

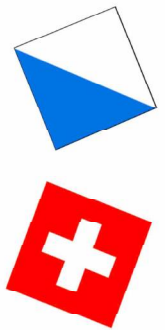
SWITZERLAND

A NEW
WAY OF
LIFE

07.06.2016
10H30 - 12H00



University of
Zurich ^{UZH}



ARIANE CURDY
www.culture-relations.net



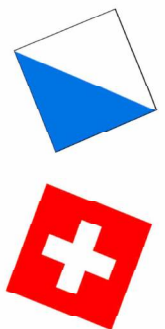
SWITZERLAND

A NEW
WAY OF
LIFE

15.02.2024
16H30 - 18H00



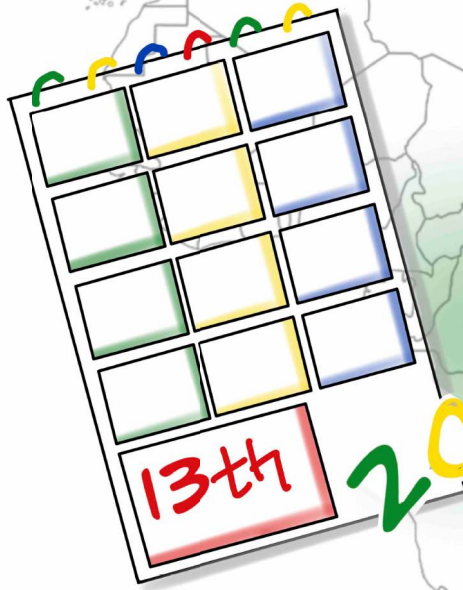
University of
Zurich ^{UZH}



ARIANE CURDY
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Months ...



2016



"Melkam Addis Amet"



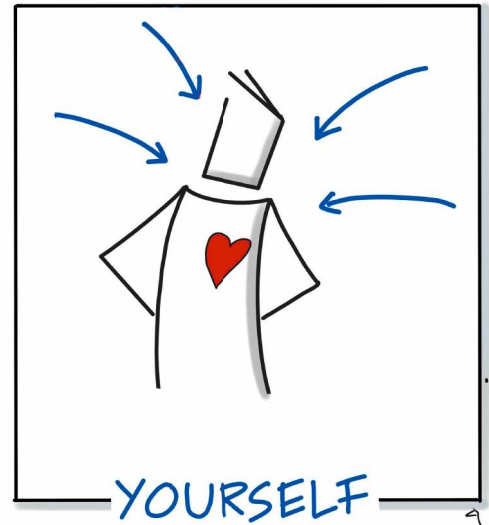
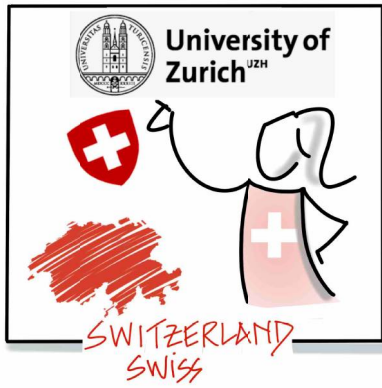
11. September
Enkutatash



Hours ...



