



Turkey
diversophy[®]
Sample Cards

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click to play



As a foreign businessman visiting the offices of a Turkish company you are introduced to some of the managers. Three are women. One is wearing a long dress and has covered her hair tightly with a scarf. You should:

- A. Shake hands only with the men.
- B. Shake hands with all.
- C. Greet everyone with a slight bow, without shaking hands.
- D. Shake hands with everybody except the covered woman, whom you greet with a slight bow.

Click on your choice.



a

diversiCHOICE



D. You shake hands with everybody, except the covered woman, whom you greet by bowing your head slightly. This woman is most probably a strict Muslim and won't shake hands with males outside of her immediate family. The same is valid for a house visit. If the hostess is covered, greet her but do not shake her hand unless she offers it herself.

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



q diversiSMARTS



The European part of Turkey, which has borders with Greece and Bulgaria, is called:

- A. Marmara.
- B. Edirne.
- C. Thrace.

Click on your choice.



C. Thrace. Turkey extends on two continents: Anatolia in Asia (755,688km²) and Thrace in Europe (24,888 km²). The Sea of Marmara separates the Asian and European parts of Turkey. Edirne, once the capital of the Ottoman Empire, is in the northwest corner of Turkey, where Turkey, Greece and Bulgaria meet.

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



diversiRISK +



You have been negotiating for a deal with your Turkish counterparts, but they are taking a long time to arrive at a decision. They also tend to introduce new issues as they go along. You know you have to be patient and that a high degree of flexibility and diplomacy are required.

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



diversiRISK –



A Turkish company interested in buying your products contacts you. You send one of your junior managers, a brilliant young man, to Turkey, but he cannot close the deal, despite his best efforts. Hierarchy is important in Turkey, so potential business partners want to deal with their equals. Sending lower level managers can have negative effects.

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



diversiGUIDE



Sürüden ayrılan koyunu kurt kapar.

(The sheep separated from the flock is eaten by the wolf.)

This Turkish proverb expresses the value of belonging to a group and avoiding individualistic and risky action.

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



diversiSHARE



In order to invite a person to follow him, a Turk will not wriggle the index finger, but wave his hand downward towards himself in a scooping motion. Show your teammates how you would motion to a person to come with you in your culture.

After you share, your teammates will make the Turkish gesture inviting another person to come to them. Keep this card.





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