

Working with South-East Europe

Target audience

The company's managers and employees working in the Balkans: Albania, Bosnia, Bulgaria, Croatia, Kosovo, Macedonia, Montenegro, Romania, Slovenia, Serbia

Prerequisite

No prerequisite

Objectives

- Creation of your cultural profile
- Access to 70 country files
- Pragmatic and fun e-learning
- Interactive teaching
- Acquisition of operational keys



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 !

PROGRAMME OUTLINE

MODULE 1: UNDERSTANDING CULTURAL CODES IN THE BALKANS

1. Interculturality, the key to success in international exchanges

- Awareness of one's cultural background
- Basics of effective intercultural management
- Identify and overcome stereotypes

2. The essentials of Balkan culture

- Identify the Balkan countries: Albania, Bosnia, Bulgaria, Croatia, Kosovo, Macedonia, Montenegro, Romania, Slovenia, Serbia
- The ambiguities of a multi-ethnic and multi-religious society
- The divide between regions
- Historical heritage, the challenges of European integration
- Reality and complexity of corrupt practices

3. Values and behaviors in the Balkans

- Specificities of the Balkans and characteristics by country
- The decartmentalization of public and private spheres
- Relationship to work, relational, emotional on a daily basis
- Ways of thinking specific to each country

4. Corporate life in the Balkans

- Persistences of the Soviet organization
- Mediterranean influences
- Formalism and hierarchy
- Role of the State and the administration

MODULE 2: OPTIMIZING YOUR PROFESSIONAL ACTION IN THE BALKANS

1. Communicate effectively with Balkan nationals

- The essential networks
- Languages: practices and benchmarks
- Non-verbal communication: beyond preconceived ideas
- Direct and implicit communication

2. Adapt your methods to work effectively in the Balkans

- Manage effectively: listen, support, step back
- Master the temptation of conformism, establish your authority: know how to say no
- Supporting productivity: empowering and valuing the individual
- Managing conflicts: passions, intrigues and transience

3. Succeed in your meetings and negotiations with Balkan nationals

- Meet the decision-makers
- Support a close personal relationship
- The importance of the written contract
- Manage time and recovery

4. Final practical advice

- Prudence, patience, humility
- Social codes, gifts, business cards, dress
- Delicate subjects: "Roma" population, communist era, corruption
- Humor and sensitive subjects