

# Working with South America

## Target audience

Professionals who work with South American countries, particularly with Argentina, Brazil, Colombia

## Prerequisite

No prerequisite

## Objectives

Significantly increase participants' effectiveness in their professional relations with people from South America

At the end of the training session, participants will have the tools to:

- Adopt an intercultural approach
- Understand the context and culture of South America
- Decipher cultural codes and analyse sources of misunderstandings
- Adapt their communication and work methods
- Decode decision-making and negotiation processes

## Added value

- Conducted by an expert consultant specialized on South America
- Decoding the Nomad' Profiler
- Alternating theory and practical exercises
- Access to Digital Learning for one year
- Sharing best practices
- Personalized action plan

## 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

 September 18 & 19, 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 SOUTH AMERICAN CULTURAL CODES

#### Discovering the cultural basics of South America

- Brazil: legacy of the Portuguese colonial past and slavery
- Argentina: Peron-ism, dictatorship and demographic transition, Catholicism and religious minorities
- Colombia: Latin American society and Spanish colonization

#### Understanding South American values

- Piety
- Humor, conviviality, hospitality and physical closeness
- Latin values mixed with American and European influences
- Argentina: soccer and tango beyond the clichés, decisive markers

### OPTIMIZE YOUR PROFESSIONAL ACTION WITH SOUTH AMERICANS

#### Communicating effectively

- Humor, visual cues and non-verbal communication
- Argentina: direct communication and familiarity
- Importance of networks

#### Adapting work methods

- Building trust: the importance of Persolanismo
- Jogo de cintura: establishing its authority in Brazil
- Responsibilities and decision making
- Delegate, consult, value personal ambition

#### Conducting successful meetings and negotiations with South Americans

- Respect protocol
- Personalize relationships
- The meaning and significance of contracts
- Informal but valid hierarchy

#### Adopting best practices

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