

SWITZERLAND

A NEW WAY OF LIFE



Universität Zürich^{UZH}
05.06.2018
10h30-12h00



ARIANE CURDY
www.culture-relations.net

SWITZERLAND

A NEW WAY OF LIFE

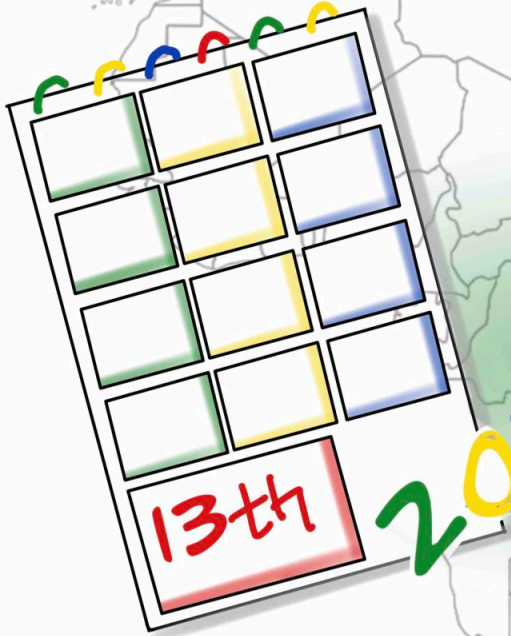


Universität Zürich^{UZH}
12.02.2026
16h30-18h00



ARIANE CURDY
www.culture-relations.net

13 Months ...



2018



"Melkam Addis Amet"

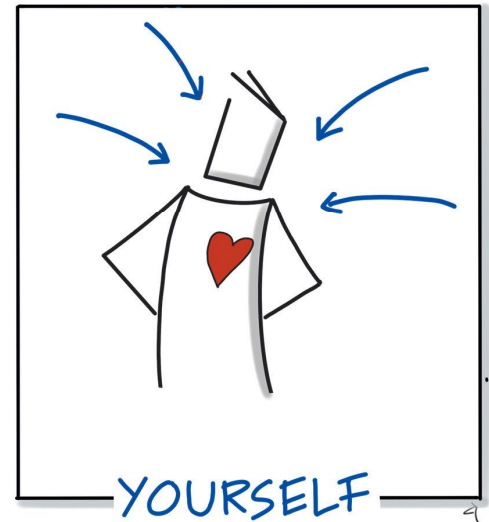
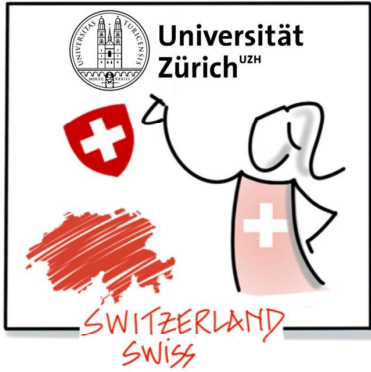
1. September
Enkutatash



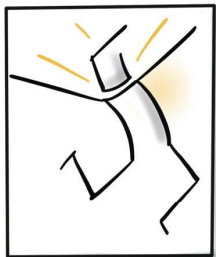
Time ...



Learning ...



Roller Coaster ...



Excitement



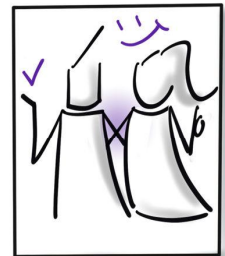
Honeymoon



Culture Stress



Culture Shock



Adaptation



Culture shock ...



