

# Working with Myanmar

## Target audience

Company managers and staff working and dealing with the Burmese

## Prerequisite

No prerequisite

## Objectives

The aim of this seminar is to significantly improve the participants' effectiveness in their professional relationships with the Burmese enabling them to be operational right from the start. At the end of this training, participants will have acquired the skills to:

- Be aware of their own cultural baggage
- Fully understand Burmese context and culture
- Analyze possible situations in which misunderstandings may arise and identify ways of communicating
- Reduce stress and misunderstandings
- Decipher and understand Burmese decision-making and negotiation processes

## Added value

- Conducted by an intercultural expert consultant
- Decoding the Nomad' Profiler
- Alternating theory and practical exercises
- Access to Digital Learning for 1 year
- Sharing best practices and 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. Please do not hesitate to contact us to discuss the possible options : [r.dubert@akteos.fr](mailto:r.dubert@akteos.fr)

## Access Modalities and Entry

### Assessment

- Average access time: 2 weeks
- Completion of a prior questionnaire and/or e-learning module before the training to identify needs and adapt the content

## Evaluation Modalities

- In-training assessments: e-learning module, quizzes, role plays, case studies, etc.
- End-of-training assessment: evaluation completed by consultants to assess the achievement of training objectives, immediate feedback questionnaire including a self-assessment section

## PROGRAMME OUTLINE

### MODULE 1 : UNDERSTANDING CULTURAL DIFFERENCES

#### 1. Intercultural awareness, the key to success in international business

- Taking stock of one's own cultural baggage
- The basics of effective intercultural management
- Identifying and going beyond cultural stereotypes

#### 2. Key aspects of Burmese culture

- Myanmar and Burma: historical background
- Colonization, civil wars and dictatorship
- A multi-ethnic population living under the yoke of a military junta
- A proud history and heritage
- A depleted economy

#### 3. The impact of values and behaviour patterns on professional dealings and relationships

- The Buddhist tradition: spirituality as part of day-to-day life
- Family and community values
- The high profile of Burmese women
- Child worship
- Affability, discretion and self-control
- Discipline and perseverance
- Human and eternal time: the two faces of a single whole

#### 4. The Burmese corporate world

- The prevalence of small, family businesses
- A hierarchical company structure
- A cooperative and meticulous workforce operating under somewhat difficult conditions
- State control and the power of the administration

### MODULE 2 : SUCCEEDING IN WORK WITH THE BURMESE

#### 1. Effective communication with the Burmese

- The use of implicit communication
- Networking and reputation
- A multilingual environment with English used for business

#### 2. Adapting your working methods

- Building trust and confidence: patience, perspective and an open mind
- Effective management: supervising, teaching and building
- Concerted decision-making
- Recognising and encouraging performance
- Conflict avoidance

#### 3. Successful meetings and negotiations with the Burmese

- Defining the right framework for your meeting
- Identifying decision-makers
- The art of negotiation: understanding the true meaning behind the smiles
- Written contracts, their interpretation and implications
- Organizing the post-negotiation phase

#### 4. Final handy tips

- Caution, patience and humility
- Protocol and etiquette
- Social standards, gifts, business cards, dress code
- Sensitive subjects: politics, history, religion
- Humour: a double-edged sword