



# Chapter 2 Abridged Resource

## What is Culture?

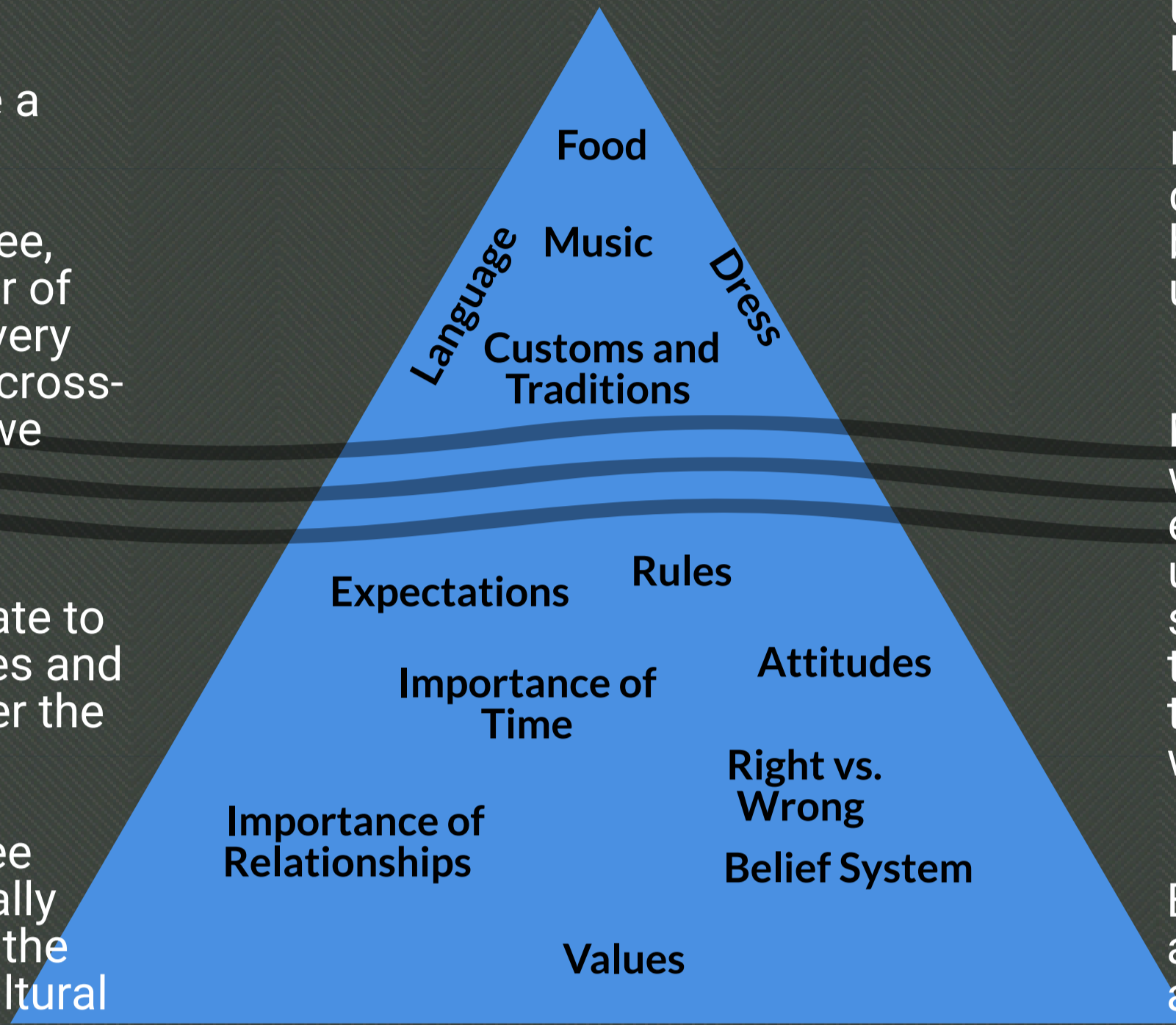
*Did you know that we can only see around 10 % of an iceberg, i.e. the part that sits above the water? The rest remains hidden.*

The same is true of culture - we only see a fraction.

The things we can see, taste, touch and hear of culture account for very little in terms of the cross-cultural challenges we may encounter.

Most challenges relate to our beliefs and values and they are hidden under the surface.

Although we can't see them, these are usually the things that drive the differences in our cultural encounters.



**Why is this model so important?**

It's important because it illustrates that we can't understand a culture simply by looking at it.

Instead culture is far more complex and we need to dig beneath the surface to fully understand what's going on.

Making quick decisions based on what we can see alone can be extremely misleading and is unlikely to help us create a situation in which we understand the motivations and drivers of the person we are interacting with.

By understanding the values, we are far more equipped to anticipate the behaviours.

## Let's Take a Look at the Cultural Lens



**Is there such thing as reality? Or, instead, is everything a construction of our own unique take on the world, as perceived through the lenses we wear?**

*"I was in Brussels, sitting on La Grand-Place, which is a beautiful square in the town centre.*

*Suddenly, a man came and sat next to me, and started talking to me.*

*I asked myself "Why is he talking to me?"*

*Suddenly, I realized, "Julian, you're becoming Norwegian".*

*So I turned to the man and I said. "Sorry, I live in a country where people don't speak to each other!"*



In this video, Julien Burrelle, explores the concept of the cultural lens in more detail.

He further explains the different ways you can interpret the world by changing the glasses you wear.



[Click here to watch.](#)

