**Video Title:** Cultural Conflict: Personal Values

**Video URL:** <https://www.youtube.com/watch?v=UTd8XS5UA4g>

**Run Time:** 5:28

**Source:** Josh Woodman/YouTube

**Close Caption Available:** Yes

Cross-cultural values are described in pages 82-86 of the textbook. The video emphasizes that different values within the same workgroup can lead to conflict, particularly with respect to getting a group task accomplished. You might regard this video as background information for understanding how cultural values lead to differences in negotiating styles. Various individuals in the video make casual statements that reflect their values, such as the following:

* “I know I’m running late here. I’m just caught up in traffic.”
* “I love my family and I love milk.”

Differences in values can also bring about issues that might require negotiation. The value of punctuality has a big impact on the group meeting starting as planned. Hating to wait around can be an expression of the value of individuality. Another value is love of family which could receive higher priority than coming to work on time. Love of sports is such a strong value that it can interfere with getting work accomplished. Another value mentioned is the belief in hard work, which is related to acquiring knowledge as a core value.

*Questions for Thought and Discussion*

1. Should workgroup members be able to overcome their values that prevent a group from working smoothly?

2. What about loving the family? Isn’t that a value that an employer should welcome in an employee?

3. To what extent does it appear to you that some of the values depicted in this video are common to many different cultures?

4. How might the head of a group acknowledge the different values within the group?

5. How could the head of the group capitalize on the differences in values to make the group more productive?