

CULTURAL INSIGHTS UKRAINE

Культурологічні спостереження:
Україна



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

QUICK FACTS

Group Orientation & Relationship Focused
Ukrainian sense of identity is strongly linked to their social group and family, which serves as a constant source of help, advice, and support. As per Sociological Group "Rating," over the last year Ukrainians developed an even stronger commitment to the nation as a group uniting to help and fight. In the business context, once relationships and hierarchical order are established, loyalty to the team and company and its success is seen as a personal responsibility. Business relationships take time to develop and building strong, personal connections are key to creating a pleasant work environment.

Hospitality
Ukrainian hospitality is legendary, and participating in social interactions is one of the fastest ways to build trust and relationships with Ukrainian colleagues. Ukrainians tend to share a collective lifestyle where individual's ideas are often superseded by the interests of the majority, and guests and business partners are given the highest level of attention and assistance during and after business hours.

Self-Determination
Throughout its turbulent history, Ukraine has found itself divided and ruled by various neighboring countries. The centuries-old dream of an independent state was finally realized in 1991 when 92.3% of Ukraine said "yes" to determining their own destiny and being independent. Today, 94% strongly identify as Ukrainians and there is a tremendous sense of pride in the country and Ukrainian achievements as people invest in developing their own potential, becoming entrepreneurs, and starting independent businesses.

Risk Aversion
Patience and taking time to calculate risk is part of the Ukrainian identity. Ukrainians approach change with caution and prefer to plan ahead. Frequent and clear communication along with creating a safe environment promotes individual risk taking, although superiors' guidance, group buy-in, and shared responsibilities in case something goes wrong tends to be favored.

FUN FACTS

Ukraine is the largest country entirely within Europe (233,000 sq. miles)

Ukraine is the world's largest exporter of sunflower and sunflower oil, and one of the top 5 exporters of barley, corn, potatoes, and wheat. It can supply food to 600 million people!

The first constitution, known as *Pylyp Orlyk constitution*, was written on April 5th 1710 and stipulated limitation of autocratic power and elections as a foundation of state power

77% of Ukraine's population self-identifies as *ethnically* Ukrainian while 17% identify as *ethnically* Russian

TABOO!

The official name of the country is **Ukraine** and English speakers should refrain from using "The Ukraine," as it is a reference to the Soviet Era that undermines the country's political sovereignty



COMMUNICATION IN UKRAINE

DIRECT



Friendly communication is critical to establishing social and business relationships. Overly direct and assertive communication may be seen as too cold and detached. However, once trust is built communication tends to become very direct and to the point, as it is seen as the most effective way to convey a message. Humor is part of the national Ukrainian character. It ranges from funny jokes to irony to sarcasm and serves as a way to communicate, face challenging situations (including war), and build rapport.

FORMAL



Ukrainians are sensitive to position and age, and place a high importance on politeness, privacy, and being reserved. In formal settings, titles and family names are used, but business among acquaintances is conducted on a first name basis, although hierarchy is always respected and acknowledged.

EMOTIONALLY RESTRAINED

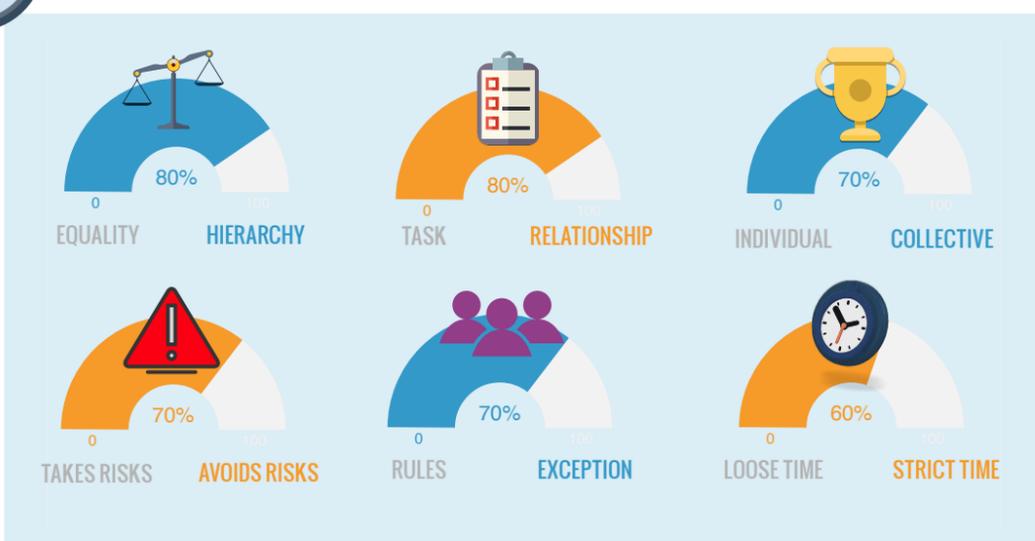


Emotions may be regarded as unprofessional; in a business context, trust and credibility are developed through suppression of emotions. Ukrainians are normally more emotionally expressive with family and friends.



THE DETAILS

UKRAINE CULTURAL PROFILE



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