

SWITZERLAND

A NEW WAY
OF LIFE



Universität
Zürich ^{UZH}



02.01.2017
10h30 - 12h00



ARIANE CURDY
www.culture-relations.net



SWITZERLAND

A NEW WAY
OF LIFE



Universität
Zürich ^{UZH}



12.09.2024
16h30 - 18h00



ARIANE CURDY
www.culture-relations.net



13 Months ...



2017



"Melkam Addis Amet"

11. September
Enkutatash

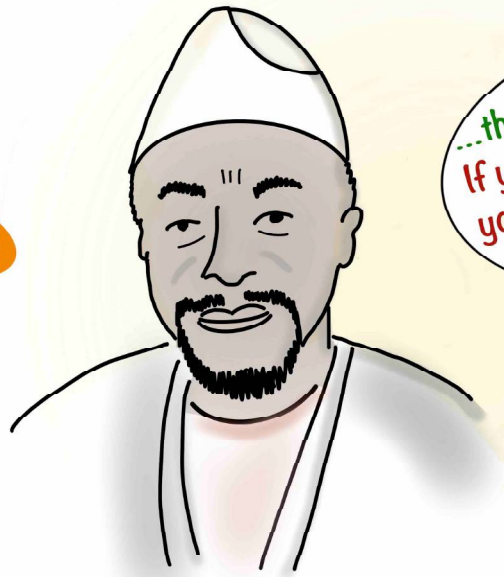


Time ...



If you know that you don't know ...

Why?

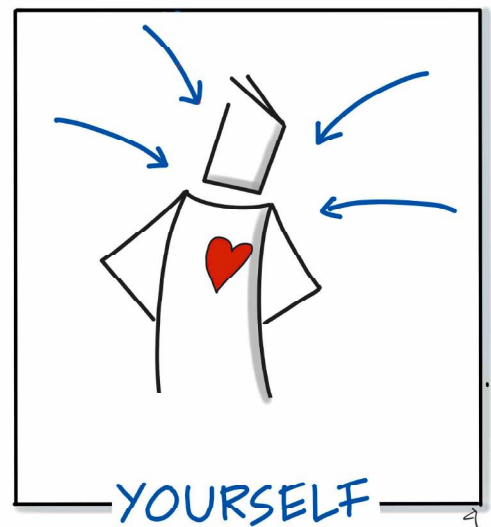


...then you will know.
If you don't know, then you won't know.

AMADOU HAMPÂTÉ BÂ



Learning ...



Roller Coaster ...



Excitement



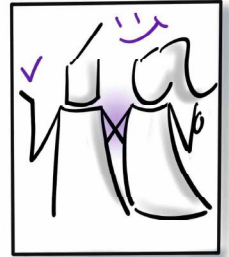
Honeymoon



Culture Stress



Culture Shock



Adaptation



Culture shock ...



