

*Welcome!!*

# **Inclusive Leadership**

## **Understanding Cultural Dimensions**

**Quan Tiet Schneider**

# Workshop Objectives

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- Understand how your culture impacts your behaviors
- Understand what cultural dimensions are and their impact on groups
- Become more aware of people's value systems to become a more inclusive leader



# Quan Tiet Schneider

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## Personal

- Vietnamese Refugee
- Chinese ethnicity (Cantonese)
- Wife/Mother
- University of Virginia
- VCIC, State Board Member (2016-2022)
- LMR, Class of 2018; Board of Directors; Recruitment & Selection Chair
- Virginia Asian Advisory Board – Vice-Chair

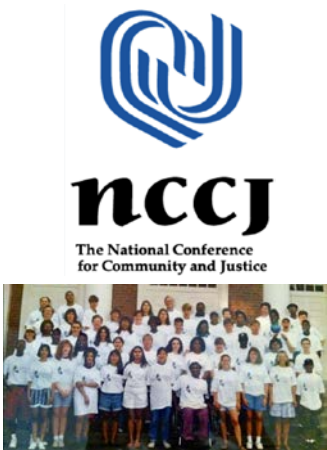
## Professional



Altria

- Sales & Marketing
- Learning & Development
- Diversity, Equity & Inclusion

QUAN'S JOURNEY



TSM – '98 -'00  
SDA – June '00  
UM – '00 -'04



SAM – '04 -'06  
UM – '06 -'15



PHILIP MORRIS



L&D – '15 -'19  
ID&E– '19 -'21  
SMM – Dec '21

# What is culture?

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Culture is an umbrella term which encompasses the social behavior and norms found in human societies, as well as the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups.

**What cultures/groups/individual  
have influenced who you are?**



# Work from Home (WFH) Culture

"Alice, turn your video on. No, it's the button on the bottom. Not that one, over to your left FFS. Jan, you're on mute. UNMUTE YOURSELF!"



shop the hottest fashion trends this spring  
with our new video chat collection



1st zoom meeting vs 10th zoom meeting



# What are Cultural Dimensions?

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The concept of **cultural dimensions** is based on the idea that there are **fundamental topics** every culture has to deal with. Geert Hofstede's cultural dimensions theory is a framework for cross-cultural communication. It shows the **effects of a society's culture on the values of its members, and how these values relate to behavior**, using a structure derived from factor analysis.



