

## Basic Fundamentals 3



### Gert Hofstede's 5 Dimensional Model

Hofstede presents four fundamental aspects of societal living in his model, within which each culture has developed its individual distinctions, which in turn fundamentally shape intercultural business life.

The dimensions are:

1. High and low power distance	An indicator of willingness of the members of institutions and organisations to whom power is not granted, to accept the unequal distribution of power.
2. Strong or weak uncertainty avoidance	An indicator of the extent to which people feel threatened by unclear situations are the beliefs and institutions that they construct in order to avoid such situations.
3. Individualism versus communalism	In individualistic societies the people only take care of themselves and their small families. In communal societies humans belong to groups or communities that care for its members on the basis of mutual loyalty.
4. Masculinity versus femininity	In masculine societies public success, great size and speed and decisiveness is highly valued. In feminine societies helpfulness and quality of life is valued more.
5. Long-term versus short-term planning orientation	Long-term orientation is a futureoriented value based on perseverance and frugality, whereas short-term orientation plans in shorter timeframes and places more value on the present and past.

(Research from IBM in over 50 countries in the mid-70's)