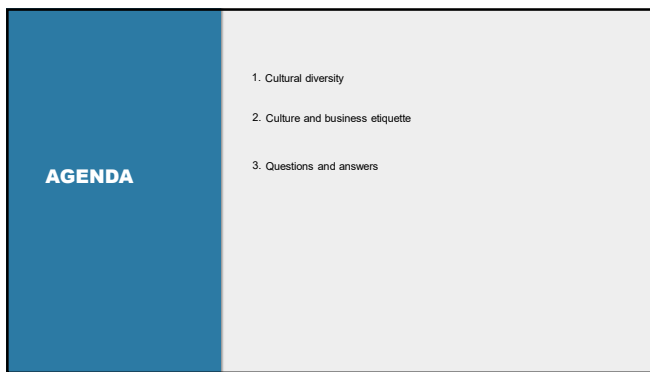




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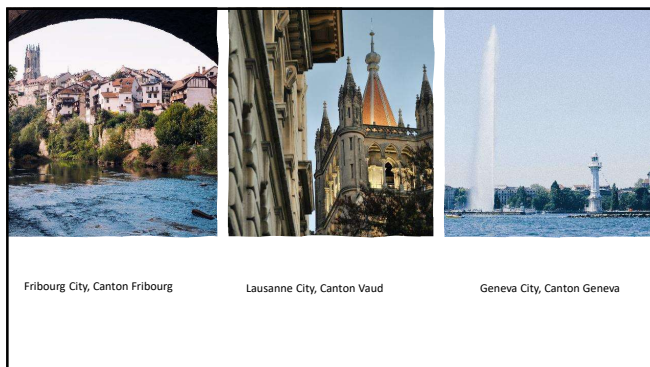
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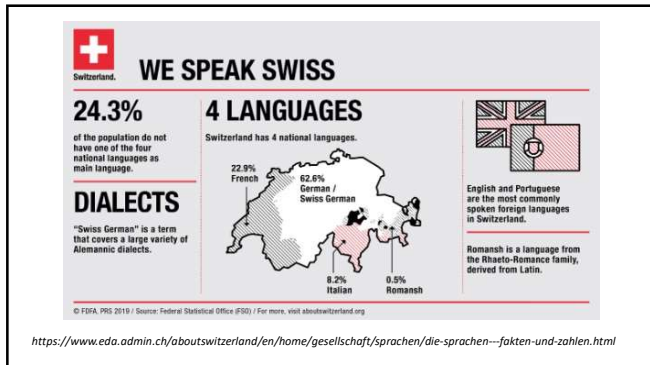
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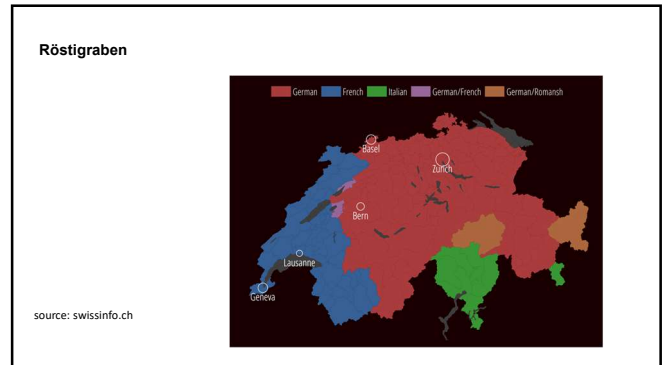
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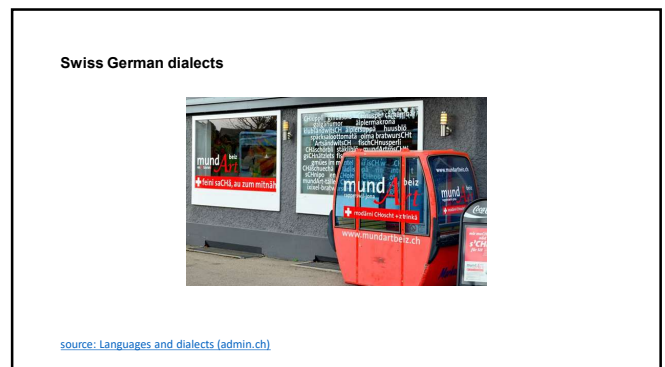
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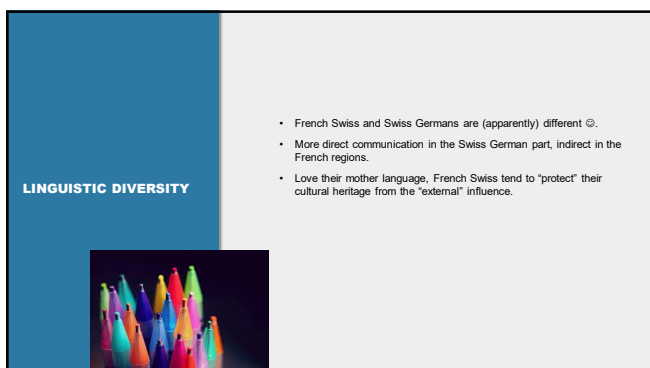
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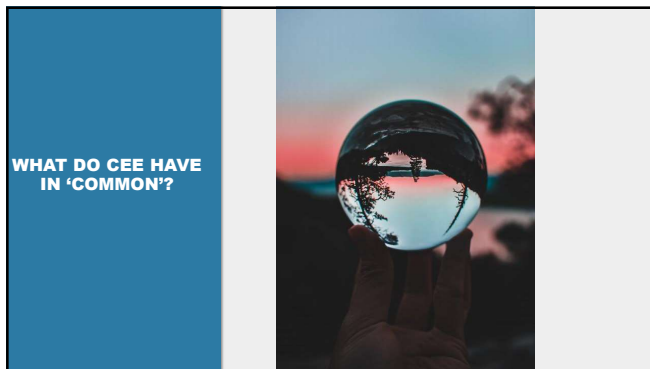
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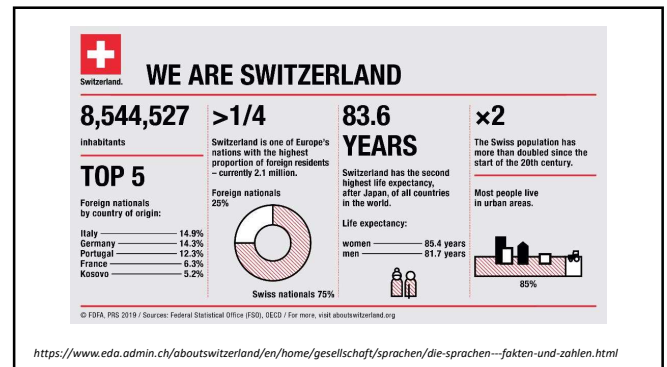
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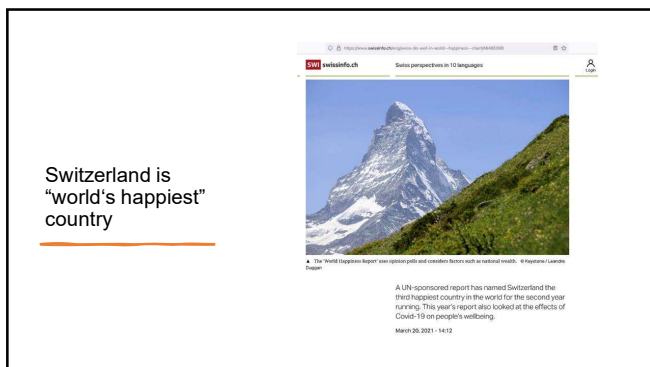
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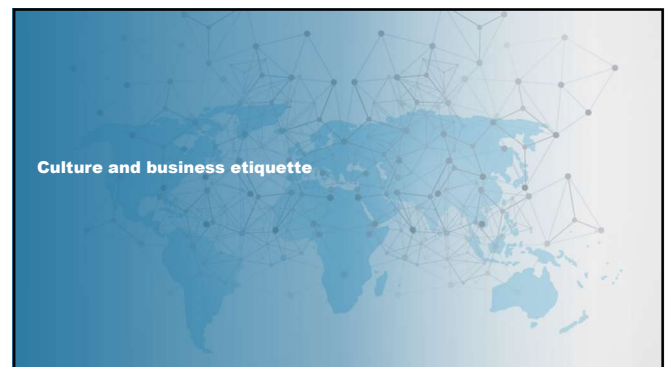
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Power distance (1/6)

