

Hofstede Insights

The key to Culture

Innovation, SMEs and culture. The CUBEIN project

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- Member of Forbes Business Council
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Dutch native, residing in Helsinki.

WE MAKE EMOTIONS AND PRACTICES TANGIBLE



A Culture & Strategy Advisory and Analytics organisation translating Academic concepts into business applications



A core team of data technicians and communication professionals, and a global network of 150+ expert facilitators in 60+ countries

CUBE IN PLATFORM

About the CUBE IN platform


It was designed to help European SMEs with business and innovation in emerging markets.

CUBE IN was set up by a consortium of experts in the fields of cultural differences with involvement of SME support and innovation agencies.

The Cube In platform is owned by the **European Commission** through the Executive Agency for SMEs. The project is coordinated by **Hofstede Insights** in cooperation with **SPI**.

CUBE IN provides


- **Self-assessment tools** to test your readiness,
- An online **library** to help you learn more about the culture and customs of your target country,
- The possibility to attend **webinar** sessions with experts.



TEST
Yourself

Choose from a selection of quizzes and self-assessment tools - are you ready?


Tools



LEARN
about Culture

Read texts on country cultures and topics related to business and innovation.

Library



ATTEND
a Webinar

A different topic every month. Check the calendar.

Webinars

CUBE IN PLATFORM

About the CUBE IN platform

- 20+ quizzes
- 150+ articles
- 30+ webinars
- 50+ authors and contributors
- 28 countries
- Project running since 2016
- Collaboration with various projects such as
 - Space to Waves
 - Global Cosmetic Cluster-Europe
 - ENRICH China
- 88 000 users since January 2019
- Examples of most visited articles
 - Find, Attract and Retain employees and partners in India
 - How to win a business assignment in Nigeria
 - Building trust and relationships in Russia



CUBE IN special

Available at:

<https://hi.hofstede-insights.com/the-hofstede-insights-magazine>

Innovation barriers for SME's



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Capital

Culture

What do you see?



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The **collective programming of the mind** with which one group distinguishes itself from another

Prof. Dr. Geert Hofstede



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Reverse innovation and impact on mature markets

Lower income levels – matching needs;

Cost reductions lead to demand increase

New properties = new market segments

‘Good enough’ products developed in emerging markets improve over time until they meet the requirements of mature markets;

New technologies, free from ‘legacy technologies’ and laws or regulations.



Where does this lead us?

UNDERSTANDING YOURSELF

1. How culture influences you personally
2. How culture affects your organisational way of working

CHANGING YOUR SELF

1. Your personal communication
2. Your organisational way of working

UNDERSTANDING YOUR TARGET MARKET

1. Understand how your target market works and how it impacts your business



FAQ

GO

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