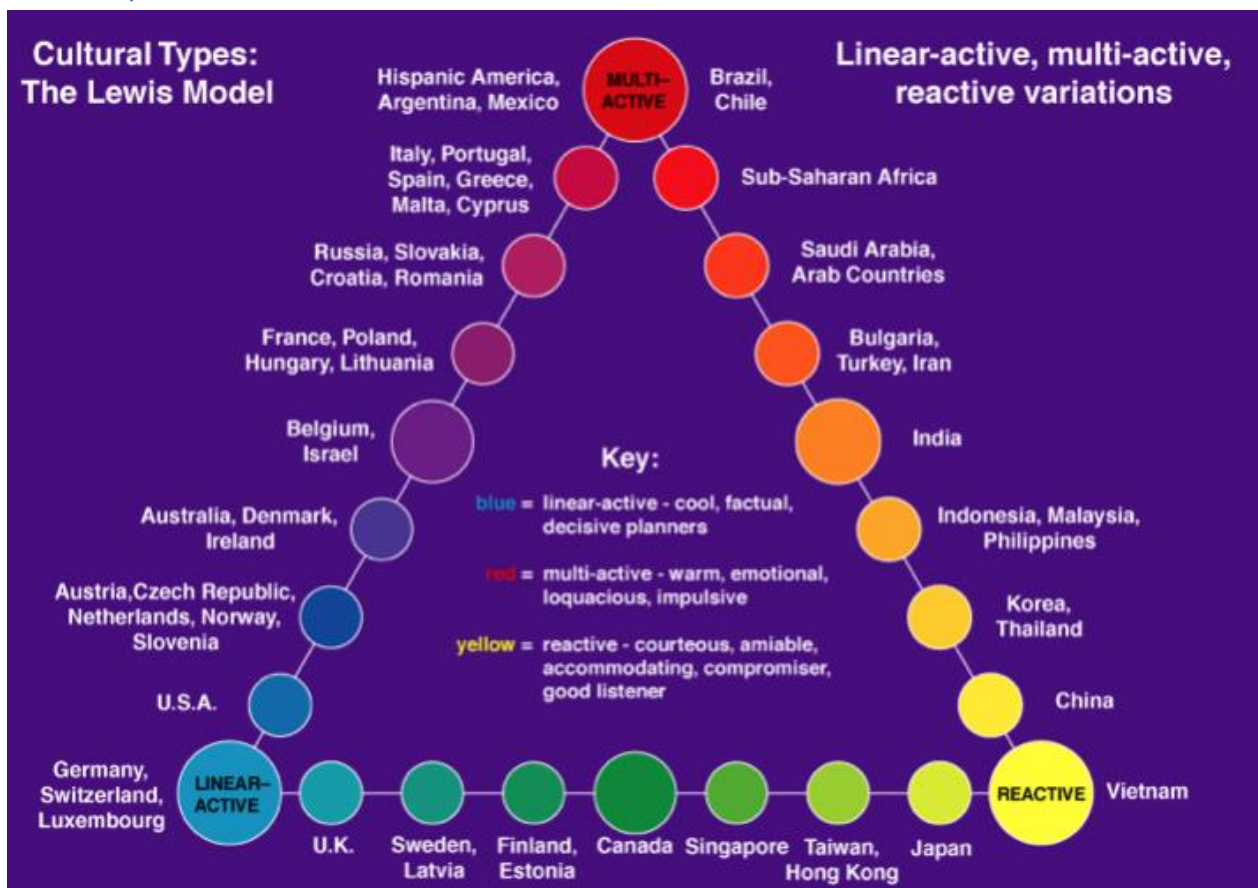


# The Lewis Culture Styles Model

## The three main culture styles

Linear-Active	Multi-Active	Reactive
Talks half the time	Talks most of the time	Listens most of the time
One thing at a time	Many things at once	Reacts to partner's action
Step by step plans	Plans grand outline only	Looks at general principles
Polite but direct	Emotional	Polite, indirect.
Partly conceals feelings	Displays feelings	Conceals feelings
Confronts with logic	Confronts emotionally	Rarely confronts
Dislikes losing face	Losing face not a tragedy	Must not lose face
Rarely interrupts	Often interrupts	Rarely interrupts
Job oriented	People oriented	Very people oriented
Sticks to facts	Feelings before facts	Statements are promises
Truth over diplomacy	Flexible truth	Diplomacy before truth
Sometimes impatient	Impatient	Patient
Limited body language	Unlimited body language	Subtle body language
Respects officialdom	Cuts through hierarchies	Uses connections
Separates social/professional	Mixes social/professional	Connects social/professional

## Country Characteristics



For more on leveraging your organization's cross-cultural assets, please contact us.  
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