

A high score (Masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the winner/best in field – a value system that starts in school and continues throughout organisational life. This means that the softer aspects of culture such as leveling with others, consensus, sympathy for the underdog are valued and encouraged. The fundamental issue here is what motivates people, wanting to be the best (Masculine) or liking what you do (Feminine).