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Cultural Intelligence
World Cultures

East* vs. West Philosophy, Cultural Values, and Mindset



By Vadim Kotelnikov and Anastasia Bibikova

One world, one way



One way, many paths

→ Cultural Differences

Broadly, speaking,

Western society strives to find and prove "the truth",

while

*Eastern society accepts the truth as given and is more interested in finding **the balance**.*

*Westerners put more stock in individual rights;
Easterners in social responsibly.*



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The Wheel of Life In the Eastern and Western Philosophy



Nirvana signifies the end of the eternal cycle of reincarnation

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Everything must be accounted for within this lifetime

1000ventures

Issues	Eastern Philosophy	Western Philosophy
Main Schools	Buddhism, Confucianism, Hinduism, Integral Yoga, Islam, Taoism, Zen	Christianity**, Rational, Scientific, Logical schools
Main Principles	1. Cosmological unity 2. Life is a journey towards eternal realities that are beyond the realities that surround us 3. Circular view of the universe, based on the perception of eternal recurrence 4. Inner-world dependent 5. Self-liberation from the false "Me" and finding the true "Me". The highest state is believed to be a state of 'no-self', where neither self-worth nor self-importance have any real meaning. 6. Behavioral ethics	1. Feeling oneself as an element of the Divine 2. Life is a service (to the God, money, business, etc.) 3. Linear view of the universe and life, based on the Christian philosophy where everything has its beginning and the end. 4. Outer-world dependent 5. Self-dedication to the goal (life vision, success, happiness, etc.)
The "Me" concept	Eternal reality of the universal truth: self-liberation through getting rid of the false "Me" and discovering the true "Me"	"Me" is here and now. The true "Me" in every human being is a part of the Divine that need to become apparent. True "Me" is given and doesn't have to be cognizable .
Relationship with Religion	Integration	Opposition
Search for Absolute Truth	• Systemic approach – all events in the universe are interconnected • Searching inside yourself – by becoming a part of the universe through meditation and right living <i>"Though he should live a hundred years, not seeing the Truth Sublime; yet better, indeed, is the single day's life of one who sees the Truth Sublime." ~ Buddha</i>	• More focused on individual events and the role of the person • Searching outside yourself - through research and analysis <i>"The truth that survives is simply the lie that is pleasantest to believe" ~ H.L. Menck</i>
Search for Truth & Fundamental Research	The truth is given and does not have to be proved. The philosophic base for and culture of fundamental research is weaker.	The truth needs to be proved. The philosophic base for and culture of fundamental research is stronger.

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Future	Your future is determined by your deeds today . <i>"Study the past if you would like to divine the future."</i> ~ Confucius	Your future is unknown, it was predetermined by God and is not much influenced by your deeds. <i>"You can never plan the future by the past."</i> ~ Edmund L
Beliefs and Values	The true key is inside . The inner world of a human being and his or her ability to control and develop it is of the highest value. The way to the top is inside yourself, through self-development. <i>"The superior man understands what is right; the inferior man understands what will sell."</i> ~ Confucius <i>"By chasing desires you will meet only the outersurface."</i> ~ Lao Tzu	The main values are success and achievement . These that can be achieved in many ways, but rarely through developing inner strength. The majority of success and achievement criteria have an external nature (money, faith, popularity, etc.). The way to the top is through active outside intervention. <i>"Happiness lies in virtuous activity, and perfect happiness lies in the activity, which is contemplative."</i> ~ Ari:
Justice	Spiritual practice <i>"There is a higher court than courts of justice and that is the court of conscience. It supercedes all other courts."</i> ~ Mahatma Gandhi	Cerebral practice <i>"At his best, man is the noblest of all animals; separated from law justice he is the worst."</i> ~ Ari:
Individualism / Collectivism	A human being is an integral part of the universe and the society. People are fundamentally connected. Duty towards all others is a very important matter. Collectivism is stronger.	A human being has an individualistic nature and is an independent part of the universe and the society. Individualism is stronger.
Improvement / Evolution	Cyclic development, hence improvement is a never ending journey that has no limits.	Linear development, hence improvement has a goal. Development is when the goal is reached.
Radical Innovation / Revolution	The fundamentals of the status quo should not be questioned. The culture of considering and introducing radical changes is weaker .	The fundamentals of the status quo can – and often should – be questioned . The culture of considering and introducing radical changes is stronger .