Automatic Pilot



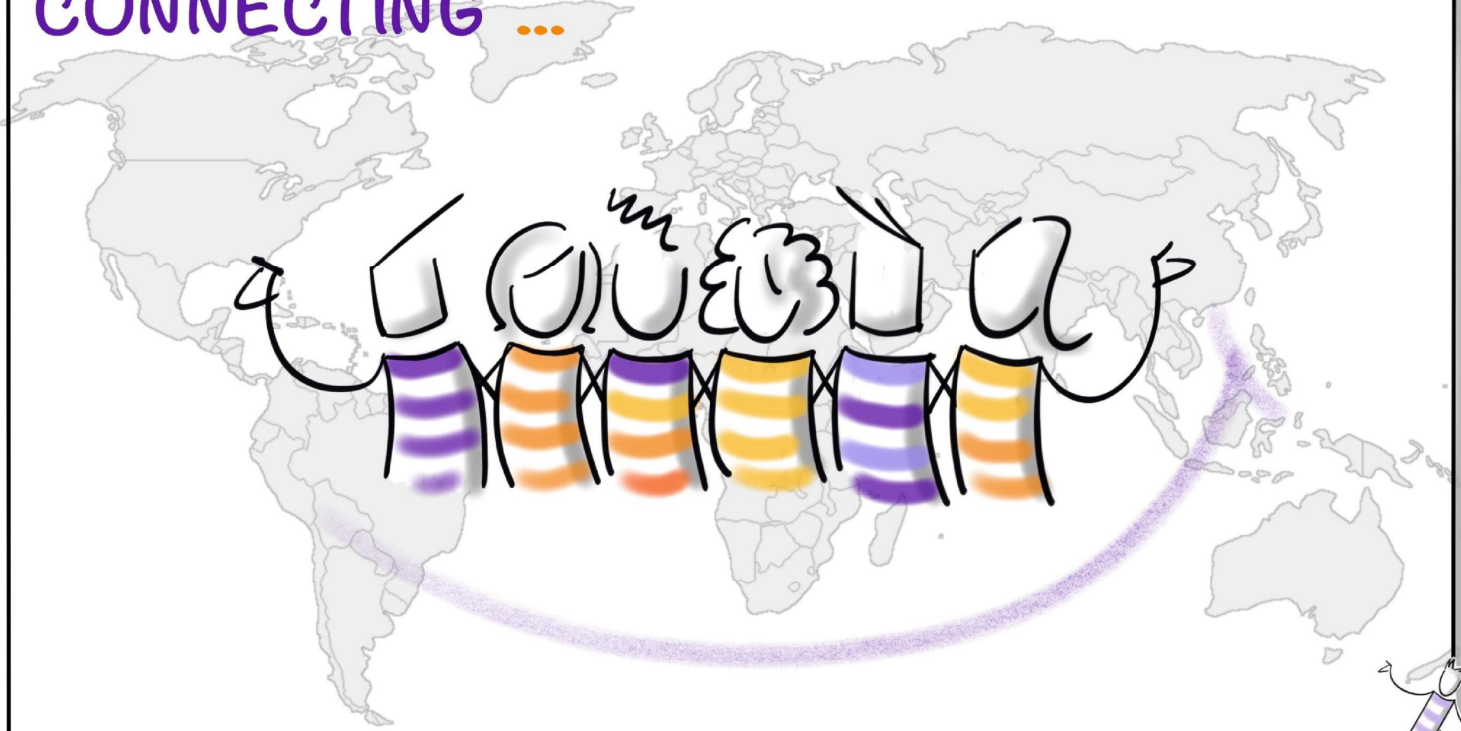
Culture Shock



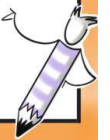
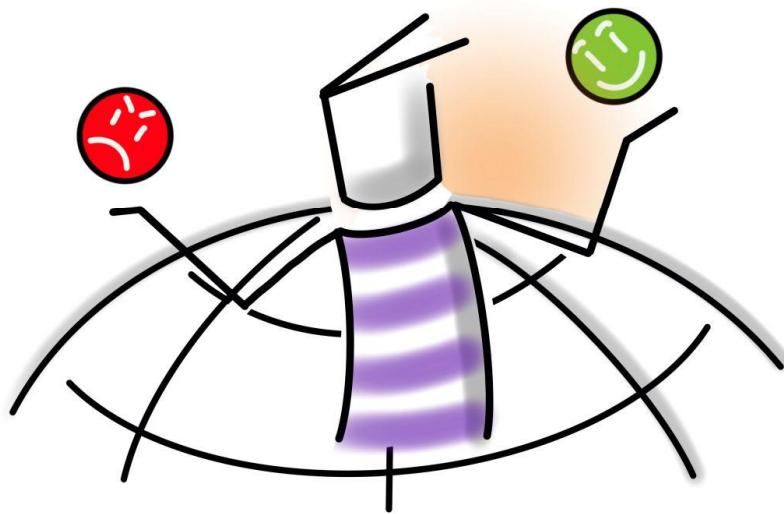
Back to Driving School



CONNECTING ...

