



# Long Term Orientation

*Cultural Dimensions - "Cultural Organizations: Software of the Mind"*

*Based on: Geert Hofstede, with Gert Jan Hofstede & Michael Minkov*



# Definition

- ◆ Long Term Orientation stands for the fostering of virtues oriented towards future rewards, in particular perseverance and thrift. It's opposite pole, Short Term Orientation, stands for fostering of virtues related to past and present, in particular, respect for tradition, preservation of "face" and fulfilling social obligations.
- ◆ Culture's Consequences, 2nd ed., p 359





# Long-Term Orientation

- ◆ Truth, good, evil, all depend a lot on the situation
- ◆ Emphasis on persistence
- ◆ Face considerations common, but also seen as weakness
- ◆ Leisure time not too important
- ◆ Thrifty, saving for future
- ◆ Personal adaptability important





# Short-Term Orientation

- ◆ A strong concern with establishing the absolute truth, good, and evil
- ◆ Normative in thinking
- ◆ Status in relationships not as important
- ◆ Small propensity to save for the future, spend, invest in mutual funds
- ◆ Focus on achieving quick results
- ◆ Bottom line is important





# Original Questions

- ◆ In your private life, how important is each of the following to you?
  - ◆ Personal steadiness and stability
  - ◆ Thrift
  - ◆ Persistence (perseverance)
  - ◆ Respect for tradition



# Long-term: Scores by Country

- ◆ Top 5: China 118, Hong Kong 96, Taiwan 87, Japan 80, South Korea 75
- ◆ USA 29 vs. Brazil 65
- ◆ Spain 19, Portugal 30
- ◆ Note: Not all countries have a rating





Imperial Palace  
Beijing, China





# Schönbrunn Palace and Gardens

## Vienna, Austria





Zhǐ Nán Gōng  
Taipei, Taiwan





# Spanish Olives!

## Southern Spain





Este é um país que vai para frente  
<http://www.youtube.com/watch?v=MX6zjrCwwac>





## Vem pra rua - Fiat

<http://www.nytimes.com/video/world/americas/100000002311484/brazils-protest-chant-vem-pra-rua.html>

<http://www.youtube.com/user/fiat>





## O gigante acordou

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