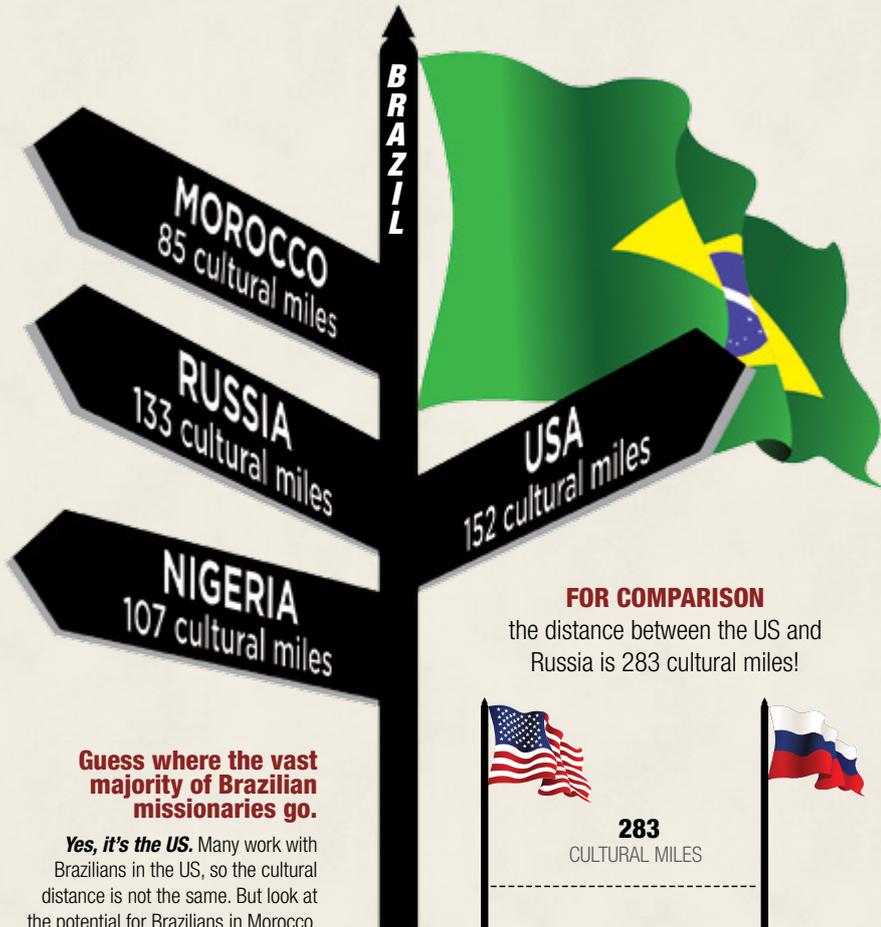


AMBASSADORS

CROSSING CULTURAL DISTANCE

Have you ever thought about the cultural distance between countries? Some countries that are far apart geographically may actually be very close culturally or vice versa. Ambassadors for Christ need to understand how much or how little cultural distance they are dealing with.



“Cultural Mileage”

is a total of the distance between countries on six cultural scales (each 0-100) such as individualism, tolerance for uncertainty, etc.

Short distance	U.K. & USA	48 mi.
Medium	India & China	89 mi.
Large	Argentina & Germany	151 mi.
Extreme	Sweden & Japan	272 mi.

Two totally opposite cultures would be 600 “cultural miles” apart (100 x 6). See geert-hofstede.com

Guess where the vast majority of Brazilian missionaries go.

Yes, it's the US. Many work with Brazilians in the US, so the cultural distance is not the same. But look at the potential for Brazilians in Morocco.



MOROCCO

The cultural distance a Moroccan immigrant will have to travel to feel at home in these places:

- BRAZIL** ----- 85 cultural miles
- NIGERIA** ----- 106 cultural miles
- RUSSIA** ----- 146 cultural miles
- USA** ----- 161 cultural miles

QUESTIONS OF CULTURAL DISTANCE



Which countries or regions have the smallest cultural distance from our country? Check your guesses with the Country Comparison tool at Geert-Hofstede.com. What can we do to travel that short distance and be good ambassadors?



How big is the cultural gap between the missionaries we send and the countries we are sending them to? Let's pray for those who are facing huge cultural distances.



What cultural and experiential advantages do missionaries from the Global South have over those from Western countries that have done most of the missionary sending before?

3 WAYS TO ENGAGE

AMBASSADORS IS THE THIRD OF THREE GRAPHICS ON MISSION MOBILIZATION.



“We are therefore Christ’s ambassadors, as though God were making his appeal through us.” 2 Cor. 5:20

We are ambassadors of King Jesus who is reconciling all cultures to Himself through us. It is wise to be aware of our own cultural preferences, strengths and limitations as we serve his purpose.

Sources listed at www.missiographics.com/ambassadors



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