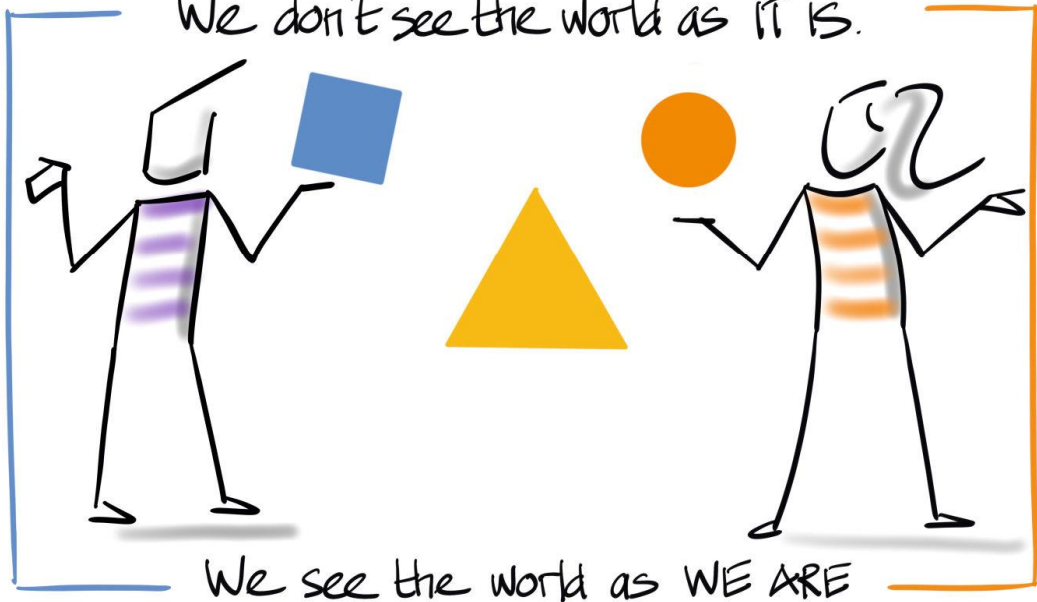


CULTURE & PERCEPTION



Different Cultures - Different Perceptions

We don't see the world as it is.



ANNAIS
NIN

We see the world as WE ARE



What rule was applied ... ?

AEFHILMNTVWXYZ
BCDGJOPQRSU



Different Perception ...



?
BEAUTIFUL
WEATHER
?

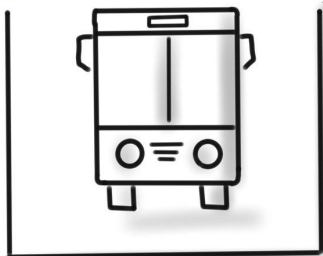


Switzerland ...

YOUR PERCEPTION OF SWITZERLAND??



Perception ...



Public
Transports



Disposal
System



Closing
Hours



D I E

DESCRIPTION 

INTERPRETATION 

EVALUATION 



So rude ...



D



I



Automatic
Not heartfelt

E



Shopping Hours ...



D

I

E

shops close (early)