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Passion & Venturing	Entrepreneurial creativity and venturing is contained by the habit to control one's passions. <i>"Desires are the cause of suffering. If desire, which lies at the route of all human passion, can be removed, then passion will die out and all human suffering will be ended."</i> ~ Buddhism <i>"Vain indeed is all overweening pride in the conquest even of the entire universe if one has not conquered one's own passions."</i> ~ Sri Aurobindo	Entrepreneurial venturing is encouraged emotionally. <i>"Nothing is ever achieved by reasonable men."</i> – J Fred Bucy of 'Instrun <i>"Nothing great was ever achieved without enthusiasm... Always do you are afraid to do... Do not go where the path may lead, go in where there is no path and leave a trail."</i> ~ Ralph Waldo Emerson <i>"If you want to succeed, you have to forge new paths and avoid borrowed ones."</i> ~ John Rockefeller
Achievement & Winning	Winning is inside yourself. >>> <i>"Though he should conquer a thousand men in the battlefield a thousand times, yet he, indeed, who would conquer himself is the noblest victor."</i> ~ Buddha <i>"He who conquers others is strong; he who conquers himself is mighty."</i> ~ Lao Tzu <i>"The most excellent Jihad is that for the conquest of self."</i> ~ Mohammad	→ Winning is outside yourself. <i>"You're not a star until they can spell your name in Kara"</i> ~ Roger Marley <i>"Life affords no higher pleasure than that of surmounting difficulties passing from one stop of success to another, forming new wisdom seeing them gratified"</i> ~ Samuel Johnson <i>"It is not because things are difficult that we do not dare; it is because we do not dare that they are difficult"</i>
Implementation	Spiritual and missionary approach. <i>"To create and develop without any feelings of ownership, to work and guide without any expectation and control, is the best quality"</i> ~ Lao Tzu <i>To achieve self-liberation and nirvana you need to perform your duties without expecting any reward for it.</i> ~ Vedanta, Hinduism <i>"Action can be achieved by inaction, where the result is achieved by inaction"</i> ~ Zen	Pragmatic and emotional approach. <i>"The supreme accomplishment is to blur the line between work and play"</i> ~ Arnold Toynbee <i>"Since most of us spend our lives doing ordinary tasks, the important thing is to carry them out extraordinarily well."</i> ~ Henry L. Menck <i>"Every minute you spend in planning saves 10 minutes in execution"</i> ~ Brian Tracy



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Goals & Key to Success	Spiritual <i>"Virtuous life and adherence to performing your duties." ~ Confucianism</i> <i>"The Three Armies can be deprived of their commanding officer, but even a common man cannot be deprived of his purpose." ~ Confucius</i> <i>"If you really want everything, then give up everything." ~ Lao Tzu</i> <i>"He is able who thinks he is able." ~ Buddha</i>	Materialistic <i>"The secret of success in life, and subsequently of making money, enjoy your work. If you do, nothing is hard work – no matter how many hours you put in." ~ Sir Billy E</i> <i>"Success is that old ABC – ability, breaks and cour ~ Charles Luci</i> <i>"Flaming enthusiasm, backed by horse sense and persistence, is a quality that most frequently makes for success ~ Dale Carnegie</i>
Living Principles	Virtue <i>"Be satisfied with whatever you have, and enjoy the same. When you come to know that you have everything, and you are not short of anything, then the whole world will be yours." ~ Lao Tzu</i> <i>"The thought manifests as the word; The word manifests as the deed; The deed develops into habit; And habit hardens into character. So watch the thought and its ways with care, And let it spring from love born out of concern for all beings." ~ Buddha</i>	Ethic <i>"Refrain from doing ill; for one all powerful reason, lest our chi should copy our misdeeds; we are all prone to imitate whatever is and depraved ~ Ju</i> <i>"There is no real excellence in all this world which can be separated from right living ~ David Starr Jennings</i>
Establishing Control Over Your Emotions	Through meditation <i>A man can separate his/her mind from his/her emotions and control them. ~ Taoism</i>	Through analysis <i>"I can control my passions and emotions if I can understand my nature." ~ Spinoza</i>
Leadership	Spiritual ; walking behind people; silence is golden. <i>"In order to guide people, the leader must put himself behind them. Thus when he is ahead they feel no hurt." ~ Lao Tzu</i>	Hands-on ; walking ahead of people; speech is golden. <i>"Leadership is done from in front. Never ask others to do what you are not challenged, would not be willing to do yourself." ~ Xenocrates</i>

