

Working with Senegal

Target audience

Professionals who work with Senegal

Prerequisite

No prerequisite

Objectives

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

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

- Adopt an intercultural approach
- Understand the context and culture of Senegal
- 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 Senegal
- Decryption of the Nomad' Profile
- Alternating theory and practical exercises
- Access to Digital Learning for one year
- Sharing of best practices and individual 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: 7 hours

 October 07, 2025, Paris
1070 €HT/pers.* Training session held in 

* (Technical fees and lunch included)

PROGRAMME OUTLINE

Step 1: E-learning

ADOPTING AN INTERCULTURAL APPROACH

- Specify your context and expectations
- Become aware of cultural filters
- Discover your cultural profile

Step 2: Group training session

UNDERSTANDING SENEGALESE CULTURAL CODES

Discovering the cultural basics of Senegal

- A cultural mosaic
- Muslim tradition
- A delicate political and economic context
- The impact of traditions in daily life

Understanding Senegalese values

- A patriarchal structure
- Religious base and weight of community feeling
- Respect for age and status, sense of appearances
- A communication to decipher

OPTIMIZE YOUR PROFESSIONAL ACTION WITH SENEGALESE

Communicating with Senegalese

- Building trust: perseverance and leniency
- The fundamental role of greetings
- Listening skills and open-mindedness
- Demonstrate frankness and honesty
- Give the right feedback in a situation

Adapting work methods

- A paternalistic and hierarchical structure
- Finding the right balance between flexibility and firmness
- Time and deadline management
- The weight of bureaucracy

Conducting successful meetings and negotiations with Senegalese

- Define and prepare the context
- Manage the agenda and timing efficiently
- Lead the meeting
- Integrate the right negotiation strategies and tactics

Adopting best practices

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

Step 3 : E-learning to go further

EXPLORE COUNTRY PACKS

Developing your knowledge of the country

- Cultural guidelines
- Business Life
- Overview