Automatic Pilot



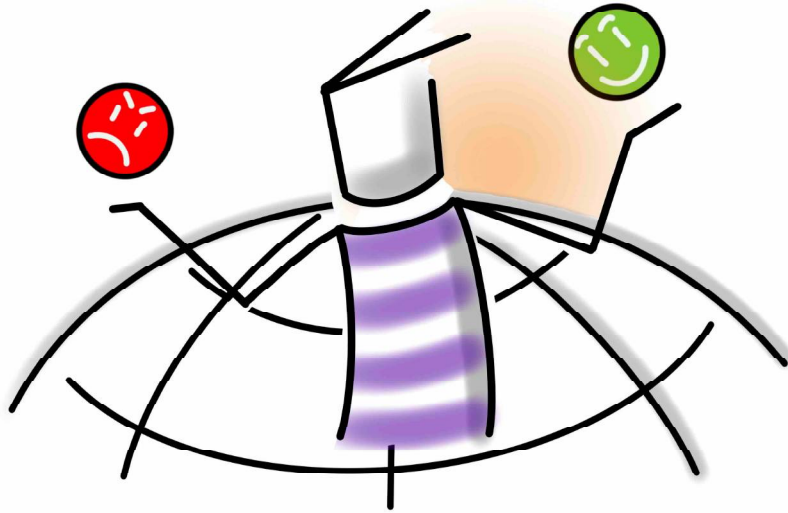
Culture Shock



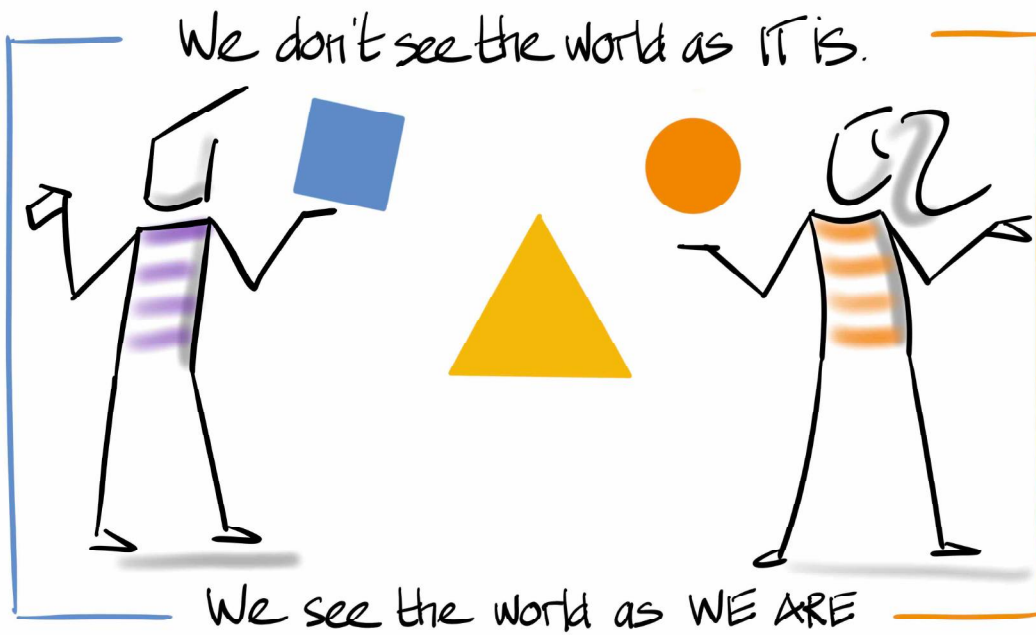
Back to Driving School



CULTURE & PERCEPTION



Different Cultures - Different Perceptions



ANNA'S
MIND



Different Perception ...



?
BEAUTIFUL
WEATHER
?



D I E

DESCRIPTION 

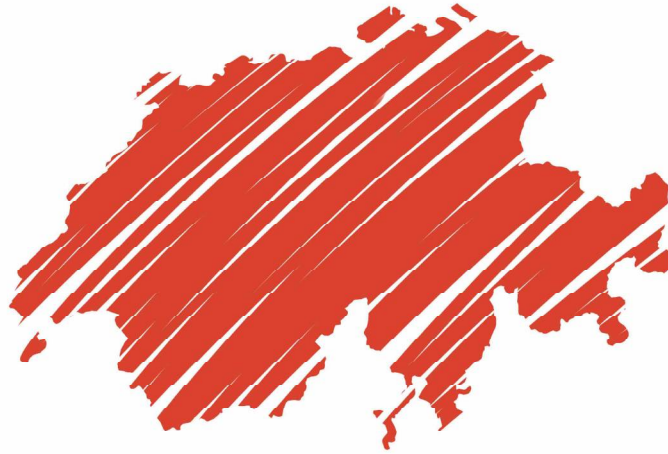
INTERPRETATION 

EVALUATION ★★★★★

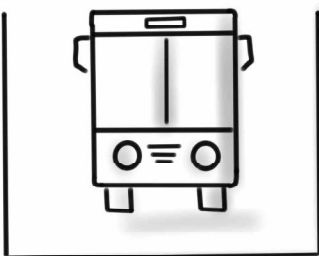


Switzerland ...

