



CULTURE IN THE WORKPLACE™

A CROSS CULTURE SUCCESS STORY



SU^{SS}

SINGAPORE UNIVERSITY
OF SOCIAL SCIENCES



CULTURE IN THE WORKPLACE™

In today's increasingly complex world, cultural intelligence is a vital skill for professionals to effectively operate and function in. Global interconnectivity, cross cultural empathy and understanding are now essential skills required to build personal and business relationships.

In the work that we do, we continue to witness the invaluable benefits that Hofstede Culture in the Workplace Questionnaire™ (Hofstede CWQ) offer to individuals and organisations across all geographies and demographics. Based on the seminal research of Professor Geert Hofstede, the results from the questionnaire present profound yet practical insights which aid an in-depth understanding of where one's cultural preferences lie.





CULTURE IN THE WORKPLACE™

We are proud to share how the Singapore University of Social Sciences (SUSS), a Singapore-based public autonomous university, has benefitted from the use of the Hofstede CWQ, by Culture in the Workplace™ (Culture in the Workplace™ is a line of business of ODE Consulting®). In conversation with Ms Barbara Eu, Assistant Manager, Lead for Intercultural Learning, from SUSS' College of Interdisciplinary & Experiential Learning (CIEL), we are heartened to see how Hofstede CWQ continues to bring greater self-awareness and encourage inter-personal understanding to its users.

“Our Global Learning programmes further amplify the impact of the Hofstede CWQ. By incorporating the insights gained from the questionnaire into our workshops, we've been able to develop targeted initiatives that nurture global and intercultural competencies. These competencies empower our students to engage with different cultures, perspectives, and ways of working, transforming them into adept global citizens who can effectively contribute to any context.”



Ms Barbara Eu

**Assistant Manager, Lead for Intercultural Learning
Office of Global Programmes, College of
Interdisciplinary & Experiential Learning (CIEL)
Singapore University of Social Sciences (SUSS)**

Having used Hofstede CWQ since 2021 within SUSS, Barbara shared how the questionnaire had a positive impact not just on herself as a Certified Consultant, but on the university and more importantly, the students. Leveraging the insights of the questionnaire, SUSS very smartly applied this as a “preparatory supplement for their students' overseas experiences, providing each cohort with comprehensive understanding of cultural dimensions and their influence on workplace dynamics. Through interactive sessions and tailored activities, these students acquired essential cultural intelligence, ensuring they are well-equipped to navigate diverse professional environments.”



Barbara also shared that these students have been empowered with a deeper understanding of how to navigate cultural differences, especially when placed in an overseas environment. Through the Hofstede CWQ, cultural gaps are bridged, more meaningful collaborations fostered which ultimately contributes to a more sustainable and inclusive global society.



CULTURE IN THE WORKPLACE™

“SUSS's strategic incorporation of the Hofstede CWQ into our CWQ workshop and Global Learning programmes has resulted in tangible benefits for our students and the wider community. Through this holistic approach, we are nurturing graduates who possess not only academic excellence but also crucial global perspectives and intercultural competencies that make them exceptional candidates in today's interconnected job market.”

It is truly inspiring to observe that the Hofstede CWQ has proven to be instrumental in the development and learning of not just the team at SUSS but also their students; uplifting and empowering them to become global cultural advocates, contributing to the enrichment of our diverse and interconnected global landscape.





ENDORSED BY
PROF. GEERT HOFSTEDE

CULTURE IN THE WORKPLACE™



SCAN TO DISCOVER HOW
WE CAN HELP YOU!