

SWITZERLAND

A NEW WAY OF LIFE



Universität Zürich^{UZH}

05.13.2018

10h30 - 12h00



ARIANE CURDY
www.culture-relations.net

SWITZERLAND

A NEW WAY OF LIFE



Universität Zürich^{UZH}

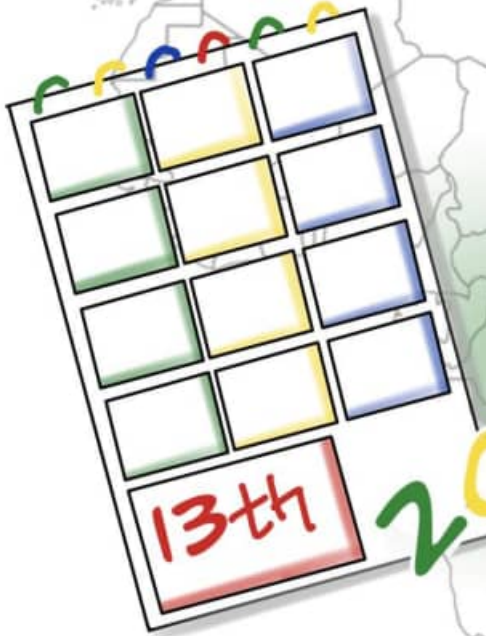
10.09.2026

16h30 - 18h00



ARIANE CURDY
www.culture-relations.net

13 Months ...



2018



"Melkam Addis Amet"

11. September
Enkutatash



Time ...



To make the **MOST** of your experience ...

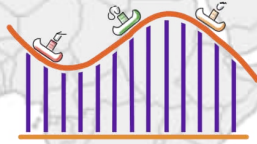
1. Be **CURIOUS** ...



2. **CONNECT** ...



3. **EXPECT** ups & downs ...



4. **QUESTION** what is normal ...



5. **LEARN** how things work here ...

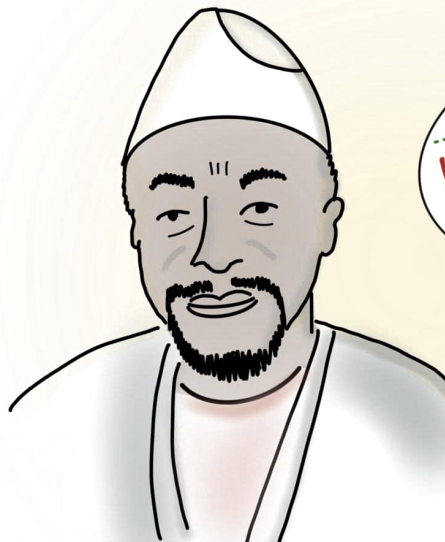


1. Be **CURIOUS** ...

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



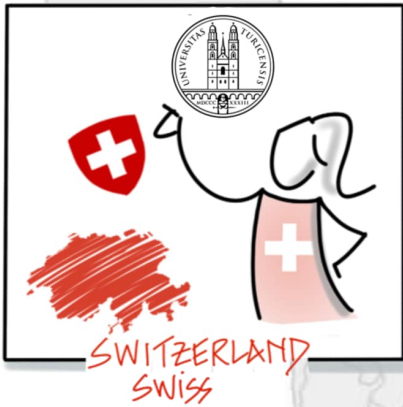
Why ?



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

AMADOU HAMPÂTÉ BÂ

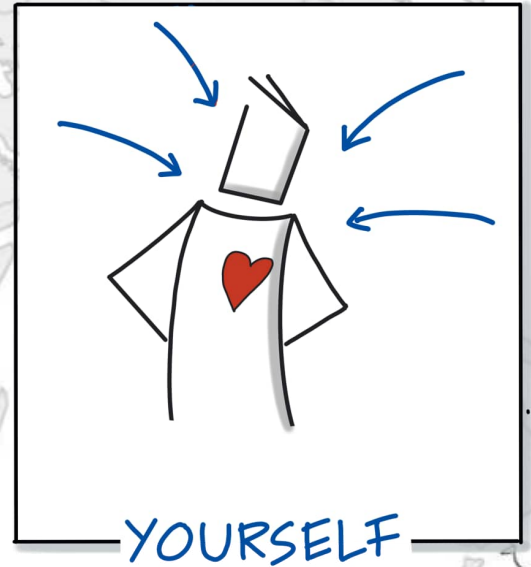
2. CONNECT ...