YOUR PERCEPTION OF SWITZERLAND??



Perception ...



Public
Transports



Disposal
System



Closing
Hours



So rude ...



D



I



Automatic
Not heartfelt

E



Shopping Hours ...



D

shops close (early)



I

Too rich
to work



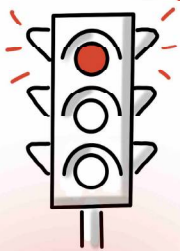
E



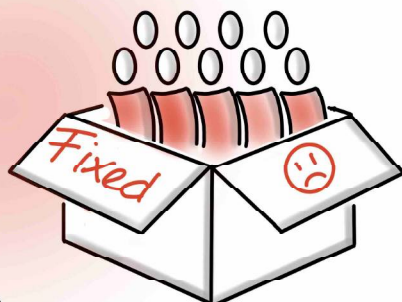
CULTURE & WORLDVIEWS



Stereotype



All
None
Always
Never
Either/Or



Generalization



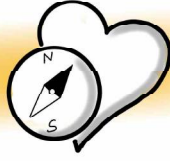
Most
Many
Some
Generally
Typically



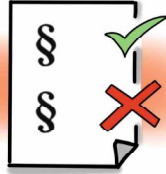
Culture is ...

Learned
Shared
Transmitted

VALUES



NORMS



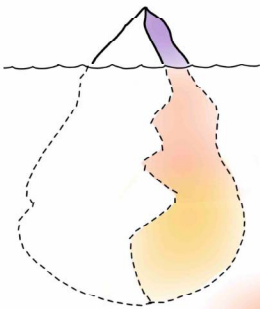
BEHAVIORS



GROUP OF
INTERACTING
PEOPLE



Culture is ...

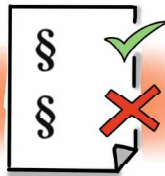


BEHAVIORS



Observable
Five Senses

NORMS

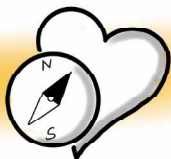


Right/Wrong
Expectations
Needs



GROUP OF
INTERACTING
PEOPLE

VALUES



Important
Carry in my HEART
Gives 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	Aigle	Martigny Sion	BRIG
13. 24	S21 REV	Puidoux	Palézieux	Moudon	PAYERNE
13. 27	S3 REV	Prilly-Malley/Renens	Morges		ALLAMAN
13. 31	S2 REV	Pully-Nord	Puidoux		PALEZIE
13. 32	S2 REV	Renens	Bassigny	Cossonay	VALLORB
13. 34	S3 REV	Pully	Vevey	Montreux	VILLENE
13. 42	IC	Genève			GENEVE -
13. 45	IR	Vevey Montreux	Aigle 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	Fribourg	Bern	LUZERN
13. 48	RE RegioExpress	Renens Morges	Allaman Rolle	Gland Nyon	GENEVE



Punctuality ...

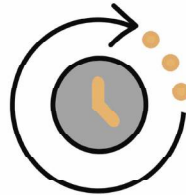
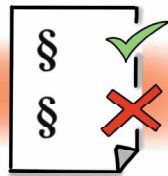
BEHAVIORS



40'

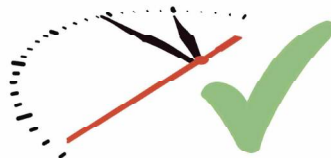
Time language
Meeting hours

NORMS



- Don't be late
- A.N.T.I.C.I.P.A.T.E
- Schedule ahead of time

VALUES



PUNCTUALITY



Swiss Value ...

