



Intercultural Preference Tool (IPT[®])

Assessing cultural preferences and using them for your international success

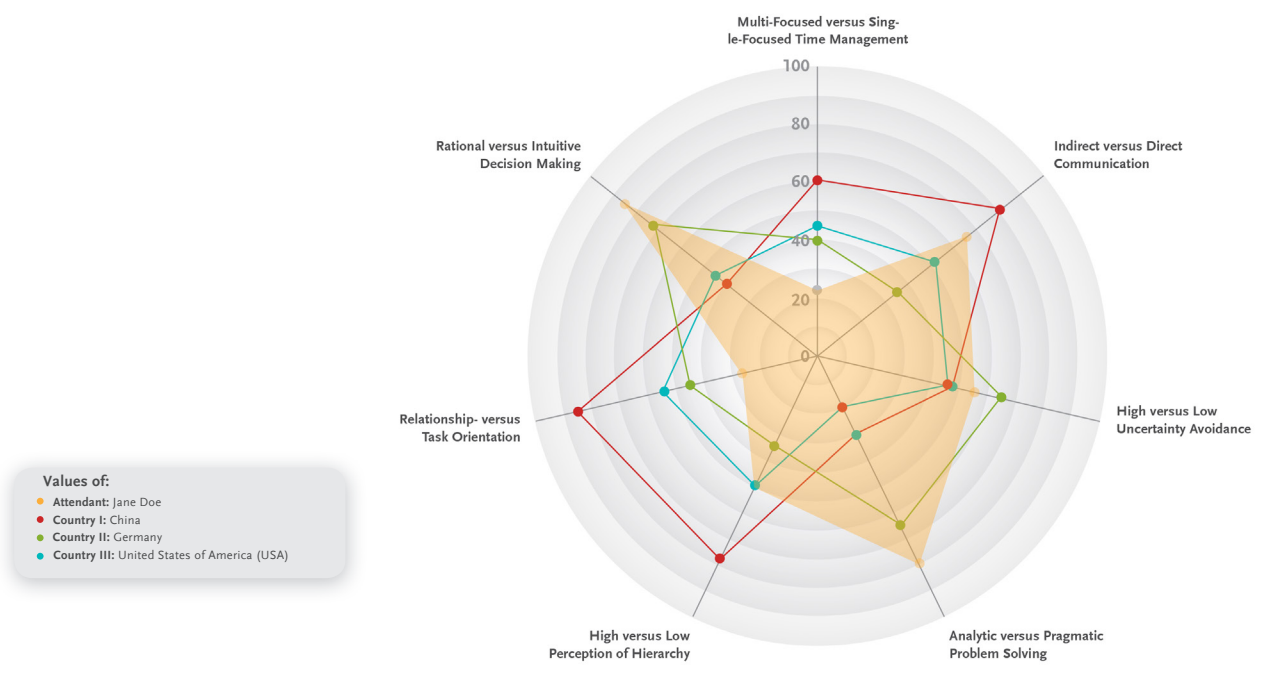
Intercultural know-how plays a crucial role in the global work environment. Companies and researchers agree that individual cultural preferences are a key to international success. But which preferences exactly? How do they influence business and how can they effectively and successfully be utilized?

These questions are answered by the **Intercultural Preference Tool (IPT[®])**.

With the online Intercultural Preference Tool you can efficiently determine and analyze the cultural preferences in the work context of your individual employees as well as of teams. The preferences are based on **seven cultural dimensions**:

DECISION MAKING		Do you prefer rational or intuitive decisions?	DEALING WITH UNCERTAINTY		How do you react to changes and risk?	RELATIONSHIP VERSUS TASK ORIENTATION		What is more important to you: relationships or tasks?	TIME MANAGEMENT		Is your attitude to time single- or multi-focused?
PROBLEM SOLVING		Do you solve problems in a more analytic or pragmatic manner?	COMMUNICATION		Do you tend to communicate directly or indirectly?	PERCEPTION OF HIERARCHY		Do you prefer hierarchical or nonhierarchical structures?			

The cultural preferences can be compared to more than 70 scientifically established country profiles. The IPT[®] visually summarizes the similarities and differences regarding the preferences in a work context of employees, colleagues, the home culture and other cultures. Participants receive a detailed report with either individual descriptions of the results or a team profile as well as practical behavioral recommendations.



FACTSHEET

Experience the advantages of a cooperation with the market leader



Your added value

- **Enhanced international cooperation**
- **Increased performance in teams** by leveraging synergy potentials
- Conscious understanding of **intercultural friction points**
- Recognize **cultural characteristics** and prevent misunderstandings
- Provide **excellent employee preparation** for expat assignments (relevant to the respective target country) and future intercultural cooperation



Characteristics of the tools

- Participants can compare their own preferences with the preferences of other cultures for **eye-opening insights**
- **Stronger sense of awareness** for expatriates and employees working with other cultures in terms of personal challenges in dealing with other cultures: this forms a more apparent context
- Participants **recognize and become aware** of their own behavior in work situations
- The **group, team or company profile** is portrayed in detail
- **Valid, reliable, objective and practical assessment tool** for customized HR development (developed in cooperation with universities)



Application of the IPT®

- A practical and scientifically-based **diagnostic tool** for determining developmental needs of **individual employees** or the entire **team**
- A relevant foundation for **targeted development and coaching** (face to face, remote)
- In **international teams**: The IPT® visualizes similarities and differences while highlighting potentials for conflict, development and synergies
- To **create awareness** of potential misunderstandings and conflicts in **international**



Additional information

- The IPT® is a **self-assessment** tool. It takes about **15 minutes** to complete
- Participants receive a **detailed report** with individual descriptions of the results as well as practical behavioral recommendations
- A **graphical chart** depicts the participant's personal profile which can be compared to **more than 70 scientifically established country profiles**
- The IPT® is available in **German, English, French, Portuguese, Spanish and Italian**

SERVICES OF ICUNET

icunet is your global partner for international success. An interdisciplinary team of experts with competence in more than 75 countries and 25 languages develops individual solutions for all processes of your internationalization and provides support for you all over the world, to be exact in 17 locations. Make Success Global.



**BUSINESS
CONSULTING**



**INTERCULTURAL
ASSESSMENT**



**INTERCULTURAL
QUALIFICATION**



**GLOBAL MOBILITY
SERVICES**

TRY IT NOW!

Test the IPT® for free on our homepage.



Would you like to learn more about the IPT®? Arrange a sample test with your contact:

M. Sc. Anna Sommer | Psychologist Intercultural Assessment / Intercultural Qualification | Anna.Sommer@icunet.group
Fritz-Schäffer-Promenade 1 | D-94032 Passau | www.icunet.group | Phone: +49 851 9886660 | Fax: +49 851 98866670