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Building people, products and markets.



X Cultural Insights

EXAMPLE PORTFOLIO



1

HOW I CAN HELP YOU

Identify the cultural dimensions.

X Cross Cultural Awareness.

Cultural Dimensions – [X] vs United States¹

Compared to the US,

...

Implications for [X]



1. Power distance | Status

If high, status and different offers (rich-vs-poor) valued/ expected.

78

USA 40

Value status more.

Offers that benefit the 'rich' vs 'the poor' expected as status is important.

Visible, socially acceptable, wide and unequal disparity between the rich and poor.²

2

HOW I CAN HELP YOU

Score dimension relative to base-line.



2. Collectivism vs. Individualism | Peer Pressure

If high, status and different offers (rich-vs-poor) valued/ expected.

14

USA 90

Heavily influenced by peers.

Peer pressure heavily impacts product or game preference.

Preference for a strongly defined social framework, conformity to the ideal of the society and the groups.



3. Masculinity vs. Femininity | Peer Pressure

If high, status and different offers (rich-vs-poor) valued/ expected.

46

USA 62

Value modesty.

While status is important, humility on an individual level is valued.

like modesty in interpersonal interactions.



4. Uncertainty avoidance | Clear rules of engagement

If high, clarity on rules of engagement high vs not.

48

USA 46

Open to changes (like folk in the US).

Consumers / players generally open to new rules (provided to all).

General desire to maintain peace and harmony ("what will be, will be God Willing").³



5. Long-term orientation | Pragmatism in spending

Pragmatic, saving and investment valued over spending.

62

USA 26

More 'pragmatic' consumers.

Spend thrift and more j

A strong propensity t



6. Indulgence (vs restraint) | Fun vs moderation/ discipline.

Fun (instant gratification) valued over discipline.

38

USA 68

Value moderation.

Restraint valued over inc

places more less emphasis on moderation.

3

HOW I CAN HELP YOU

Tie-back to observed internal data & behaviors.