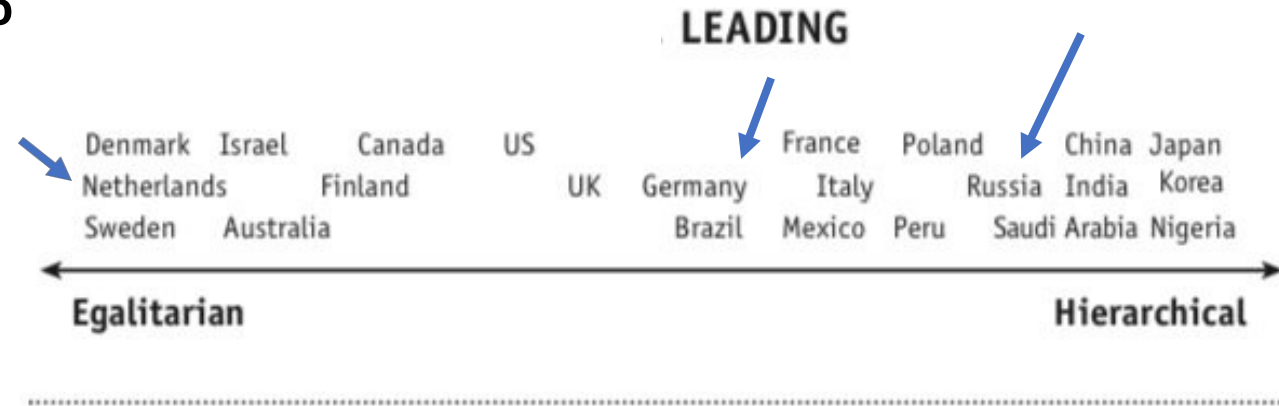


# La cultura influye en todo



**Egalitarian** The ideal distance between a boss and a subordinate is low. The best boss is a facilitator among equals. Organizational structures are flat. Communication often skips hierarchical lines.

**Hierarchical** The ideal distance between a boss and a subordinate is high. The best boss is a strong director who leads from the front. Status is important. Organizational structures are multi-layered and fixed. Communication follows set hierarchical lines.

De: The Culture Map, Erin Meyer

**Las personas adoptan y defienden posiciones...**

**... pero se mueven por sus intereses**



**No se suelen discutir a menos que se pregunte, e incluso entonces...**

La cultura nacional influye en cómo trabajamos juntos...

El enfoque basado en las tareas o en las relaciones influye en el trabajo en equipo



**Task-based**

Trust is built through business-related activities. Work relationships are built and dropped easily, based on the practicality of the situation. You do good work consistently, you are reliable, I enjoy working with you, I trust you.

**Relationship-based**

Trust is built through sharing meals, evening drinks, and visits at coffee machine. Work relationships build up slowly over the long term. I've seen who you are at a deep level, I've shared personal time with you, I know others well who trust you, I trust you.

De: The Culture Map, Erin Meyer

# La cultura nacional influye en cómo trabajamos juntos... Los impactos basados en las tareas o en las relaciones afectan al trabajo en equipo

y puede que sea un poco más complejo de lo que parece a primera vista



## Task-based

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De: The Culture Map, Erin Meyer

**«La cultura se come a la estrategia...**

**...¡para el desayuno, el almuerzo y la cena!»**



Jack Welch en la Conferencia Global de Energía **de KPMG** 2017, Houston, Texas  
Cuando se le preguntó: «¿A qué le prestarías más atención si pudieras volver a empezar tu carrera desde cero?».