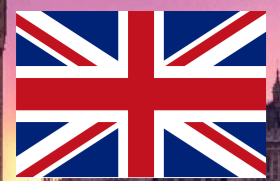


# CULTURAL INSIGHTS UNITED KINGDOM



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

## QUICK FACTS

- Individual Orientation**  
 In the UK people tend to value independence and self-reliance. They strongly believe that they are responsible for conduct of own life; respect personal privacy and individual differences
- Tolerance for Ambiguity**  
 Most Britons are comfortable with ambiguous situations and encourage risk-taking.
- Preference for Universal Rules**  
 There is a tendency for strict application of formal rules without much attention to context
- Competition**  
 The British believe that competition brings out best in individuals and that challenges help produce the best possible outcomes. However, Britons also believe that team spirit is important and that the concept of "fair play" should be applied
- Task Oriented**  
 Establishing rapport and good personal relationships is subordinated to getting the job done and completing tasks. Tasks tend to be accomplished by relying upon facts and logical analysis. At the same time, there is a preference to work with trusted colleagues
- Equality**  
 Class consciousness is slowly diminishing, yet still a major factor in British society along with observed attention to authority, deference to position and adherence to traditions. Alongside class, Diversity, Equality and Inclusion focus on immigrants and refugees, LGBTQ+, differently-abled and BAME, a term used in the UK to refer to black, Asian and minority ethnic groups

## FUN FACTS

The UK has fewer public holidays than the US, but most full-time employees in the UK receive 28 days of paid vacation a year

In 2021, India continued to be the most common non-UK country of birth, and Polish remained the most common non-British nationality

The British consume about 100 million cups of tea every day

While fish and chips are representative of British cuisine, residents of the UK once voted chicken tikka masala to be named the national dish



## WATCH OUT! cultural taboos

The British have a great sense of humor and often resort to subtle **irony** or **sarcasm** to build connections. Do not take their jokes too seriously or literally!

**Never jump the queues:** They are an integral part of the British culture and mean decency, fair play and waiting for one's turn

## COMMUNICATION IN **the UK**

### FORMAL

There is an emphasis on being **polite** and **reserved**. People stress protocol and prefer formal recognition of space. Privacy and minimal physical contact are strongly appreciated. Britons have strong sense of tradition and the inevitability of events - it is considered naïve to disregard these values

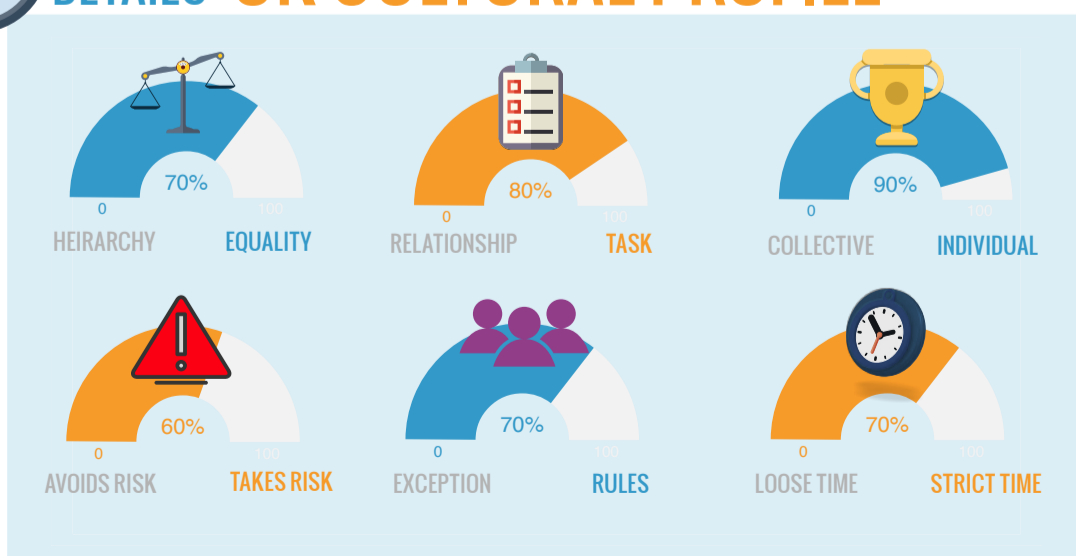
### INDIRECT

Britons tend to be **indirect** and strongly value **understatement**. Self-deprecation and humor are used to convey a multitude of messages. The truth, if hurtful, should be tempered and sensitivity and inference are required to understand what is being communicated

### EMOTIONALLY RESTRAINED

In the UK emotions tend to be discredited as unprofessional. **Trust** and **credibility** are developed through emotional suppression. Britons are sensitive to hurting feelings of others and are known for their perseverance and "stiff upper lip"

## THE DETAILS UK CULTURAL PROFILE



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