

GlobeSmart Profile

FAQ for Teams

1. *What is the GlobeSmart Profile, and how should I use it?*

The GlobeSmart Profile (GSP) is an awareness-building tool focusing on style differences that impact interactions between people. It helps individuals understand their own preferences and tendencies for interacting with others and allows for comparisons with other individuals and cultures. It is meant to start discussions about the impact of our preferred styles when we engage with others and how we can improve our collaboration and productivity.

The GlobeSmart Profile places individuals on a scale with 5 dimensions:

- Independent – Interdependent
- Egalitarianism – Status
- Risk – Certainty
- Direct – Indirect
- Task – Relationship

2. *How does the GlobeSmart Profile promote diversity rather than homogeneity?*

The *GlobeSmart Profile* helps organizations identify and leverage the diversity represented in their employees as well as their suppliers, vendors, and customers worldwide. The GlobeSmart Profile places no particular value on where an individual user falls on each dimension's scale; various profiles can be helpful within different business environments. However, GlobeSmart users often find it valuable to consider how their own profile is similar to or different from the profiles of their counterparts, as well as the average profiles of people from countries with whom they need to do business.

Having diverse styles in an organization or on a team is a useful asset if it's managed well - and if those who have styles that differ from the group 'norm' feel properly supported - because the cognitive diversity will help avoid 'groupthink', and make sure the team isn't overlooking important issues that may be critical for other stakeholders.

3. *What if most of my team are all very similar on the Profile?*

If your team's profiles are all quite similar on many of the dimensions, that's not necessarily a problem, but just be aware of what the team may be missing. For example, if you're all towards the "Risk" or "Task" side, the team will probably want to take extra care not to move more quickly than is prudent and remind yourselves that there are likely to be people that you would be wise to consult or involve in your work sooner rather than later. If you're all towards the "Interdependent" or "Certainty" side, take care that you don't spend so much time trying to get agreement on every detail in advance that you end up being seriously delayed or taking no action at all.

4. *Am I supposed to change who I am to be more like someone else? What is 'style switching'?*

You do not have to change who you are, but one way to bridge style differences is by learning to style-switch. By style switching you are not changing your personality; you are simply expanding your repertoire of skills and adding more tools to your toolkit. Style-switching allows you to choose the most effective approach in any given situation. By behaving in a way that makes others feel more comfortable, you are more likely to achieve your desired result. For example, when asking for information, if you tend to have a very direct style, consider providing more background and context as to why you need the information before making the request. If you have a more indirect style, try telling people very explicitly what you want and why.

5. *What if my Profile is very different from the profile of my country?*

The country profiles in Aperian represent averages of data sets from a wide range of people in those countries. Therefore, just as with any 'average', many people may be far to the left or far to the right of the specific country 'plot' on the profile chart.

6. *Why does the GlobeSmart Profile use these five dimensions?*

The five dimensions used in the GlobeSmart Profile have a strong impact on behavior in the business context. These dimensions have been used extensively in research and have proven to be reliable indicators of behavioral trends. In addition, data sets are available on these dimensions, making it possible to compile average profiles for many cultures. As more GlobeSmart Profile users complete their profiles, we continue to add to the body of research in the field.

7. *How will the personal information I provide be used by Aperian or my company?*

Your personal information will be kept confidential in the Aperian application and will not be shared with anyone at your organization unless they have informed you otherwise. Your organization will receive reports containing aggregated usage information, but individual users will remain anonymous. Aperian is certified with the TrustE and EU Safe Harbor seals and is GDPR compliant. Please see our Privacy Policy for more information.

8. *How is the GlobeSmart Profile different from the Myers Briggs (MBTI) or the Intercultural Development Inventory (IDI)?*

The primary benefit of the GlobeSmart Profile is that it is a quick and easy-to-understand awareness-building tool for people working across cultures. Both the IDI and the MBTI serve similar functions in different ways, but they are more involved (take more time) and require more interpretation to comprehend their results than does the GlobeSmart Profile. Both the IDI and the MBTI are well-researched and have been through a number of validation and reliability studies — as has the GlobeSmart Profile — but the GlobeSmart Profile is a more accessible tool.

The MBTI (Myers Briggs Type Indicator) is primarily an assessment of personality 'types,' and assesses how people with different 'types' can work effectively with each other. It is a very popular assessment, certainly in the U.S., and a number of Aperian

clients use both the MBTI and the GlobeSmart Profile. The MBTI does not focus on cultural differences, and even though the GlobeSmart Profile could be seen in some ways as similar to the MBTI in that they both look at style 'preferences,' the GlobeSmart Profile generally looks at style preferences through the filter of culture, while the MBTI focuses primarily on Jungian psychological 'types.' See

<http://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/>

The IDI (Intercultural Development Inventory) focuses on developing intercultural competence, and it looks at a person's 'progression' along a series of intercultural adaptive stages from Denial to Acceptance and Adaptation. See

<http://www.idiinventory.com/resources.php>. It's a well-known assessment in the intercultural field but serves a different purpose from the GlobeSmart Profile. The GlobeSmart Profile does not look at where a person may be on a continuum of intercultural adaptability; rather it provides a snapshot of a user's current preferred styles or 'approaches' to interactions with others — e.g. you may have more of a Task-oriented approach to working with others vs. a Relationship-oriented approach — and allows the user to compare his/her profile on five 'dimensions' of culture with the average profiles of people from other cultures or individuals that the user invites to compare profiles.

9. How many people have taken the GlobeSmart Profile historically?

Over 2,000,000 people have taken the GlobeSmart Profile since its initial launch in 2001.