



Estonia **diversophy[®]**

Sample Cards

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click to play



Q diversi**CHOICE**



To get off to a good start with an Estonian, you should:

A. Praise the other person.

B. Speak about your achievements.

C. Speak and act modestly.

Click on your choice.





C. Many Estonians are discouraged by people who boast about their success. They are generally raised to be modest, though note that the younger generation tends to be more assertive and self-promoting. If praise is too forthcoming, they can become suspicious of the motives of the person giving it. In general, competence and politeness will speak for themselves.

If you chose the best answer, keep this card. If not, discard it.



Q diversiSMARTS



A recent Estonian invention now has over 50 million users. It is:

- A. Skype telephony software.
- B. Linux computer operating systems.
- C. Ericsson mobile phones.

Click on your choice.





A. First sold to eBay who then sold it to private investors. Most Skype ideas still come from the 200 engineers at the Tallinn development center. Linux came from Finland, while Ericsson phones originated in Sweden.

*If you chose the correct answer, keep this card.
If not, discard it.*



diversiRISK +



You are visiting your friend's home in Estonia. She immediately removes her shoes and you follow suit. Your friend asks you if you'd like to wear slippers and you agree. Good choice!

How would you react in this situation? Tell your team, and then keep this card.



diversiRISK –



As a foreigner in Estonia you think everything is cheap.
Wrong! Your Estonian colleagues tell you that this is not so
compared to their salaries.

*How might you think, feel or react in this situation? Tell your
team, and then discard this card.*





Kes minevikku ei mäleta, elab tulevikuta.

(The one who does not remember the past will live without the future.)

This Estonian saying indicates the importance of history and how it plays out in everyday decisions affecting the country and the life of Estonians. It also means learning about past mistakes and not repeating them.

After reading this card aloud, any team member, including you, may comment on it. Keep this card.



diversiSHARE



In negotiating with Estonians, professionalism is expected. Decisions are reached quicker when facts are known. What should Estonians know about how negotiations are conducted in your culture?

After you share, your teammates will disagree with you by shaking their heads. Keep this card.





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