

Meyer's Culture Map



Meyer's *Culture Map* is widely used to help multinational teams and leaders adapt their strategies, improve cross-cultural communication, and avoid misunderstandings when working globally.

Communicating

This scale focuses on how people convey information, from direct and explicit to indirect and implicit.

Low-context cultures have precise and clear styles of communication where there are lesser chances of misinterpretation.



High-context cultures have layered and subtle communication styles, where one requires to employ a lot of reading between the lines.

Evaluating

This scale explores how people provide feedback and criticism, ranging from frank and direct to subtle and indirect.

Direct feedback cultures include forthright language and use absolute descriptions to emphasize the point.



Indirect feedback cultures use gentle words, and mask negative feedback with positive words.

Persuading

This scale examines how people build arguments and convince others, from logic-driven and fact-based to relationship-driven and persuasive.

The principles-first reasoning uses general principles and deduction to draw conclusions by questioning the 'why'.



The Applications-first reasoning is inductive in nature, where persuasion is driven by practice.

Leading

This scale explores leadership styles, from hierarchical and directive to egalitarian and participatory.

Egalitarian styles of leading in countries such as the Netherlands and Denmark have flat organizational structures.



Hierarchical structures such as Nigeria and China have gaps between levels that are clearly visible.

Deciding

This scale examines how decisions are made, from individual and top-down to consensus-driven and collaborative.

Consensual scale – Cultures with consensual deciding scales involve everyone in the decision-making process.



Top-down scale – Such deciding scales follow a hierarchical structure where those on the top of the ladder – the leadership, mostly make the decisions.

Trusting

This scale explores how trust is built and maintained, from task-based and formalized to relationship-based and informal.

High task-based scale – In countries such as the US and the Netherlands, the trust factor is created by achievements in business relations and profits.



High relationship-based scale – Countries such as Brazil and China form trust on the basis of shared personal relations and experiences.

Disagreeing

This scale examines how people handle conflict and disagreement, from direct confrontation and open debate to avoidance and indirect communication.

Confrontational – Cultures that are confrontational by nature, such as France and Israel, are able to separate the person from their proposed idea that they do agree with.



Avoid confrontations – On the other hand, cultures such as Japan and Indonesia have cultures that believe that open confrontation can disrupt the harmonious setting of a group.

Scheduling

This scale explores time management and deadlines, from strict adherence to schedules and deadlines to flexibility and adapting to change.

Linear schedules – Linear styles focus on one task before they move to the next one and prefer to adhere to deadlines.



Flexible schedules – Cultures such as Kenya and Saudi Arabia are flexible where timelines are concerned and believe in multi-tasking.