Learning



Culture Shock



Automatic
Pilot



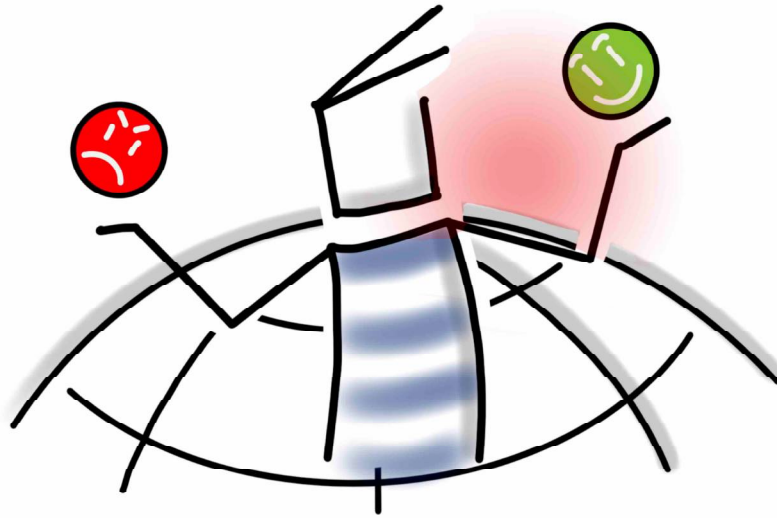
Culture Shock



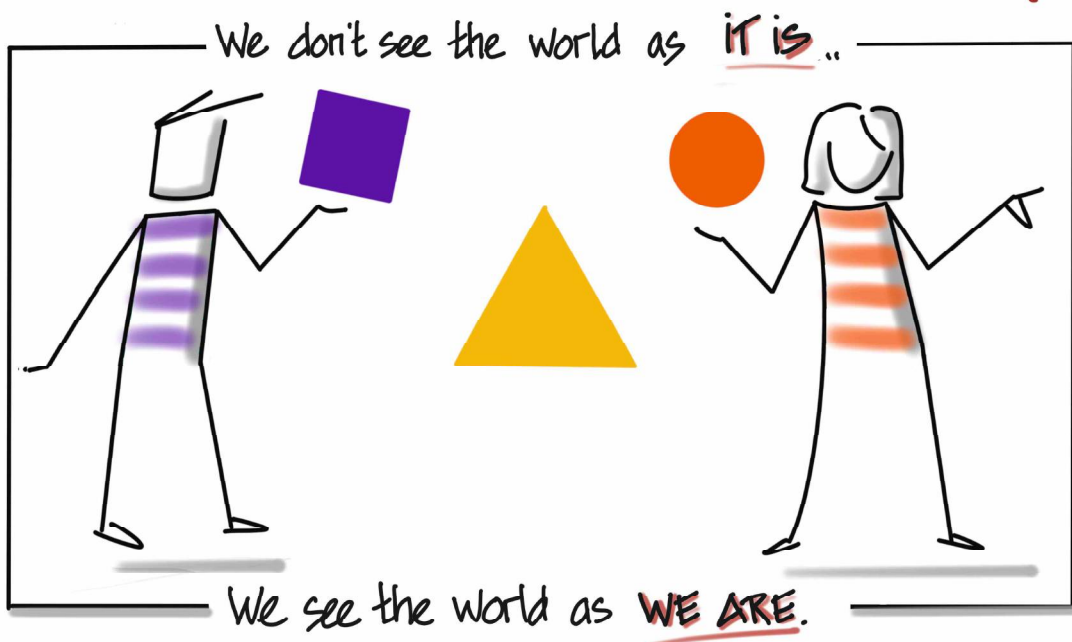
Back to
Driving School



CULTURE & PERCEPTION



Different Cultures - Different Perceptions

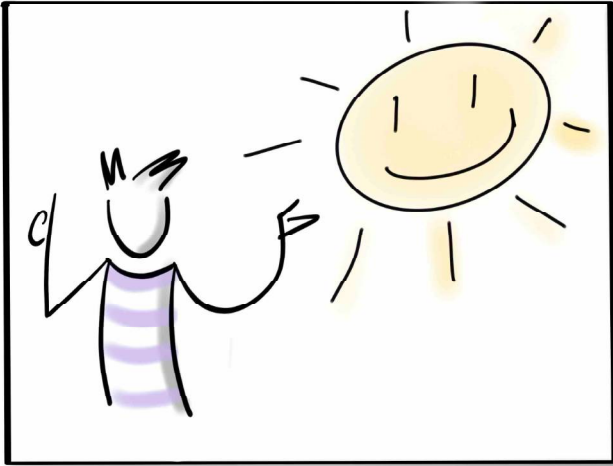


ANAIS
NIN



Mutual Perception ...

BEAUTIFUL WEATHER ?



D I E

DESCRIPTION



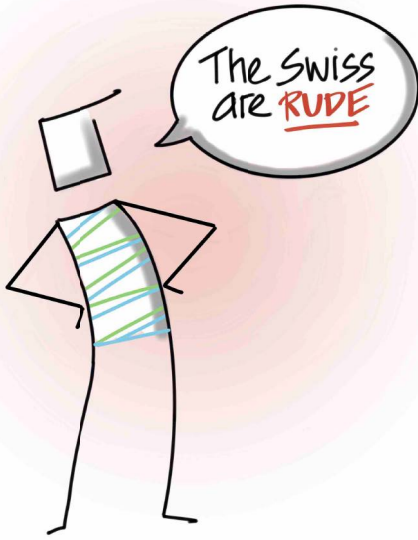
INTERPRETATION



EVALUATION ★★★★★



So rude ...



