

Working with Western Africa



Target audience

Professionals who work with West African countries



Prerequisite

No prerequisite



Objectives

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

At the end of the training session, participants will have the tools to:

- Adopt an intercultural approach
- Understand the context and culture of West Africa
- Decipher cultural codes and analyse sources of misunderstandings
- Adapt their communication and work methods
- Decode decision-making and negotiation processes



Added value

- Conducted by an expert consultant specialized on West Africa
- Decoding the Nomad' Profiler
- Alternating theory and practical exercises
- Access to Digital Learning for one year
- Sharing best practices
- Personalized 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: 14 hours



October 13 & 14, 2025, Paris

1750 €HT/pers.* Training session held in

* (Technical fees and lunch included)

PROGRAMME OUTLINE

ADOPTING AN INTERCULTURAL APPROACH

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

UNDERSTANDING WEST AFRICAN CULTURAL CODES

Discovering the cultural basics of West Africa

- Historical, socio-economic and cultural benchmarks
- A mosaic of cultures and ethno-linguistic groups
- Diversity within one country
- Religions

Understanding the values of West African countries

- Collective identity, group and family values
- Hospitality, relationship with foreigners
- Age, status and adherence to hierarchical codes
- Social value of work
- Fearless optimism, resourcefulness and innovation

OPTIMIZE YOUR PROFESSIONAL ACTION WITH WEST AFRICANS

Communicating effectively

- The value of greetings and social brackets
- The search for physical contact and the weight of words
- Focus on the cultural dimensions that impact communication (explicit / implicit communication, relationship to emotion, resolution of disagreements)
- Adopt solution-oriented communication

Adapting work methods

- Create links and trust, value of group work, preserve the balance of the group
- Find the right balance between flexibility and firmness, supervision and dialogue
- Keep emotions in check
- Time management: shorten timeframes, anticipate difficulties

Conducting successful meetings and negotiations with West Africans

- Respect for hierarchical structures and networking amongst group members
- The power of networks
- The pitfalls of rigidity and the virtues of flexibility
- Social involvement and signing the contract

Adopting best practices

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