

# 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

## 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, 2024, Paris  
1 010 €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