HOFSTEDE'S DIMENSIONS:

POWER DISTANCE

INDIVIUALISM-COLLECTIVISM

MASCULINITY-FEMININITY

UNCERTAINTY AVOIDANCE

LONG-TERM ORIENTATION

The PDI shows the scale to be in the middle, slightly toward the low end that values independence, being nonheirarchical, and non-elitism. The IDV shows the scale to be on the high end that values focusing on individual needs and rights which leads to competition. The MAS shows the scale to be in the middle, slightly toward the high end that values assertiveness and achievement oriented. The UAI shows the scale to be in the middle, slightly toward the low end that values risk taking and innovative ideas. The LTO shows the scale to be on the middle to low end that analyzes change with suspicion. Overall, the United States and the UK have very similar business etiquette and values.

HINTS & TIPS:

DRESS CODE **1** First impressions count! Dress codes vary depending on region and work (eg. banker in NY vs. engineer in CA) "Casual Friday" is common.

MEET & GREET **2** A firm handshake and friendly smile. Maintain eye contact. Use your first name. Exchange business cards for information.

SMALL TALK **3** Be personable and positive to ease tension. Ask, "how are you?" Answer, "fine, and you?" Avoid topics such as politics and religion.

BUSINESS IN THE
UNITED STATES

COMMUNICATION AT WORK

In the United States, typically co-workers aim to be friendly and polite when communicating. If someone has a sense of humour it is a bonus because it is common to make jokes or include idiomatic expressions. Sometimes they do not translate well, for example when someone says "sales went through the roof" when nothing of the sort happened. It is important to ask questions if you do not understand a concept. Peers avoid being negative, rude, blunt or emotional in public settings. This is on the neutral, rather than affective, end of the spectrum in Trompenaars Cultural Dimensions. Another tip is that Americans tend to feel uncomfortable in silence and often will want to fill the gaps. Lastly, colleagues will be generous with compliments and word criticism carefully. It is something to take note of when reciprocating.

> "Define success in your own terms, achieve it by your own rules, and build a life you're proud to live."
>
> — Anne Sweeney, Co-Chair of Disney Media Networks

Median Household Income

$62k

$50k

1985   2018
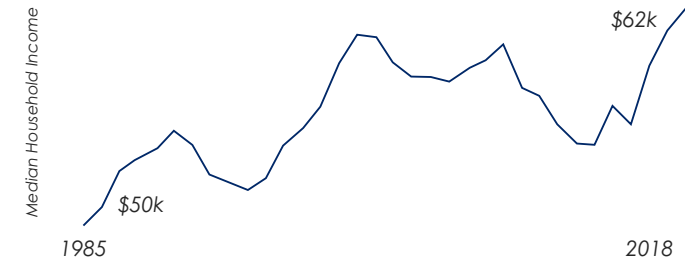
WORK STYLES

Work styles in the United States differ when considering your industry and region where you are located. However, in general, the expression "time is money" leads to a fast-paced environment with long work weeks — nine to ten hours a day, five days a week. When you arrive at work, punctuality and meeting schedules or deadlines are expected. Your co-workers are typically clear and to the point, meaning what they say. Meetings have an agenda with defined goals — they are focused, and groups strive for consensus. The main objective of a deal is to sign a contract. Rules, guidelines, and laws are scrutinized in negotiations. All these points show that business culture is neutral, sequential, and universalist (Trompenaars). A tip is that verbal agreements are not considered binding. However, risk-taking is encouraged especially in negotiations.

LEADERSHIP, TEAMS, AND RELATIONSHIPS

There is a clear distinction between management and their subordinates in the United States which creates a competitive environment for leadership, teams, and their relationships. It is important to foster a strong work ethic that is merit based. This individual initiative and achievement make for an individualistic society as per Trompenaars Dimension. Leaders aim to be strategic in their plans and inspirational to others. Teams are supposed to be committed and dedicated to, what is typically, a short-term project or task. Taking initiative by giving suggestions, expressing ideas or opinions is valued. Furthermore, disagreeing is not seen as offensive but rather welcomed due to the problem-solving nature.

53%
male in the workforce

99:1
small to large businesses

8
ethnic categories

#3
most populous country

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