Automatic
Not heartfelt



Shopping Hours



shops close (early)



Too rich
to work



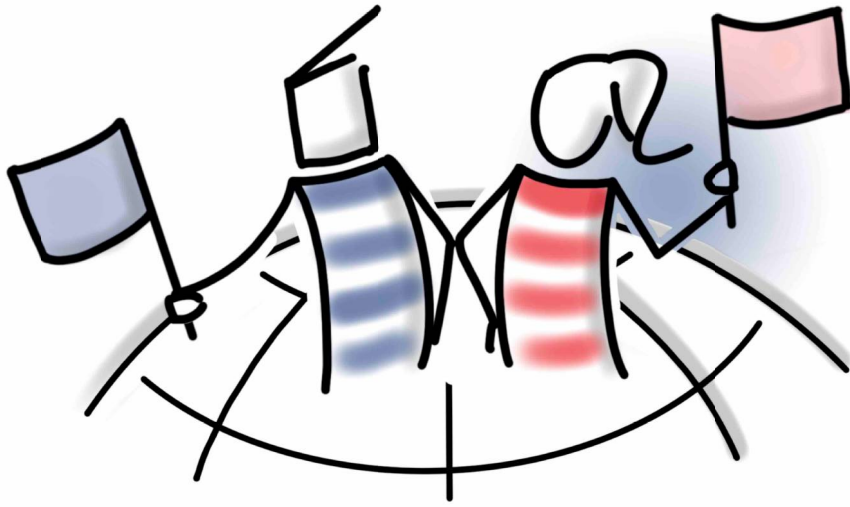
Evenings/Sundays
= Family Time
Social Insurance



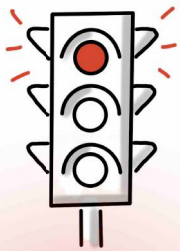
Work & Life
Balance



CULTURE DEFINITION



Stereotype



All
None
Always
Never
Either/Or



Generalization



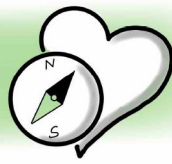
Most
Many
Some
Generally
Typically



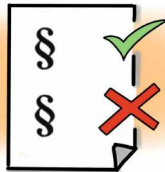
Culture is ...

"The learned,
shared,
transmitted

VALUES



NORMS



BHAVIORS



OF a **GROUP**
of interacting
People



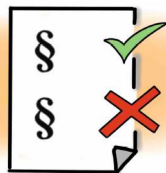
Culture is ...

BHAVIORS



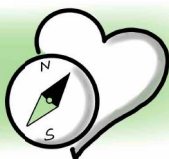
Observable
Five Senses

NORMS



Right / Wrong
Expectations
Needs

VALUES



Important
Carry in my HEART
GIVE ME GUIDANCE



Swiss Value



	Départ	Abfahrt	Partenza
13. 17	IR	Genève	GENEVE -
13. 20	IC	Fribourg	Bern Zürich HB ST. GAL
13. 20	IR	Renens Morges	Nyon Genève GENEVE -
13. 20	IR	Vevey Montreux	Agle Martigny Sion BRIG
13. 24	S21 R_{EV}	Puidoux	Palézieux Moudon PAYERNE
13. 27	S3 R_{EV}	Prilly-Malley/Renens	Morges ALLAMAN
13. 31	S2 R_{EV}	Pully-Nord	Puidoux PALEZIE
13. 32	S2 R_{EV}	Renens	Bissigny Cossonay VALLORB
13. 34	S3 R_{EV}	Pully	Vevey Montreux VILLENE
13. 42	IC	Genève	GENEVE -
13. 45	IR	Vevey Montreux	Agle Bex Martigny Sion BRIG
13. 45		Yverdon-les-Bains	Bel/Bienne Zürich HB ST. GAL
13. 45	IR	Morges	Nyon Genève GENEVE -
13. 45	IR	Palézieux	Fibourg Bern LUZERN
13. 48	RE RegioExpress	Renens Morges	Alaman Rolle Gland Nyon GENEVE



Swiss Value

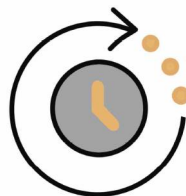
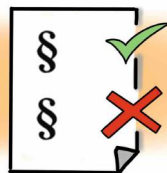


BEHAVIORS

40'

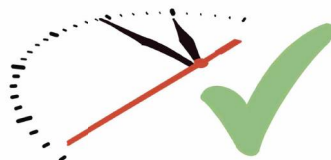
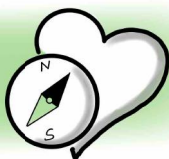
Time language
Meeting Hours

NORMS



- ✗ Don't be late
- ✓ A.n.t.i.c.i.p.a.t.i.e
- ✓ Schedule ahead of time

VALUES



PUNCTUALITY



Swiss Value ...



