

# Working with Mali



## Target audience

Company managers and staff working and dealing with the Malians



## Prerequisite

No prerequisite



## Objectives

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

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



## Added value

- Create your Cultural Profile
- Access to 70 Country Packs
- Pragmatic, fun e-learning
- Interactive method
- Acquire operational tools



## Corporate Training Solutions

Duration: to define.

You wish to organise a specific training course ?

Contact us !

## 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 Malian culture

- The cradle of the Sudano-Sahelian empire
- A multi-ethnic population
- A pastoral and arable farming economy
- Links with the Malian diaspora

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

- Attachment to geographical and imaginary origins
- *Horon, nyamakalan, jeliw...*: The importance of nobility and castes
- The impact of Islam and traditional religions
- Marriage: a sacred requirement
- A respect for age and status
- A society in which men take precedence over women
- A sense of propriety and self-control
- Direct communication, jokes and humour
- A compartmentalized society according to age, gender, class and ethnic origin
- A flexible vision of time

#### 4. The Malian corporate world

- Working methods and the notion of quality
- A highly adaptable workforce
- Professional relationships

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

#### 1. Effective communication with the Malians

- The decisive nature of greetings
- The subtleties of non-verbal communication
- Eye contact and pitfalls to be avoided
- The French language and regional dialects

#### 2. Adapting your working methods

- Effective management: firmness, frankness and diplomacy
- Building trust and confidence: an ability to listen and personal empathy
- A crystal clear working environment: fairness, impartiality and transparency
- Anticipating and eliminating jealousy
- The temptation to simply "go with the flow": overcoming *Musahala*
- Motivation and praise: the importance of horizontal participation

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

- Building successful relationships
- Reciprocal commitments
- Appointing mediators
- Time, priority and deadline management
- Understanding written contracts, their interpretation and implications
- Organising the post-negotiation phase

#### 4. Final handy tips

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