

Cross Cultural Business

Global business play field used to be mostly dominated by international large corporations

Today, The same global business environment has opened doors to small businesses , giving startups companies many opportunities to make international businesses as well

Going international for startups means getting in cross cultural environment.

Cross Cultural challenges

. Cross cultural communication with workforce

might effect and change company culture and the spirit of a startup

. Cross cultural communication with environment

might effect on company business success

Whether it's crossed arms at a meeting or an informal response, the simplest of gestures can mean the difference between getting an international deal or going home with nothing for your trouble

Cultural Training for workforce

- **Startups have a very high tolerance for uncertainty (low uncertainty avoidance)**

There is a frontier spirit to a startup that need to be protected from change in cross cultural workforce relations

- **Startups have low power-distances**

Having a flat culture is important, especially in the face of uncertainty, Cross cultural issues will require more special attention for making sure information flows 'uphill' as freely as possible

- **Startups are highly collective enterprises**

When everyone's working as a tight-knit team, it's easy to spot who isn't pulling their weight, if cultural diversity remains unmanaged, free-riders might find a place and weaken teamwork.

What effect a cross cultural environment might have on a Startup Business success?

We can see very large corporations today that started as small startup companies and grow rapidly in some countries while other countries have seen very few.

Therefore starting location simply, matters.

National cultural dimensions theory by Geert Hofstede describes effects of a society's culture on values and behavior of its members.

Hofstede analysis results can guide small businesses to find proper locations to become an international success.

Study of the differences between cultures

- power distance index
- individualism index
- uncertainty avoidance scores
- masculinity score
- long term orientation scores
- indulgence scores
- <https://geert-hofstede.com>

Thank you