- Degree of acceptance considered to be natural in the allocation of power inequality
- High score: expectation that some individuals hold more power than others
- Low score: belief of equal rights for all.

Implications for the dress code:

- Depends on the industry (banking vs. SME)
- Tends to be smart casual

In Switzerland, people, stakeholders are driven by equality in the society – one of key values

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Individualism vs. collectivism (2/6)

- The degree to which individuals are willing to mobilize for themselves or act as members of a group.

In Switzerland, people, stakeholders are driven by consensus – one of key values

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Masculinity vs femininity (3/6)

- In masculine cultures, people "live to work"
- In feminine cultures, people "work to live".

Swiss voters reject longer holidays in referendum



Source: BBC

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Uncertainty and tolerance for ambiguity (4/6)

- Uncertainty and tolerance for ambiguity.



Mouton à cinq pattes syndrome

Ovca s petimi nogami - @

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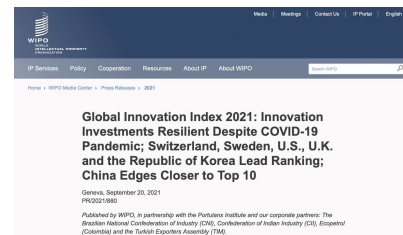
Short vs. long term (5/6)

- A measure of a company's scope or emphasis on the future versus the past and present
- LT: openness and perseverance valued
- CT: respect for traditions and social obligations valued.

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Example: long term orientation



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RULES OF THE GAME



- Performance driven ("doing"/ future)
- System works – expectation that everyone follows the system
- Consensus driven; approach challenges collectively
- Value equality; e.g., COVID-19
- Do not like to talk about money (equal status)
- Discrete, do not like to disturb
- Proud the nature, democracy, "simple" life, like small cities.

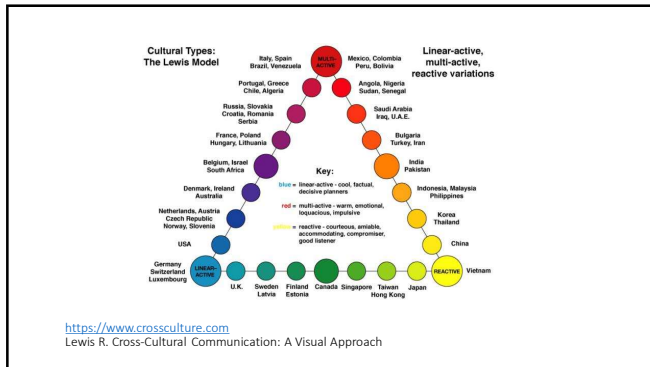
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TRUST BUILDING



- Strong in-group, clans, among Swiss
 - Party membership, ranks in the army
- Open international community, and easy networking
- Business dominated by men; recent D&I initiatives
- Monochronic communication e.g. meetings, working hours, email correspondence.

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