

多文化適応の練習

ロールプレイ サンプルシナリオ

ケースでのロールプレイ

Daniel is from Colombia and owns a coffee bean production factory in Colombia. He wholesales coffee beans to Sintra Coffee, a cafe chain in Portugal.



Colombia



Daniel

The coffee bean importer at Sintra Coffee is Alberto. Over the past 3 months, sales of Daniel's Colombian coffee have declined at Sintra Coffee, so Alberto informed him that the next contract renewal might be difficult.



Portugal



Alberto

Q1, Daniel wants to keep the contract with Sintra coffee next year.

What could be Daniel's response to Sintra coffee's opinion through Alberto?

Q2, What could be Alberto's response to Daniel's opinion above (Q1)?

★ Please use Time orientation and Indulgence dimensions when you answer.

Work sheet

Alberto	Daniel, I need to give you some information about your coffee sales at Sintra coffee today.	
Daniel		Great, I'd love to hear it.
Alberto	Over the past 3 months, sales of your Colombian coffee have been declining.	
Daniel		Oh, I see. That's not good news. Is there anything else?
Alberto	Actually, yes. If it continues like this over the next 6 months, the next contract renewal might be difficult.	
Daniel		Q1 Daniel wants to keep the contract with Sintra coffee next year. What could be Daniel's response to Sintra coffee's opinion through Alberto?
Alberto	Q2 What could be Alberto's response to Daniel's opinion above (Q1)?	

Example-Daniel

- Daniel understands the situation, actually, he takes it seriously but his facial expression is cheerful. Then, he suggests that if the store staff could promote Colombian beans, sales would immediately pick up.
- He takes it seriously but his facial expression is cheerful: Colombia is at Short-term orientation, therefore, results in 3 months period are important indication. Daniel's facial expression shows Colombia's indulgence orientation.
- He suggests... : He is eager to consider solution rather than being pessimistic about the situation.
- Sales would immediately pick up: He aims for recovering a loss in short-term.

Example-Alberto

- However, Alberto thinks that it would be difficult to involve the store staff, because of the time it would take to train more than 500 employees including part-timers across more than 100 stores. Alberto is undecided about whether to tell Daniel that his plan may not yield a quick result.
 - It would be difficult to involve the store staff: It may have come up because he knows the reality of the difficulty of training many employees. It may have come up because of the cultural tendency of restraint orientation.
 - His plan may not yield a quick result: Portugal is also at short-term orientation therefore he is also aiming for a strategy for quick result.