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* Eastern philosophy is a group of philosophies and religions originating in [Asia](#) – [China](#), [India](#), Japan, Southeast Asia, and Arabic countries

** Through [Christianity](#) originated in Asia geographically, culturally it's considered to be a Western religion that originated in the Mediterranean region



One World, One Way

Life is Love



[Love is life.](#)
All, everything that I understand,
I [understand](#) only because I [love](#).

Leo Tolstoy



We [live](#) in this world
when we [love it](#).

Rabindranath Tagore



Go out into the World today and [love the people](#) you meet. Let your presence light new light in the hearts of people.

Mother Teresa



My message is always the same:
to cultivate and [practice love](#), [kindness](#), [compassion](#) and tolerance.

Dalai Lama XIV



To discover your true – divine – self,
get rid of all your attitudes and thoughts that are not nurtured by [love](#).

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Happiness is a Mindset

	The mind is the source of happiness and unhappiness	Buddha
	Happiness does not depend on outward things, but on the way we see them.	Leo Tolstoy
	Remember, happiness doesn't depend upon who you are or what you have, it depends solely upon what you think .	Dale Carnegie
	Most people are about as happy as they make up their minds to be.	Abraham Lincoln
	The address of your happiness is www.your.com	Vadim Kotelnikov → e-Coach

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The Main Victory is Inside

	Though he should conquer a thousand men a thousand times, yet he indeed who would conquer himself is the nobles victor.	Buddha
	He who rules his spirit has won a greater victory than the taking of city.	Jesus
	The most excellent jihad is that for the conquest of self.	Mohammad
	The first and greatest victory is to conquer yourself; to be conquered by yourself is of all things most shameful and vile.	Plato
	External victories bring temporary happiness. Conquering yourself brings lasting happiness .	Vadim Kotelnikov → e-Coach

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Love All People

	Conquer the angry man by love.	Buddha
	Love your neighbor as yourself ... Your neighbor is the one who is sent to you from the Divine... who needs your support.	Jesus
	No man is a true believer unless he desires for his brother that which he desires for himself.	Mohammad
	Spread love everywhere you go... Let no one ever come to you without leaving better and happier.	Mother Teresa
	Be a HOSTer – Help Others Succeed and Thrive	Vadim Kotelnikov → e-Coach

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Leaders **must inspire**



An army of sheep led by a lion is better than an army of lions led by a sheep.

Alexander the Great



Without the [vision](#) of a goal, a man cannot manage [his own life](#), much less the lives of others.

Genghis Khan



Not the cry but the flight of the wild duck leads the flock to fly and to follow.

Chinese proverb



A [leader](#) is a dealer in hope.

Napoleon



A [leader](#) envisions the future and [inspires](#) people to achieve more than they may ever have dreamed possible.

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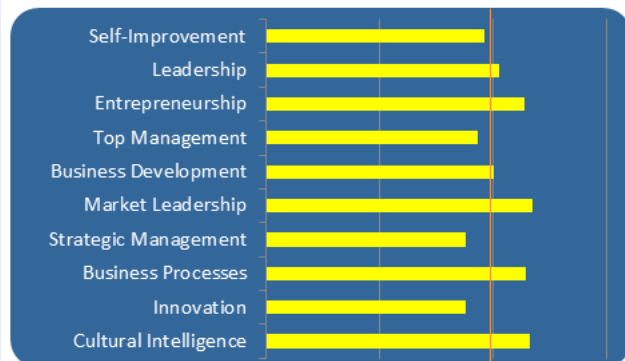
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