Recycling in Switzerland



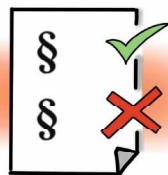
Environment ...

BEHAVIORS



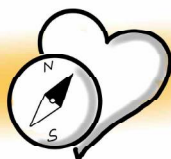
"Pay-per-Bag"
(Polluter pays principle)

NORMS



✓ Do Recycle
✗ Don't litter

VALUES



ENVIRONMENTAL
CONSCIOUSNESS



Swiss Value ...



Respect of Privacy ...



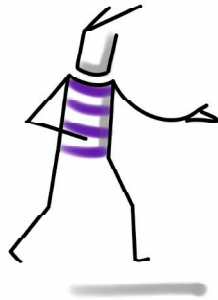
Magic Words ...



Bonjour Pardon S.V.P.

Merci Au revoir

Arriving



Leaving



VALUES



INDEPENDENCE
Personal Autonomy
Personal Responsibility
Self-Reliance

NORMS



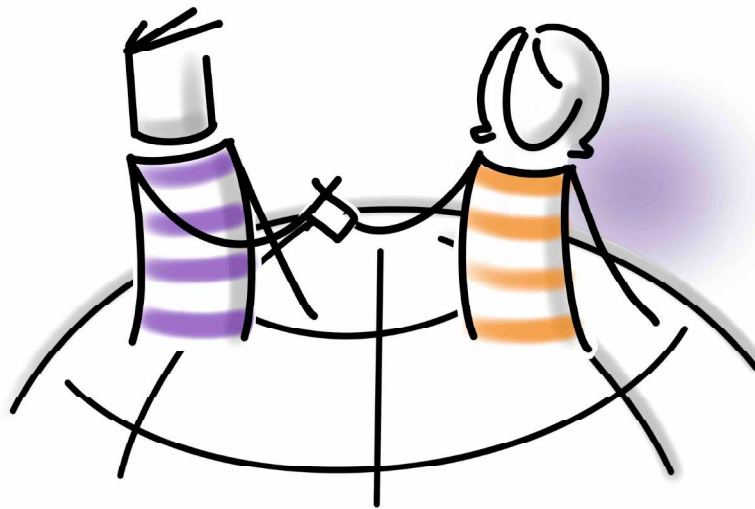
RELIABILITY
Do what you say
Keep promises
NO=NO YES=YES



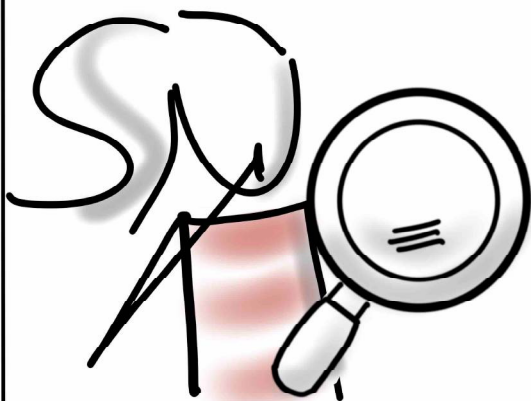
SWISS MADE
Quality Accuracy
Detail Orientation
Go for 100%



BRIDGING DIFFERENCES



Cultural Detective ...



- ✓ Be curious - ask **WHY**
- ✓ Do take **initiatives**
- ✓ Observe - pay attention to clues
- ✓ Look **beyond** the situation
- ✓ Be **PATIENT**

- ✗ Don't make **ASSUMPTIONS**
- ✗ Don't jump to **quick conclusions**
- ✗ Don't be **judgemental**

- Be ready do deal with **FRUSTRATIONS**
- Never **give up**



Experiences ...



Every time I take a trip, the experience acquires meaning and grows deeper only after I, sitting still, begin to convert the SIGHTS I've seen into LASTING INSIGHTS



PICO IYER



THANK YOU

FOR YOUR ATTENTION

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