



The European-American Business Bridge



A Road Map of Key Differences

American	French
Highly explicit	Highly implicit
Abundance mentality	Shortage mentality
Optimistic and positive: value the present and the future ; good at action	Pessimistic and negative: value the past; good at analysis and criticism
Binary: "it is true or false"	Contextual: "it depends"
Like what is simple	Like what is complex
Want to be loved	Want to be independent
Social identity is based on the individual	Social identity based on belonging to a group
Law and contracts must be respected; everything is in the contract once it is signed	Signing a contract is just the beginning of a relationship
Bottom to top country	Top – down
Value achievement	Value intelligence
Pragmatic	Logical
Monochronic	Polychronic
Guilt associated with certain pleasures i.e. food	Pleasure is not associated with guilt i.e. food
Money is a benchmark of success.	Money is taboo.
Believe in win/win	If you win I lose.
Very little distinction between private and personal life	Clear distinction between private and personal life
Not formal	Abide strictly to formalities
Work to schedules	Work with open time frame
A contract is not linked to the relationship	The contract is strongly associated with the relationship
Process oriented: everything must be clear and documented; reacts as planned	Like gray zones and nuances; very creative; very quick to react and sometimes more inventive
DOING: you are judged on what you do	BEING: you are judged on what you are
Value quality of work	Value quality of life