Recycling in Switzerland



Swiss Value ...

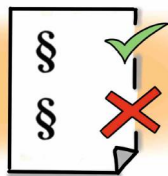


BEHAVIORS



"Pay-per-Bag"
(Polluter pays principle)

NORMS



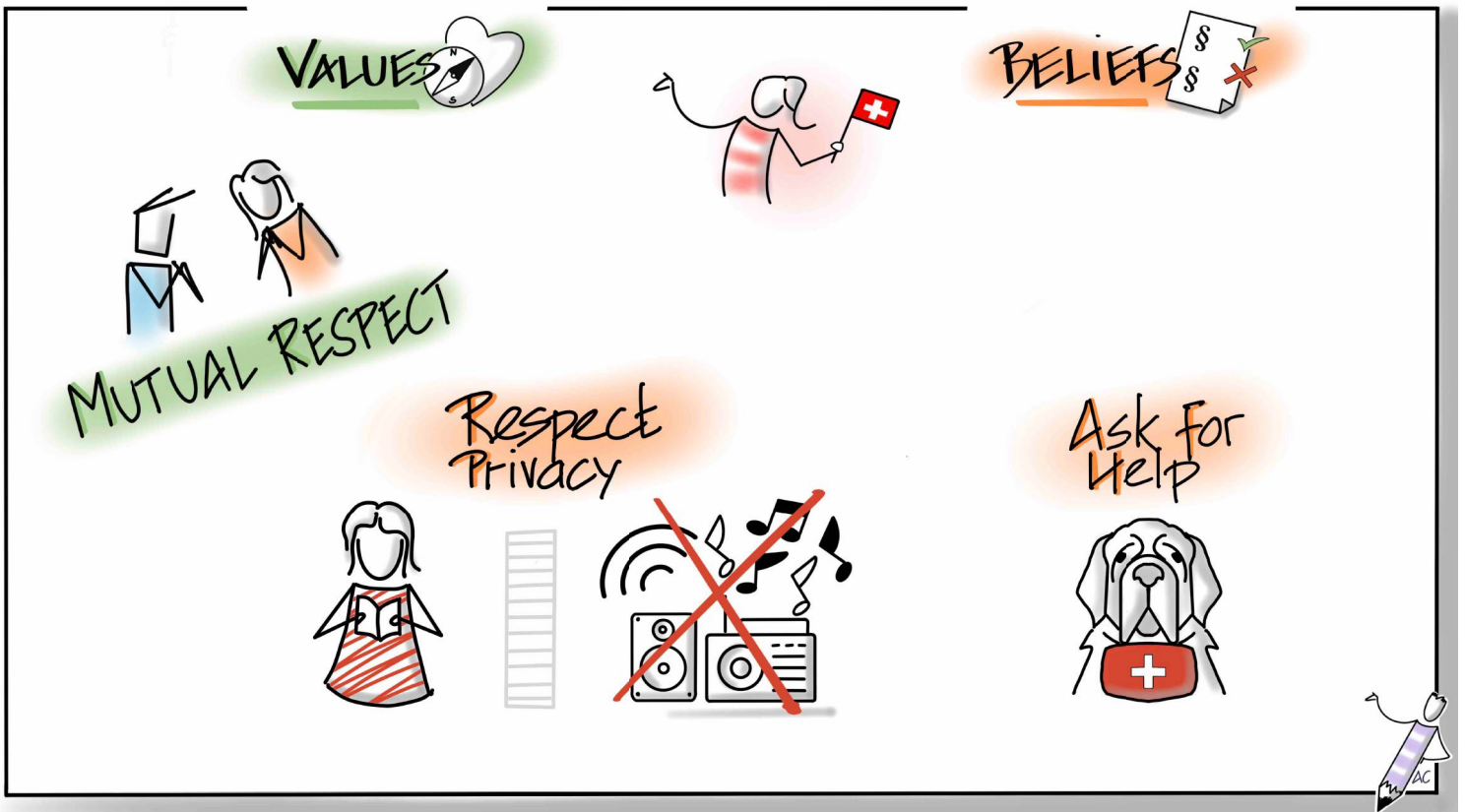
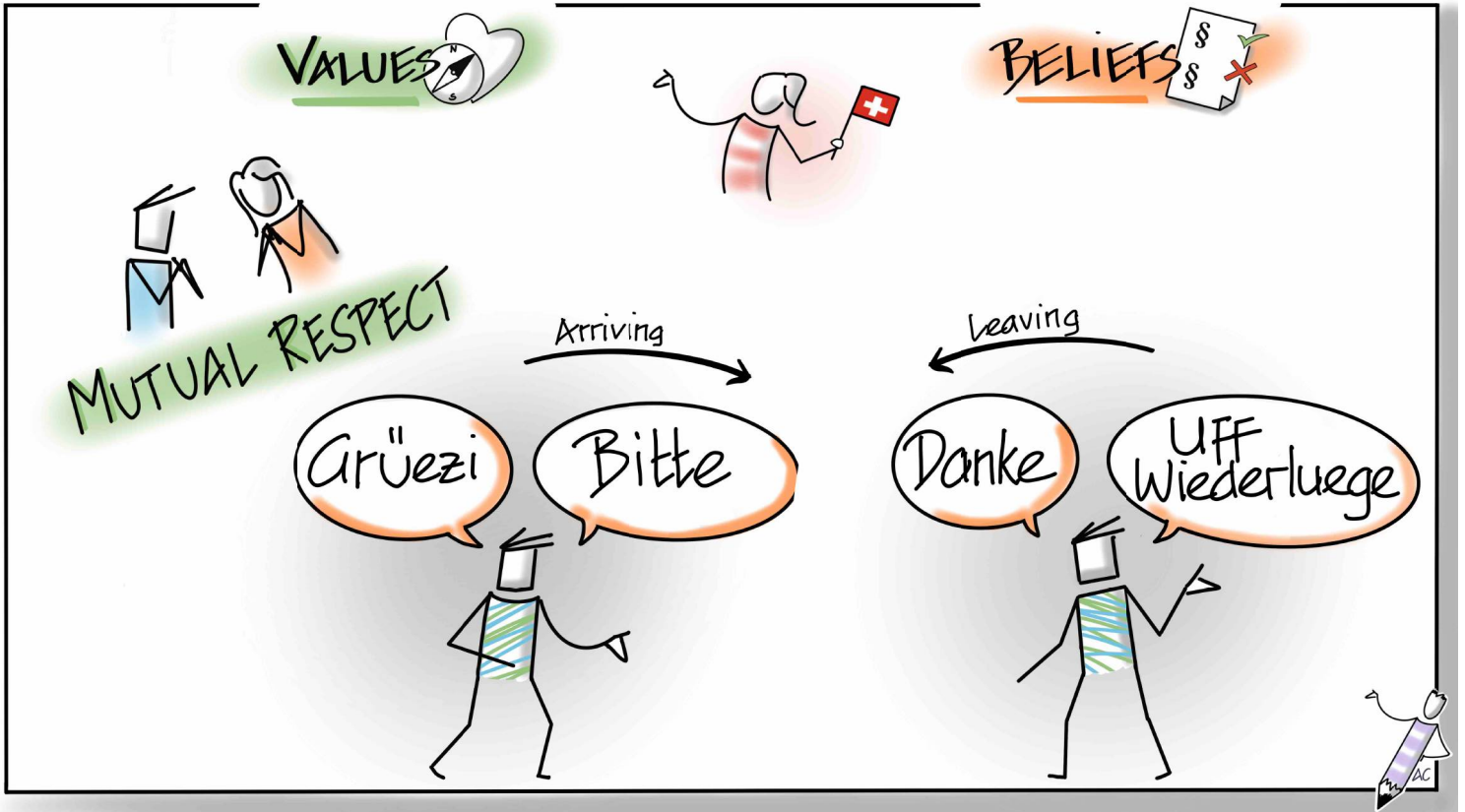
✓ Do Recycle
✗ Don't Litter

