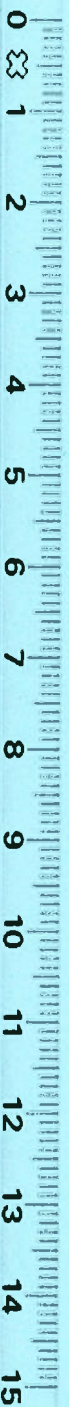


# Cultural Communication Scorecard

The cultural communication scorecard (Schroevens, 2016) is a framework for cross-cultural communication allowing international comparison between cultures. Eight values drawn from different validated academic researches (Trompenaars, Hofstede, Hall, GLOBE, WVS, CPI) are placed on a spectrum, giving an estimate of the probability that a person from a specific culture will display a defined behaviour, despite the considerable differences between individuals. In this workshop we use the following spectra;

## Country-specific scores indicated by country abbreviation (ISO 3166-1 alpha-2 codes)

Straightforward	CH DE US NL	UK	BR ES IT FR RU	IN AE	CN	KR JP	Indirect	
Equality	SE NL	US	UK	DE BR	FR ES IT	TR RU AE CN IN KR JP	Hierarchy	
Individualism	US UK HU NL	IT	SE FR DE	IN ES	TR BR	AE CN KR Guatemala	Group oriented	
Task based	US NL DE	UK	UK	FR ES IT	JP RU TR AE BR CN IN NG	Relationship		
Punctual	CH DE JP SE NL US	UK	FR	ES IT RU	TR BR CN	AE IN NG	Overdue	
Confrontation	IL FR DE RU NL	ES IT	US UK	BR SE	IN AE CN	JP ID	Harmony	
'Doe-maar-gewoon'	SE NL CH	US	UK	DE IT	BR TR	FR AE ES JP RU IN KR CN	Prestige	
Transparency	NL	DE UK	US JP	FR AE	ES KR	IT TR BR IN CN RU	KP	Corruption



**LEGENDA:** AE: Emirates, BR: Brazil, CH: Switzerland, CN: China, ID: Indonesia, IL: Israel, IN: India, KR: Rep. Korea, KP: North-Korea, NG: Nigeria.