You are a manager for a global expansion project in an organization. You plan to expand into a country outside the United States. The magnitude of the project requires you to prepare for the project kickoff meeting and business negotiations with the project team who are potential partners from the country. You understand that these cultures are vastly different. They have different business customs, social protocols, and languages, so conducting business with a new country requires a customized approach.

Before answering the following questions, go to [Geert Hofstede's Six Cultural Dimensions](https://www.hofstede-insights.com/product/compare-countries/) and enter a country of your choice and the United States.

**Tip:** When creating a country comparison, choose the United States in the first drop-down menu box to see the values for the six cultural dimensions. After selecting the United States, a second country can be chosen in the second drop-down menu box. Keep the United States in the first box.

* Using the United States as a basis for comparison, evaluate each country's similarities and differences. Think about the potential impact to the global expansion project.
* Discuss the implications for your communication with the cross cultural team.
* Make sure to include the graph report you receive from the Hofstede website (above).

| **Unit 2 Assignment Grading Criteria** | **Maximum Points** |
| --- | --- |
| Evaluate each country’s similarities and differences. | 30 |
| Discuss implications for communication with cross-cultural team. | 30 |
| Response considered the impact to the global expansion project | 30 |
| **Organization:** Assignment presents information logically and is clearly relevant to discussion topic. | 25 |
| Professional Language: Assignment contains accurate grammar, spelling, or punctuation with few or no errors. | 10 |
| **Total** | 125 |

**For assistance with your assignment, please use your text, Web resources, and all course materials. Use up to 3 resources. Please use APA format when citing resources.**

**Please submit your assignment.**

**Reference**

Hofstede Insights. (2021). *Compare countries*. <https://www.hofstede-insights.com/product/compare-countries/>