



Italy

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Sample Cards

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click to play



Q

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You have sent a standardized product survey to comparable market samples in Germany, France, and Italy. Germans and French ranked the product average or slightly below, while Italians put it in the superior to excellent category. This clearly suggests that you should choose Italy as the better market for your product.

True or False?

Click on your choice.



a

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False. Not too fast! You may have to gather more data, but the fact that French and Germans tend to be less enthusiastic on surveys than the Italians could explain the difference.

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





It is hard to identify people of minority background in Italy because:

- A. Everyone speaks Italian.
- B. Diversity was abolished in the 1920's.
- C. They tend to keep to themselves.

Click on your choice.





B. Diversity was abolished in the 1920's by the Fascist government. Un-Italian names of people and places were changed, e.g. the "Stein" family became the "Pietri," and the "Kovalcics" turned into "Corvalli." The Franco-Provencal ski area of Corméyaou became Cormaioire. Some regions are trying to restore place names, but many family names are likely to be permanently lost.

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



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Recognizing that you graduated from an important business school, your Italian business acquaintances honor you by calling you *dottore* or *dottoressa*.

How do you think, feel, or react to this situation? Tell your team, and then keep this card.





As a German supervisor in an Italian company you are thoroughly frustrated at the fact that your Italian colleagues deviate from the agenda at will and discuss fine points until everyone has had a say.

How do you think, feel, or react to this situation? Tell your team, and then discard this card.





Tutto fa brodo.

(Everything can be used to cook a soup.)

This adage means that everything and everyone can be used to reach a target. It shows the Italian inclination to improvise.

Italian proverb

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



diversiSHARE



It is said that working attitudes differ among the British, who insist on “doing things the right way” (i.e., doing what is expected), while the Italians focus on “doing the right things”. What are your feelings about this?

Whatever your preference, after you share, teammates who favor the Italian approach may shout, "Bravo!" while those favoring the British approach say, "Jolly good!" Keep this card.





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