# Hofstede's Six Cultural Dimensions

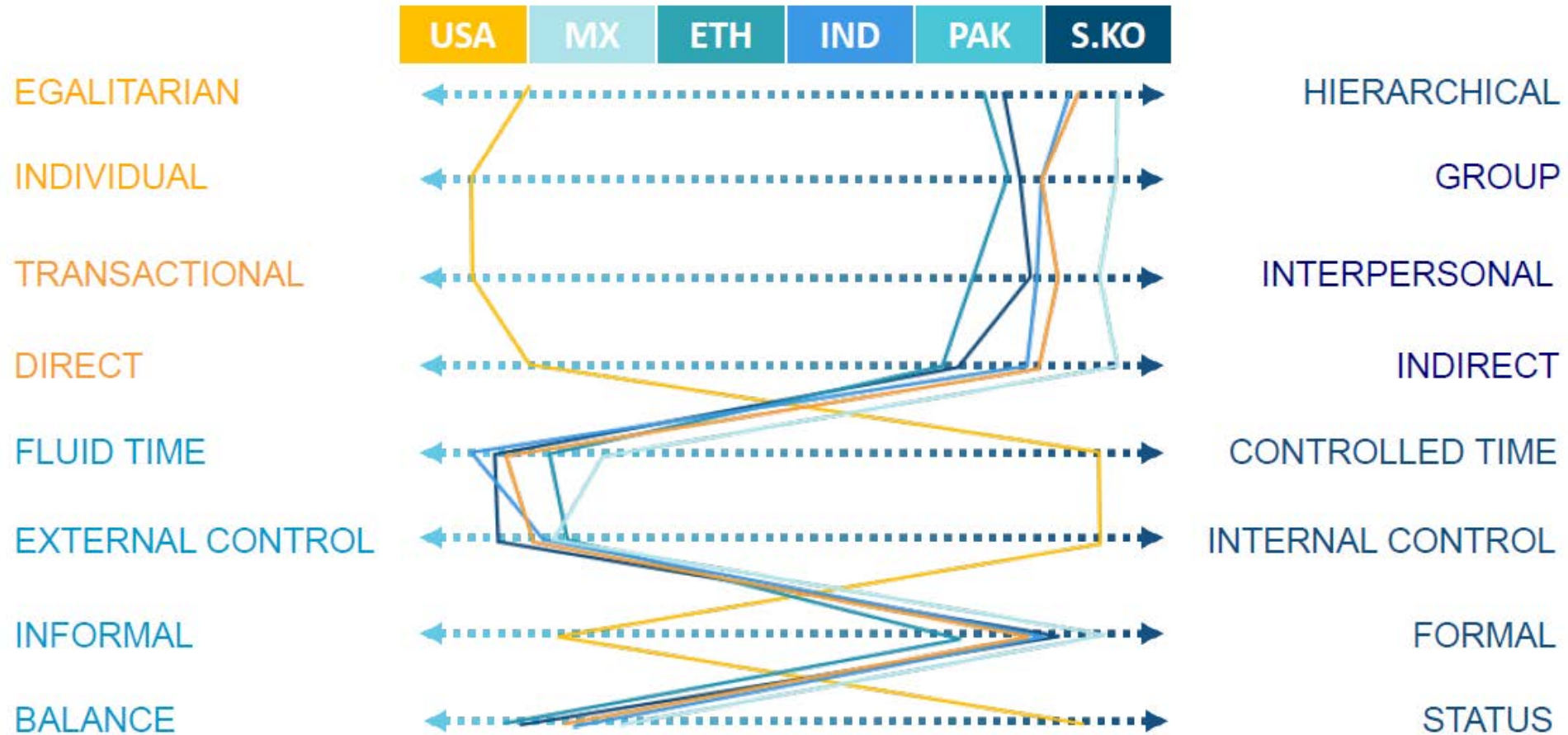
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***"If the mind is the hardware,  
culture is the software."***



# Dimensions of Culture



# Take 3 minutes

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**+1 minute - Write down traits you believe are needed to be an inclusive leader**