SWITZERLAND
SWISS



OTHER CULTURES



YOURSELF

Tell me ...

Monkey
Face
Aya Mosquito

Ariane G. Curdy



TRIADE

The STORY
OF
your
NAME



Positive perception ...



What **DO** you
LIKE
about Switzerland
(positive surprises)?

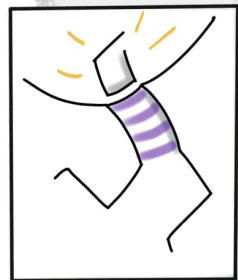


Negative perception ...

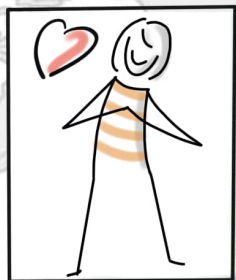
What **DON'T** you
LIKE
about Switzerland
(negative surprises)?



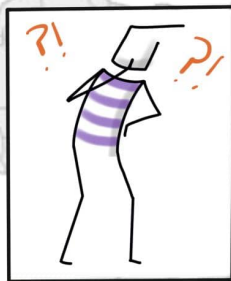
3. EXPECT some ups & downs ...



Excitement



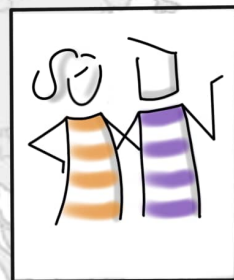
Honeymoon



Culture Stress



CULTURE SHOCK



Adaptation



Culture Shock ...



Automatic Pilot



CULTURE SHOCK



Back to Driving School

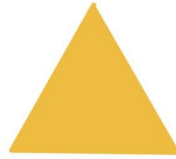
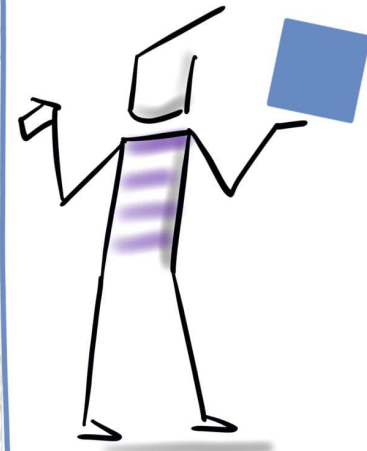


4. QUESTION what is normal ...



We don't see the world as IT is.

ANNA'S
MIM



We see the world as WE ARE

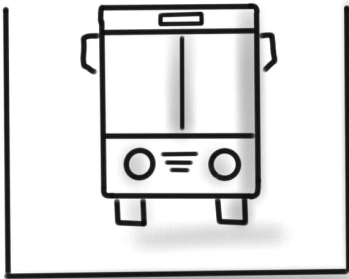
Different Perception ...



?
BEAUTIFUL
WEATHER
?



Perception ...



Public
Transports



Disposal
System



Closing
Hours



Different Normals ...



Employee protection
Family Life
Work-life-Balance



Closing
Hours

Inconvenient
Not customer oriented
Lazy?



Different Normals ...



The Swiss
are
RUDE!



Magic Word
Polite
Respect



Automatic
Not heartfelt
Don't mean it



YOUR Normals ?



5. LEARN how things work here ...



CULTURE as a
system of behaviors
that help us act in a
ACCEPTED & FAMILIAR
way



DOs



DON'Ts

Magic Words ...



Grüezi

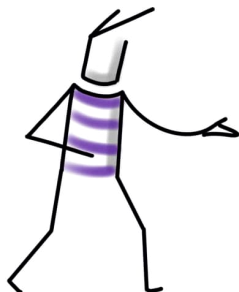
Exgüsi

Bitte

Merci

Adie

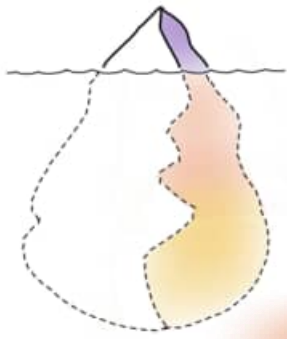
Arriving



leaving



Culture is ...

