What is culture?
- A set of values, attitudes, and beliefs that members come to share.
- Culture guides how a person or group perceives the world and how life is organized.
- Culture is not genetic. It's learned from a person's social environment.

Cultural challenges might include, but not limited to:
- Communication difficulty
  - Spanish to English, or vice versa
  - Male to female, or vice versa
  - Young to old, or vice versa
- Different job expectations and requirements
- Different expectations of a work / life balance

How do you better understand the various cultures present within your business? ASK:
- What are the priorities of the population I employ?
- What gender roles are the people used to?
- What are the status symbols that my employees will respect?
- What defines family in this culture? Where is the family emphasis?

Knowing and managing with respect to your employees’ understanding does not imply accepting and applying their culture’s principles. However, knowing more about our employees can help us coach and lead employees by tapping into what is important to them individually. Each person brings their uniqueness to the team and the organization, and that diversity in background, age, gender, skills, talents, etc. creates a strong organization.

As you manage, be aware...
- People work to obtain what they value.
- Values shape attitudes and beliefs about work.
- Things that people may value include, but are not limited to: success, wealth, survival, authority, equity, and competition.
- Values govern how we wish to be treated and how we choose to treat others.
- These are things we should know and appreciate about all employees, no matter the culture. If we do not know what employees value, we need to ask.