VALUES



ENVIRONMENTAL CONSCIOUSNESS





VALUES



INDEPENDENCE
 Personal Responsibility
 Personal Reliance
 Self-Express Opinions
 Autonomy
 Responsibility



RELIABILITY

Do what you say
 Keep Promises!
 NO = NO . YES = YES

BELIEFS

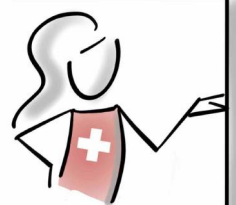


SWISS MADE

Quality oriented
 Detail Go for it
 Accuracy oriented
 100%



Think Culturally ... Think Historically



Rue
 Jean-CALVIN
 (1509-1564, Théologien
 et réformateur de Genève)

All men **MUST** work - as will of God.



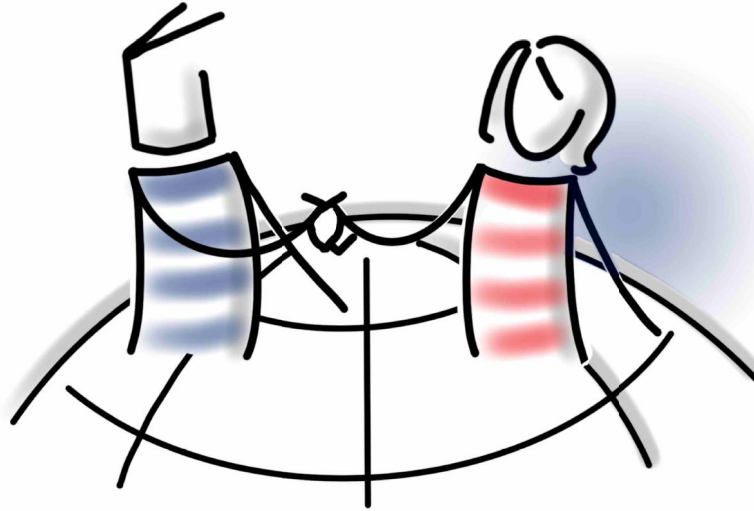
↳ **DUTY** of men to serve God.

PUNCTUALITY as a spiritual, social & disciplinary virtue.

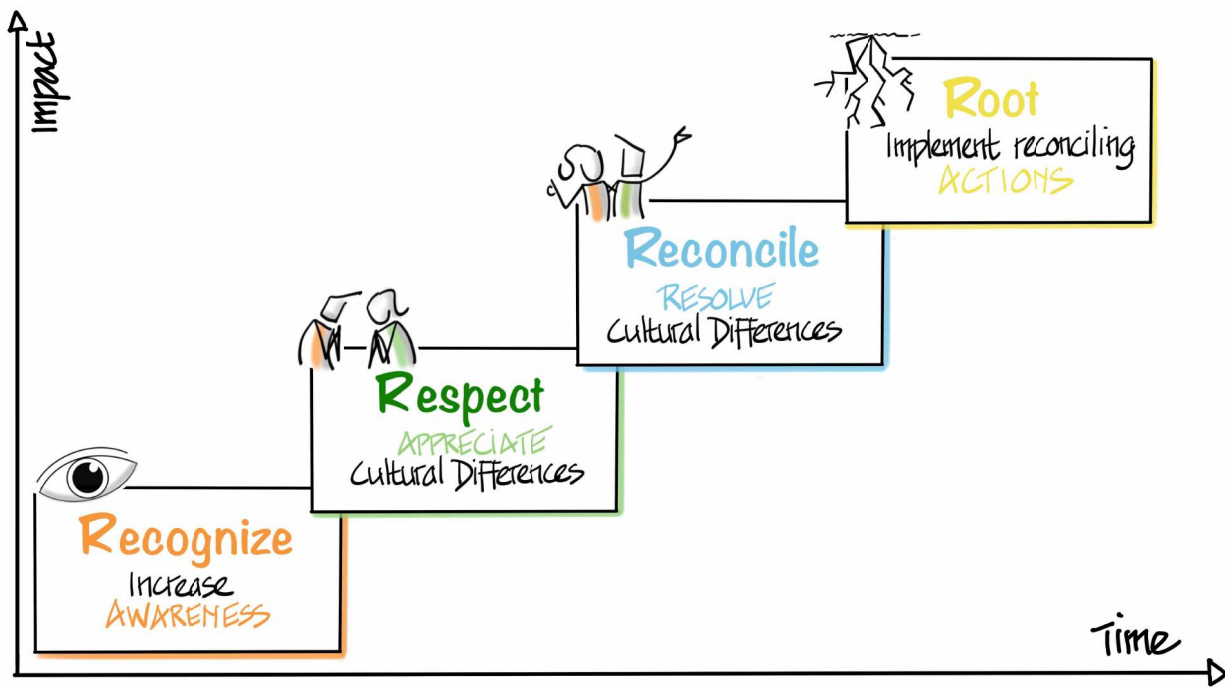
↳ "God watches you **EVERY MINUTE**"



BRIDGING DIFFERENCES



R R R R R



Homework ...



PICO IYER



THANK YOU
FOR YOUR ATTENTION

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