

Working with Tunisia



Target audience

Company managers and staff working and dealing with the Tunisians



Prerequisite

No prerequisite



Objectives

The aim of this seminar is to significantly improve the participants' effectiveness in their professional relationships with the Tunisians 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 Tunisian context and culture
- Analyze possible situations in which misunderstandings may arise and identify ways of communicating
- Reduce stress and misunderstandings
- Decipher and understand Tunisian 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 Tunisian culture

- A North African country with a major Mediterranean influence
- A uniform population
- Heirs to an age-old civilization, the impact of French colonization
- Apparent political democracy
- An expanding, service-based economy

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

- A unique culture among the Arab world
- The importance of the family and the clan: key factors
- The relatively privileged status of Tunisian women
- Pride and a sense of honour, community-mindedness and hospitality
- Emotiveness and warm heartedness
- The importance of tolerant Islam
- A community spirit, with a respect for age and status
- Attitudes to risk and uncertainty

4. The Tunisian corporate world

- A high-performance public sector
- Dynamic major companies enjoying extensive economic support
- Small, family-owned businesses
- A centralized decision-making authority

MODULE 2 : SUCCEEDING IN WORK WITH THE TUNISIANS

1. Effective communication with the Tunisians

- Communicating efficiently: the importance of networking
- Physical proximity and eye contact
- Understanding implicit messages
- Avoiding the "French language trap"

2. Adapting your working methods

- Work and professional activity as a source of success
- Establishing your credibility: discipline, sobriety and a willingness to listen
- Efficient management: effective supervision and giving credit where credit is due
- Avoiding misunderstandings

3. Successful meetings and negotiations with the Tunisians

- The noble art of haggling
- Negotiations: adding that personal touch
- Finding your way through the administrative maze
- Building loyalty
- Time, priority and deadline management
- Understanding written contracts, their interpretation and implications

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