



# UKRAINIAN CULTURE ESSENTIALS

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## INTRODUCTION

Welcome to this guide to Ukrainian culture. We hope that this helps you build confidence as you host refugees from Ukraine and gives you an insight into Ukrainian cultural attitudes, values and behaviors.

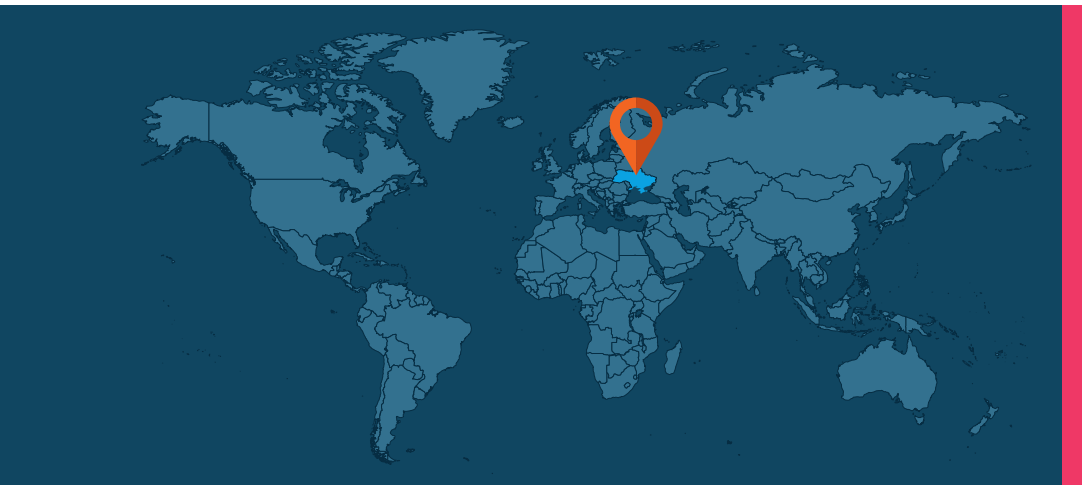
## WHO ARE WE?

Country Navigator has been a world-leading provider of cultural intelligence and inclusion learning for more than 25 years. We have worked with some of the biggest companies in the world to learn how to interact effectively with people from different cultures.

We are bringing this expertise to give you an insight into Ukrainian culture and help you support any Ukrainian refugees you may be in contact with.

The content has been put together by our team of in-house experts and cultural consultants, including Viktoria Spashchenko, a Ukrainian coach who is still in Kyiv today. Another of our coaches, Dan Green, has been working with refugees for 15 years and he has also given us his insights.

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## HEALTH WARNING

Culture is complicated. Our individual cultural make up is influenced by much more than just our nationality. National culture is just one way of looking at cultural difference, and this means that the information we put together represents a tendency or a trend and may not map onto an individual directly.

Our insights into Ukrainian culture are built on the basis of 30 years of research and data from the one million people who have used Country Navigator's WorldPrism to create their cultural profile on our platform.

It is also worth mentioning something very obvious. Cultural research is largely based in peace-time business. How we react in stressful and distressing situations can transcend culture and cause unexpected behaviors.

## ANY QUESTIONS?

Naturally, this page doesn't cover everything you could ever want to know. If there is a question you really want to ask that isn't covered here, please let us know using the form on the webpage – we can't respond directly, but we can include it as we update the content and expand it. Your insights and comments are (in advance) very much appreciated.

## AND FINALLY...

Thank you for volunteering to help out people in distress.