



# Berlitz

## Cultural Orientations Indicator®

### The Cultural Orientations Indicator® (COI).

A web-based self-reporting tool for the development of culturally competent managers and leaders. Through the reliable assessment of an individual's cultural preferences and comparative analyses, individuals acquire the awareness and knowledge necessary for building effective skills and behavioral adaptations for multicultural management and business.

Individuals access the COI via the Internet. Once registered, users engage in three steps: (1) complete biographical data, (2) respond to 108 questions and (3) review an instantly available profile. The resulting individual cultural profile enables a comparison with other individuals, group/team aggregates and national norms. Similarities and differences are indicated and potential culture based risk and success factors identified. On the basis of these results, effective cross-cultural management and business strategies can be developed.

### Applications.

- Global Management and Leadership Development
- Multicultural Teambuilding and Team Development
- Global Diversity Initiatives
- Mapping Cultural Difference through Aggregate Data Analysis
- Cultural Integration Initiatives (Mergers, Acquisitions and Joint Ventures)
- Executive Coaching
- International Assignee Preparation

### Features.

- User-To-User COI Comparisons—with this tool you can invite users to compare their COI Profile with your own. You can also compare potential cultural gaps with up to ten users at one time through the User-To-User Gap Analysis Tool.
- COI Teams—with this tool you can create teams, run COI Aggregate Team Reports and compare your personal COI preferences with those team members who have released their COI Profiles.

- The COI indicates an individual's areas of potential cultural difference for which behavioral changes might be considered.
- Recommendations for behavioral changes are included with each individual profile.
- Generates targeted comparisons and analysis of cultural gaps by comparing COI profiles with national and regional cultural profiles.
- Intensifies understanding of the Cultural Orientations Model™ and the COI through a detailed tutorial.
- The COI assessment and individual cultural profile reports are available in Chinese, English, French, German, Italian, Japanese, Polish and Spanish (Español), Spanish (Americano Latino).

### The Cultural Orientations Model™ (COM).

The COM is a framework for describing, comparing, mapping and analyzing the components of culture at any level. It provides a shared language and comprehensive lens with which to analyze cultural phenomena and cultural encounters.

The ten cultural dimensions are:

1. **Environment:** How individuals view and relate to the people, objects and issues in their sphere of influence.
2. **Time:** How individuals perceive the nature of time and its use.
3. **Action:** How individuals conceptualize actions and interactions.
4. **Communication:** How individuals express themselves.
5. **Space:** How individuals demarcate their physical and psychological space.
6. **Power:** How individuals view differential power relationships.
7. **Individualism:** How individuals define their identity.
8. **Competitiveness:** How individuals are motivated.
9. **Structure:** How individuals approach change, risk, ambiguity and uncertainty.
10. **Thinking:** How individuals conceptualize.

For more information, we invite you to schedule a meeting with your local Berlitz corporate consultant today.

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