**+2 minutes – Decide with a neighbor the top 2 traits of an inclusive leader**



# The Five Disciplines of The Inclusive Leader



# Inclusive Leadership

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## Traits

Authenticity

Emotional Resilience

Self-Assurance

Inquisitiveness

Flexibility

## Competencies

Build Interpersonal Trust

Integrates Diverse Perspectives

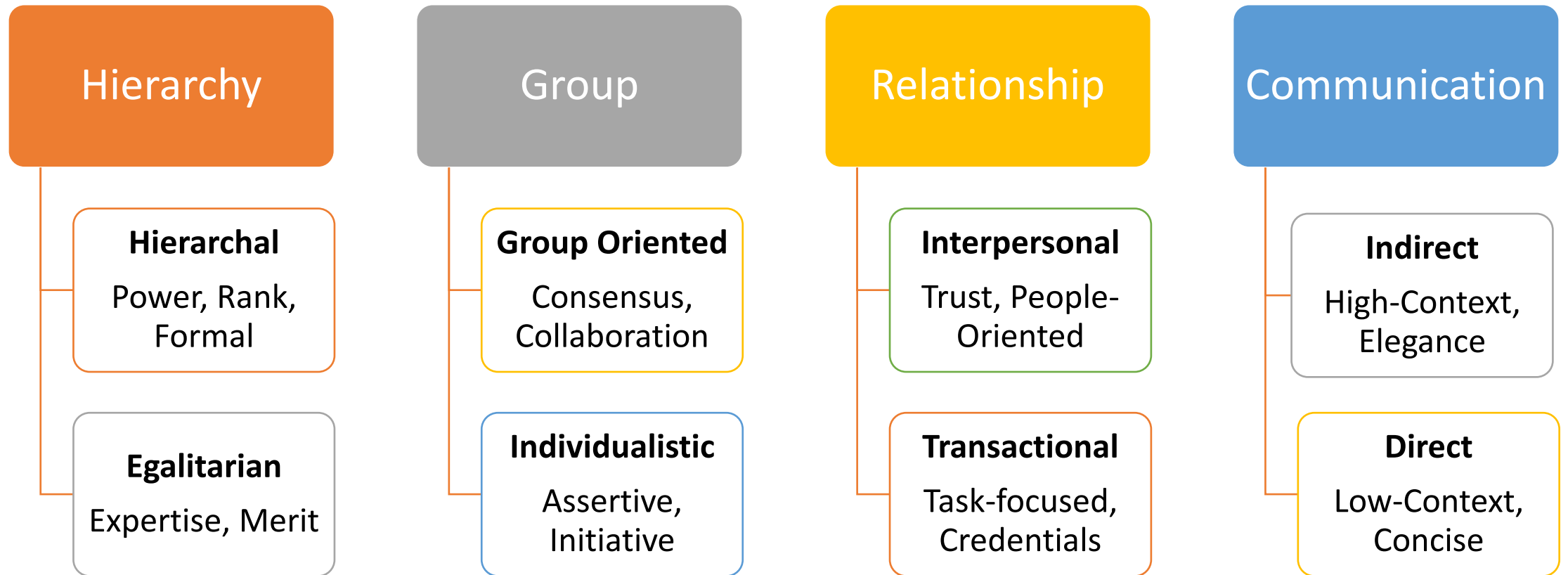
Optimizes Talent

Applies Adaptive Mindset

Achieves Transformation

# Cultural Dimensions Simplified

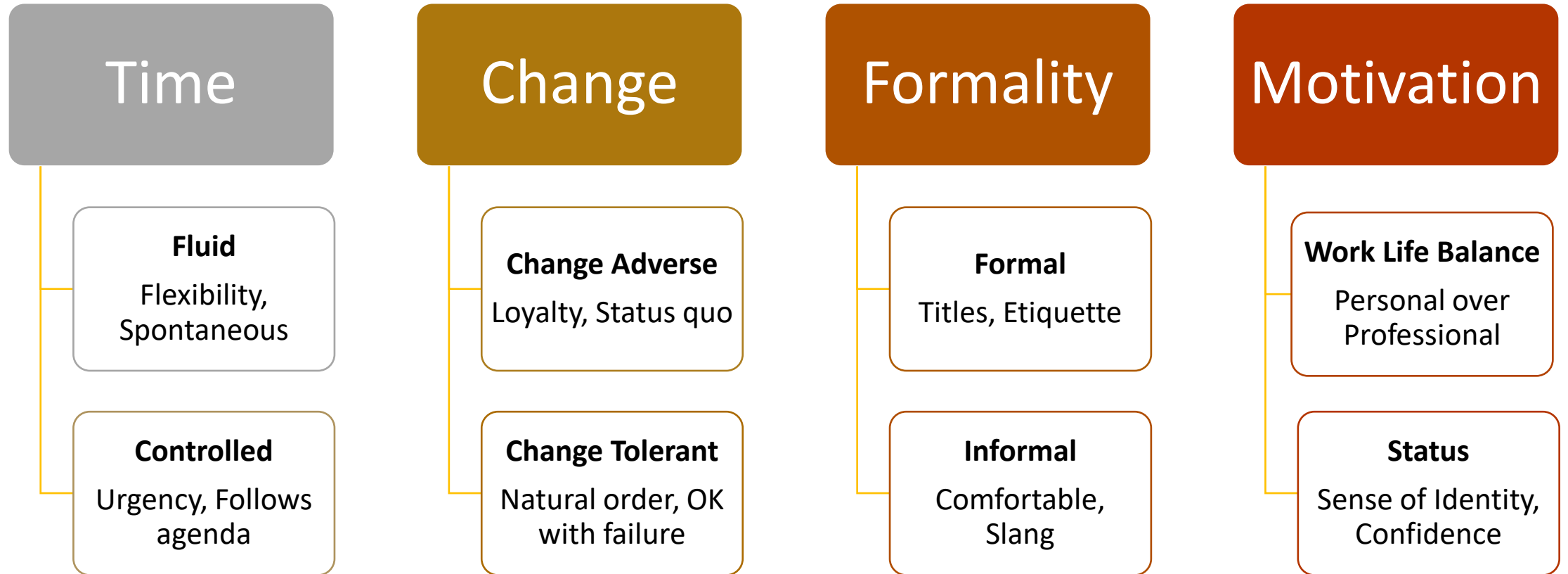
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# Cultural Dimensions Simplified

