

# Working with the Uganda



## Target audience

Company managers and staff working and dealing with the Ugandans



## Prerequisite

No prerequisite



## Objectives

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

- A multi-ethnic state in the heart of Africa's Great Lakes region
- The painful scars of a troubled past
- Relative stability in a turbulent region
- The slow progress of a liberalized economy

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

- Openness, hospitality and curiosity
- A persistent and well-rooted patriarchal system
- The family and community: two solid bedrocks
- The importance attached to appearances
- A flexible view of time
- Respect for status and hierarchy
- Calmness, prudence and self-control

#### 4. The Ugandan corporate world

- Vertical decision-making processes within a strictly regulated corporate environment
- Encouraging discipline and formality in work
- Privilege, nepotism, favoritism and corruption
- The role played by the state and by international investments

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

#### 1. Effective communication with the Ugandans

- The importance of greetings and small talk
- A communication style based on nuance and implicit messages
- Making the most of networks and networking by carefully cultivating your reputation
- Ugandan English, Swahili and the role of the interpreter

#### 2. Adapting your working methods

- Effective management: simplicity, adaptability and leadership
- Listening, hearing and understanding
- Striking the right balance between firmness and kindness
- Giving relationships that personal touch in order to promote mutual trust and confidence
- Pitfalls to be avoided

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

- Planning, anticipating and convincing: the need for effective preparation
- Paying attention to presentation as well as content
- Honesty and transparency: building a reliable long-term partnership
- Understanding written contracts, their interpretation and implications
- Organizing the post-negotiation phase

#### 4. Final handy tips

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