

Working with Southeast Asian countries

Target audience

Professionals who work with South-East Asian countries:
Laos, Singapore, Thailand, Vietnam

Prerequisite

No prerequisite

Objectives

Significantly increase participants' effectiveness in their professional relations with people from Southeast Asian countries

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

- Adopt an intercultural approach
- Understand the context and culture of Southeast Asian 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 Southeast Asian 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

- June 01 & 02, 2026, Paris
1850 €HT/pers.* Training session held in 
- December 01 & 02, 2026, Paris
1850 €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 SOUTHEAST ASIAN COUNTRIES

Discovering the cultural basics of Southeast Asian countries

- Between land and sea
- An ethnic mosaic with a double influence, between India and China
- The great division, the legacies of the West since the 16th century
- Social and political contexts (from royalty to the dictatorship of the proletariat)

Understanding Southeast Asian values

- Family values, communities and networks
- The status of women in different countries
- The relationship to hierarchy and authority
- The Greek philosopher and the Asian sage: contributions from the West to Asia and from Asia to the West

OPTIMIZE YOUR PROFESSIONAL ACTION WITH SOUTHEAST ASIAN COUNTRIES

Communicate effectively

- Verbal communication: the hidden meanings of "yes" and "no"
- Non-verbal signs: understanding the smile
- "Warm heart ~ Cold heart"

Adapting work methods

- Build trust and relationships
- Manage time, priorities, deadlines and projects
- The challenges of "modern scientific management" in Southeast Asia
- Understand the differences in reasoning and approaches to an issue

Conducting successful meetings and negotiations with Southeast Asian countries

- Develop personal relationships
- The art of negotiation
- Anticipate sticking points
- The importance of the contract and its significance

Adopting best practices

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