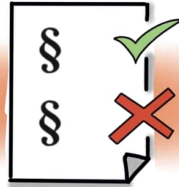


BEHAVIORS



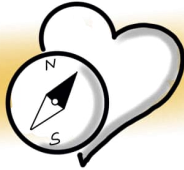
Observable
Five Senses

NORMS



Right / Wrong
Expectations
Needs

VALUES



Important
Carry in my HEART
Gives me GUIDANCE

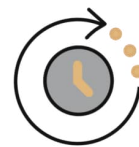


Swiss Value ...

	Départ	Abfahrt	Partenza	
13. 17	IR	Genève		GENEVE -
13. 20	IC	Fribourg	Bern	Zürich HB ST. GAL
13. 20	IR	Renens Morges	Non	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	Pidoux	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	Bas/Bienne	Zürich HB ST. GAL
13. 45	IR	Morges	Non	Genève GENEVE -
13. 45	IR	Palézieux	Fribourg	Bern LUZERN
13. 48	RE RegioExpress	Renens Morges	Allaman Rolle	Gland Nyon GENEVE

40'

Time language
Meeting hours



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



PUNCTUALITY



Swiss Value ...

Recycling in Switzerland



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



✓ Do Recycle
✗ Don't Litter



ENVIRONMENTAL
CONSCIOUSNESS



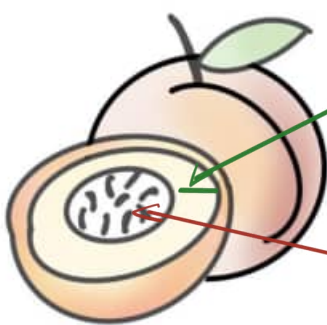
Swiss Value ...



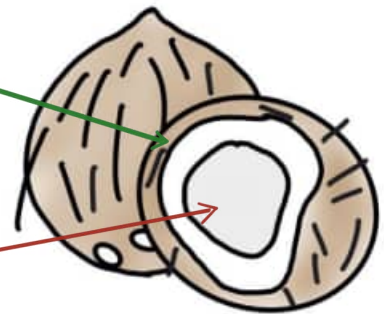
Respect of Privacy ...



Peach & Coconut



PUBLIC



PRIVATE

EXTROVERTED
with strangers

RESERVED

Needs time to warm
up to strangers



Swiss Value ...



XS QUICKLY AS POSSIBLE
XS SLOWLY AS NECESSARY

One thing at a time



Schedule in advance



Stick to decisions

Administration Services Decisions



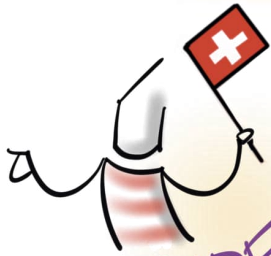
Every picture tells a story ...



Equality



VALUES



INDEPENDENCE

Personal Autonomy
Personal Responsibility
Self Reliance

NORMS



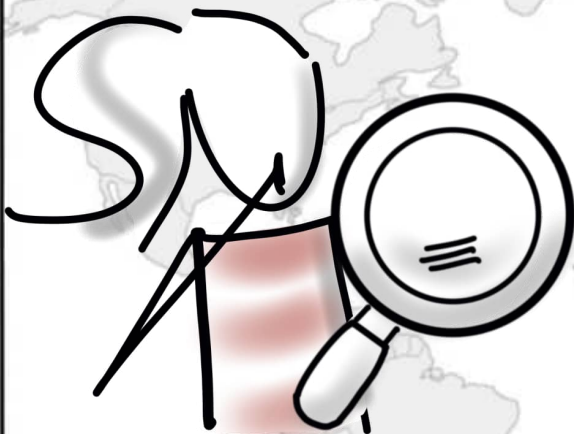
RELIABILITY

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



SWISS MADE
Quality Accuracy
Detail Orientation
Go for 100%

6. CLOSING remarks ...



- ✓ 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 to 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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