

Eastern Europe and the West

visibility skill

**Eastern Europe - generalised, excluding
Baltics, they are closer to Scandinavia.**



**West - generalised, usually: North
America, Western/Central Europe,
Australia and New Zealand**



1. Communicating

US: lowest-context culture in the world by Erin Meyer's research. Say what you mean. Explicit. Transparent. This is why LinkedIn is an American platform – it's culturally built for low-context self-expression.

Germany: also low-context, but differently. Germans value directness in substance, not in self-promotion.

Eastern Europe: high-context. Meaning lives in relationships, subtext, context. Public declarations about yourself to strangers – which is essentially what LinkedIn is – don't map naturally onto that communication style at all.



2. Leading

The US is low-hierarchy/egalitarian - which produces a specific cultural norm where even junior people are expected to speak up, have opinions, be visible. Speaking up is not presumptuous, it's expected.

Germany is hierarchical in structure but consensual in decision-making - you speak up within your level, carefully, after the framework is established.

Eastern Europe is hierarchical - speaking up above your station is genuinely risky. You wait. You defer. You earn the right to have a voice.



3. Individualism

The US expects and rewards personal initiative and self-promotion - putting yourself out there on LinkedIn is culturally coherent there.

Germany is more reserved about it - there's a reason German professionals tend to have sparse, functional LinkedIn profiles.

Eastern Europe sits furthest from the US here: standing out individually reads as arrogance, group cohesion is the virtue. So for a Russian-socialised immigrant trying to be visible on LinkedIn - you're fighting the deepest conditioning of the three.



4. Trusting scale

Showing vulnerability publicly feels not just uncomfortable but structurally wrong to someone from a coconut culture.

Vulnerability is something you share with people you already trust. Sharing it with strangers to build trust is a fundamentally American logic.

The US is task-based - trust is built through competence, credentials, track record.

Eastern Europe sits far to the relationship-based end. Trust is built slowly, privately, through sustained personal connection.



4. Trusting scale

In Eastern Europe, broadcasting yourself to strangers isn't how trust gets established - it's actually slightly suspicious. Meyer uses the Russian saying directly: "if we pass a stranger on the street who is smiling, we know with certainty that that person is crazy... or else American."

Germany is interesting here - also fairly task-based, but the trust-building is through demonstrated expertise and credentials, not personal storytelling.

Which is why German LinkedIn culture skews heavily towards formal titles, publications, and positions rather than personal narrative.



Want to receive more?

Subscribe to my list:

<https://bit.ly/41mnu7s>

