

# Working with the Maghreb countries

## Target audience

Professionals who work with the Maghreb countries: Algeria, Morocco, Tunisia

## Prerequisite

No prerequisite

## Objectives

Significantly increase participants' effectiveness in their professional relations with people from the Maghreb countries

At the end of the training, they will have keys to:

- Adopt an intercultural approach
- Understand the context and culture of the Maghreb countries
- Decipher cultural codes and analyze situations of incomprehension
- Adapt their communication and working methods
- Decode decision-making and negotiation processes

## Added value

- Conducted by an expert consultant specialized on the Maghreb countries
- Deciphering the Nomad' Profile
- Alternating theory and real-life situations
- Access to Digital Learning for one year
- Sharing of best practices and individual action plans

## Accessibility



All our training courses are accessible to people with disabilities. Each training project will be the subject of a case study by our teams, in order to adapt the training program.



## Corporate Training Solutions

Duration: to define.  
You wish to organise a specific training course ?  
Contact us !

## Public Courses Next available sessions

Duration: 14 hours

 July 08 & 15, 2024, remote session  
1 490 €HT/pers. Training session held in 

 October 10 & 11, 2024, Paris  
1610 €HT/pers.\* Training session held in 

\* (Technical fees and lunch included)

## PROGRAMME OUTLINE

### ADOPTING AN INTERCULTURAL APPROACH

- Develop awareness of participant's cultural biases
- Understand the impact of cultures on behavior
- Identify and overcome stereotypes

### UNDERSTANDING THE CULTURAL CODES OF THE MAGHREB COUNTRIES

#### Discovering the cultural basics of the Maghreb countries

- Plurality of peoples and geographical amplitude
- The impact of colonial rule
- The richness of a thousand-year-old heritage
- The democratic question

#### Understanding the Maghreb countries values

- Islam at the heart of behavior
- Respect for age and authority
- The weight of the collective
- An immeasurable time

### OPTIMIZE YOUR PROFESSIONAL ACTION WITH THE MAGHREB COUNTRIES

#### Communicate effectively

- Build trust, personalize the relationship
- The issue of the implicit
- The value of gestures and appearance
- Manage sensitivities and anticipate mutual misunderstandings

#### Adapting work methods

- Feedback and dignity
- Cross-functional leadership and directive management
- Relationship management and task performance
- Just in time: milestones and notions of time

#### Conducting successful meetings and negotiations with the Maghreb countries

- Play the game of negotiation
- Cultivate patience and perspective
- Investing for the long term
- Deciding gently

#### Adopting best practices

- Recognize key principles
- Avoid pitfalls, mistakes and misunderstandings
- Create a tailor-made action plan