



CULTURAL INSIGHTS

Perspectivas Culturales

PUERTO RICO



a culture crash course every other month, sent right to your inbox!

QUICK FACTS

Group Orientation & Relationship Orientation

Puerto Ricans tend to be relatively group-oriented with their identity being derived from the family, team or the community and less emphasis given to individual achievements and interests. Most people are motivated by group loyalty and believe that cooperation rather than competition is the most effective way to achieve goals. At the same time individual initiative is valued as long as harmony is preserved. Relationships are key to successful business and social interactions in Puerto Rico.

Equality & Hierarchy

Structured hierarchy is respected and acknowledged in the workplace while everyone is expected to contribute. Puerto Rican managers may have a somewhat autocratic workstyle and employees do not tend to directly challenge authority, however, consensus is also valued.

The population is overwhelmingly Roman Catholic although a large percentage do not strictly adhere to religion. There is an increasing embrace of the LGBTQ community with legal protections and wider acceptance, however discrimination lingers. The Upper Class in Puerto Rico is tied to color, wherein over 75% of Puerto Ricans (including many Afro-Puerto Ricans) identify as White. Many regard the broad ethnic and racial categories as inadequate measures of their unique cultural heritage.

Preference for Exceptions & Fluid Time

Puerto Ricans believe that not all rules apply to everyone all the time. There is a tendency to apply rules based on relationships and context. Punctuality is valued more in the business context and less so in social situations.

FUN FACTS

- Puerto Rico, an unincorporated territory of the United States, exudes North American, African, Spanish, and Caribbean influences with San Juan as the capital city.
- Two official languages are recognized: English and Spanish.
- Located in the Caribbean, Puerto Rico is famous for its 300 miles of beautiful beaches and historical architecture.
- Medical manufacturing is key to the island's economy along with pharmaceuticals, electronics, apparel, food products tourism and of course, rum production.

WATCH OUT!

Do not confuse the warmth and hospitality generally shown by Puerto Ricans with casualness; instead maintain proper etiquette until a closer relationship is developed.



COMMUNICATION IN

PUERTO RICO

INDIRECT & HIGH CONTEXT

To preserve harmony, Puerto Ricans tend to suggest meaning and intent and can be reluctant to give direct feedback, especially if they perceive it to be negative. Puerto Ricans tend to expect and share a lot of background information to provide context for decoding the message.

INFORMAL AND EMOTIONALLY EXPRESSIVE

Passion and emotion are admired and help to establish trust and credibility. Body language and "talking with your hands" are frequently used to visibly display feelings and add emphasis and meaning to the message.

THE DETAILS PUERTO RICO CULTURAL PROFILE