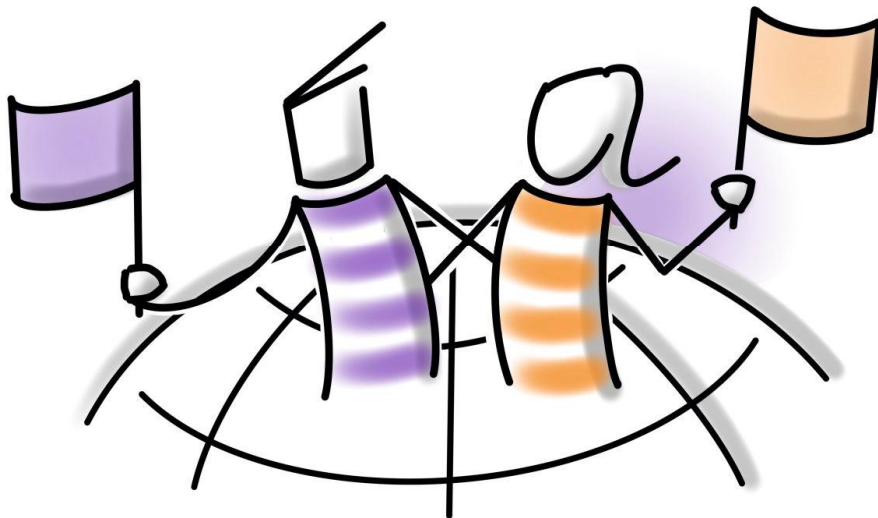
Too rich to work



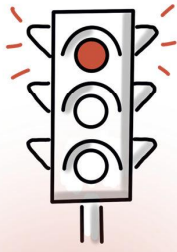
LAZY



CULTURE & WORLDVIEWS



Stereotype



All
None
Always
Never
Either/Or



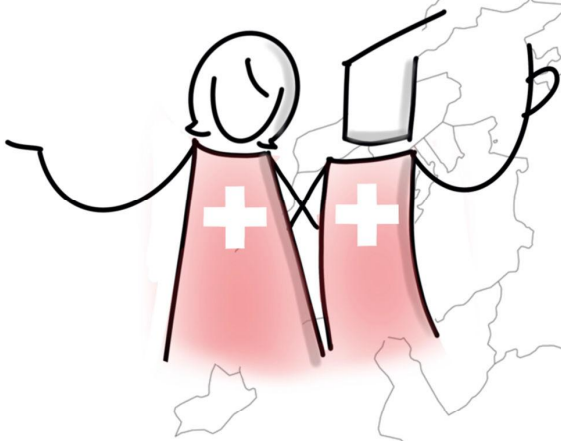
Generalization



Most
Many
Some
Generally
Typically



Stereotypes about the SWISS ...



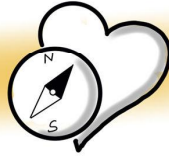
- Punctual
- Reserved
- Reliable
- Organized
- Thorough
- Precise
- Order & Rules
- Slow to change
- Humble
- Inflexible



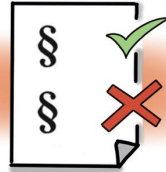
Culture is ...

Learned
Shared
Transmitted

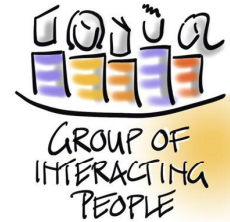
VALUES



NORMS



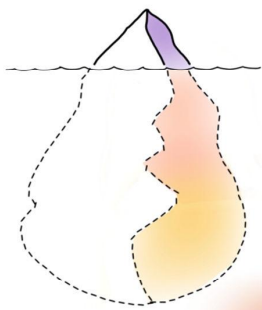
BEHAVIORS



GROUP OF
INTERACTING
PEOPLE



Culture is ...

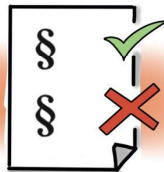


BEHAVIORS



Observable
Five Senses

NORMS



Right/Wrong
Expectations
Needs

VALUES



Important
Carry in my HEART
Gives me GUIDANCE



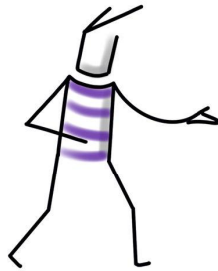
Magic Words ...



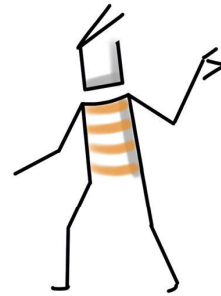
Grüezi Exgüsi Bitte

Merci Adie

Arriving



leaving



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	Bissigny	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



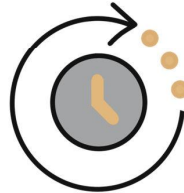
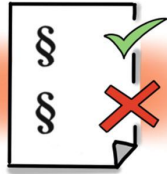
Punctuality ...

BEHAVIORS



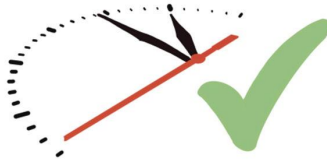
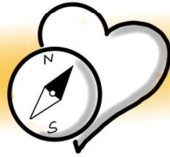
Time language
Meeting hours

NORMS



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

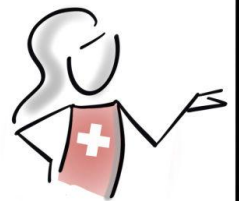
VALUES



PUNCTUALITY



Think Culturally ... Think Historically



Rue
Jean-CALVIN
(1509-1564, Théologien
et réformateur de Genève)

All men **MUST** work - as will of God.



