael

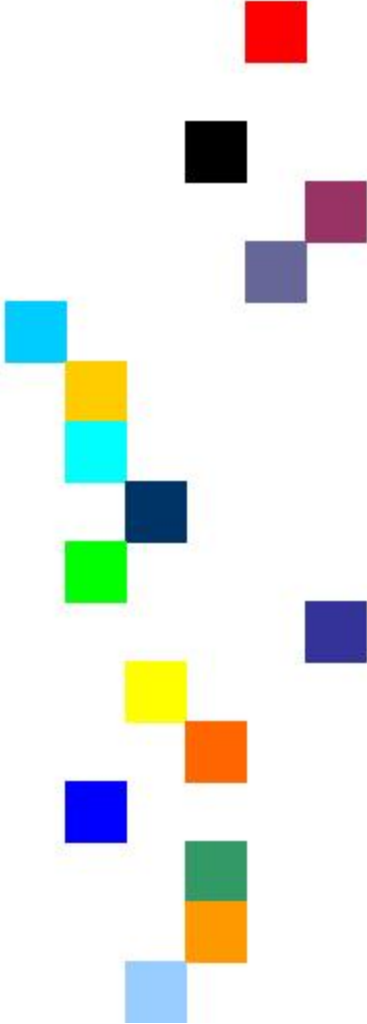
Patrick

Prashant

Ram

Sayoko

Sue



9. SIMPLE - COMPLEX EXPLANATIONS

SIMPLE

COMPLEX

Morocco



Participant:

- Ana Paula
- Brittany
- Cathy
- Dany
- Duki
- Gerry
- Grant
- Lauren
- Laurie
- Michael
- Patrick
- Prashant
- Ram
- Sayoko
- Sue