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# Inclusive Leadership

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## Traits

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# Awareness

## Hierarchy

Hierarchical

Egalitarian

## Group

Group Oriented

Individualistic

## Relationships

Interpersonal

Transactional

## Communication

Indirect

Direct

## Time

Fluid

Controlled

## Change

Change Averse

Change Tolerant

## Formality

Formal

Informal

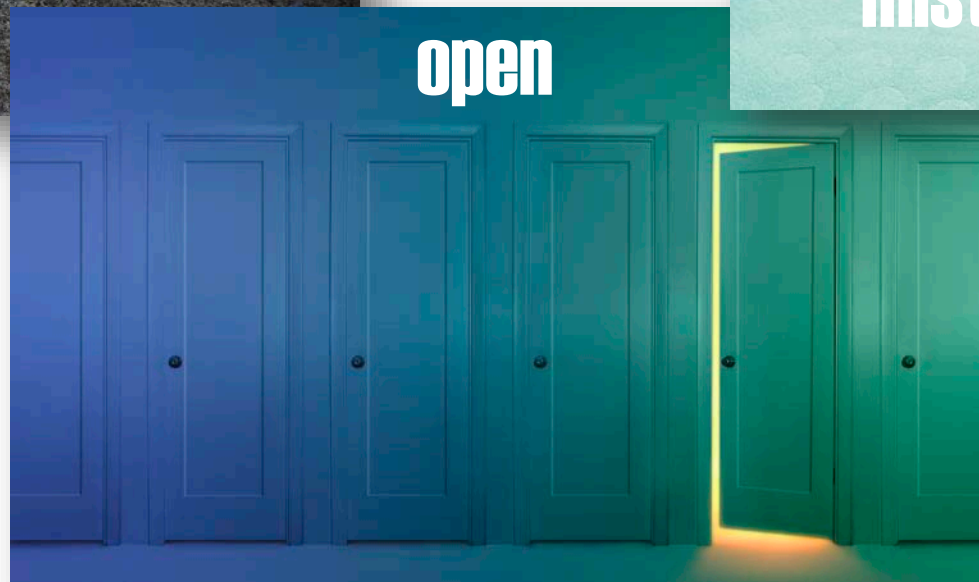
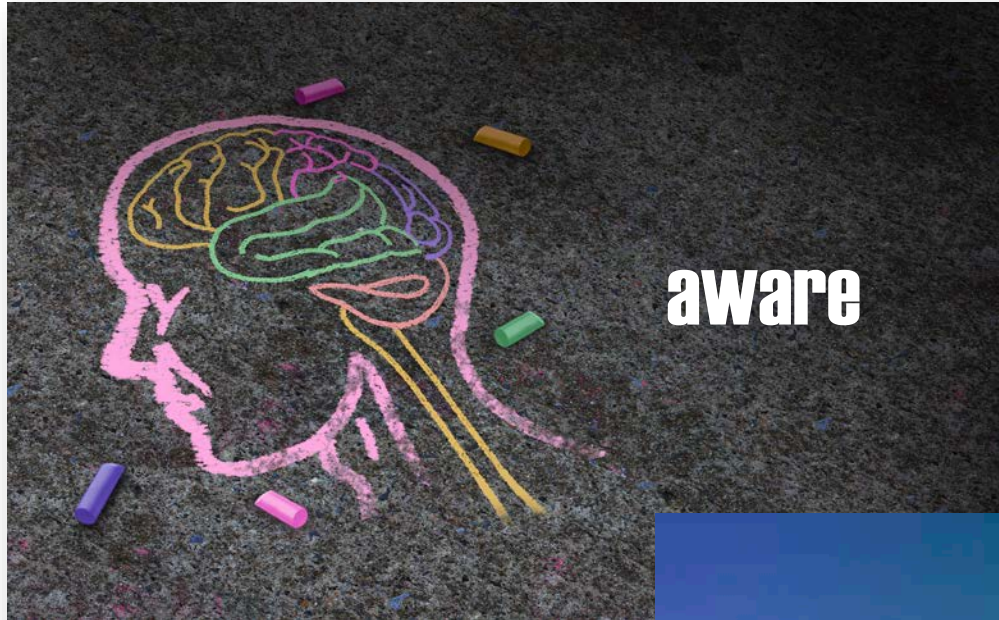
## Motivation

Work Life Balance

Status

# What's Next?

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# ***Thank you & Let's Connect!***

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