↳ **DUTY** of men to serve God.

PUNCTUALITY as a spiritual, social & disciplinary virtue.

↳ "God watches you **EVERY MINUTE**"



Swiss Value ...

Recycling in Switzerland



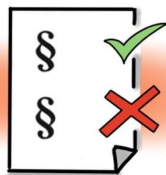
Environment ...

BEHAVIORS



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

NORMS



✓ Do Recycle
✗ Don't litter

VALUES



ENVIRONMENTAL
CONSCIOUSNESS



Recycling App ...

EN Login Register

RECYCLING-MAP.CH

All collection points and collection dates in one app.

Download the new Recycling Map App now!

9001 St. Gallen

Select Collectible

Go to Website »



Swiss Value ...

Ruhezone
Espace silence
Zona del silenzio
Quiet zone

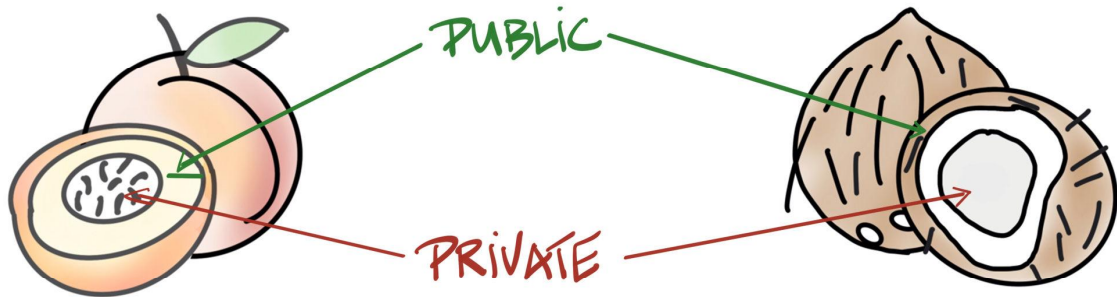
Ruheabteil
Compartment silence
Compartimento del silenzio
Quiet area



Respect of Privacy ...



Peach & Coconut



EXTROVERTED
with strangers

RESERVED
Needs time to warm
up to strangers



Swiss Value ...



AS QUICKLY AS POSSIBLE
AS SLOWLY AS NECESSARY



Slowly but surely ...



One thing at a time



Schedule in advance



Stick to decisions



ADMINISTRATION

DÉCISIONS

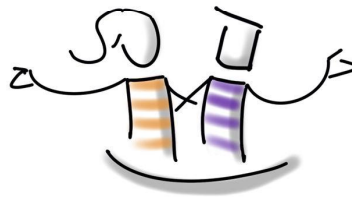
SERVICES



Every picture tells a story ...



Equality



Swiss Value ...



Independence



Personal Autonomy
Personal Responsibility
Self-Reliance
Express Opinions



Swiss Communication ...

Clear - Sharp - Precise

(and reflected...)



Feedback ...



Look for things to improve
Criticism directly at start
Praise outstanding performance

Say what you mean,
And mean what you say ...

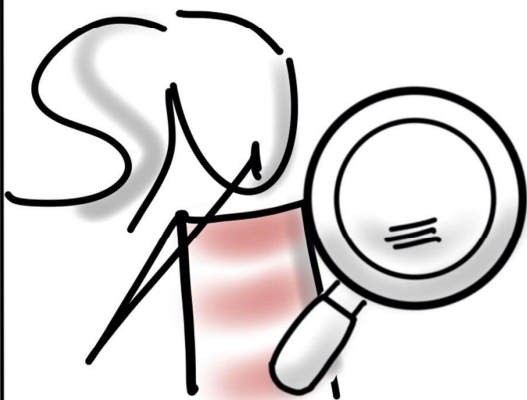
RELIABILITY



Do what you say
Keep your promises
Yes = Yes No = No



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**

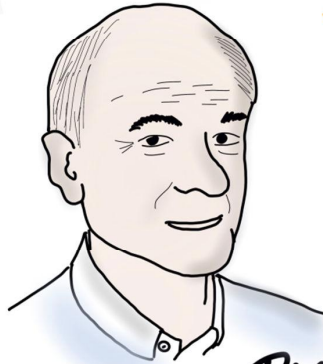
- Be ready do deal with **FRUSTRATIONS**
- Never **give up**



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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