



One size fits all?!

Implement a USA designed program
in Japan...

MULTICULTURAL

OH

YOU MEAN

LIKE THE WORLD

Lisa de Koning



Loesje

Can we apply a Quality
Management System (QMS) in a
different culture and market with a
different maturity level?



**HOW MANY
OF US BELIEVE**

**TO ONLY
ONE CULTURE**

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Approach

Inventory of needs

- Continual quality in day-to-day job
- Documentation

USA

Individual
Speaking up
Risk taking
Challenges
Short term orientation
Rational approach
Result orientated

Japan

Collective
Fitting in
Comfort zone
Traditional approach
Long term orientation
Emotional approach
Process and effort count

Analysis of cultural differences

Essential for;
Acceptance, communication,
implementation



**DEVELOP
CULTURE**

**SHARE
CUSTOMS**

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Sew it into shape!

We can apply a QMS in a different culture and market when we keep in mind;

A new sense of hospitality...



It is a priority to consider cultural differences