

Working with Argentina



Target audience

Company managers and staff working and dealing with the Argentinians



Prerequisite

No prerequisite



Objectives

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

- The rich biodiversity of this extremely varied country. A multi-racial nation
- "Chaco", "Sierras", "Pampa", "Patagonia" and Buenos Aires
- Colonization and migration
- Peronism, dictatorship and the road to democracy
- Catholicism and religious minorities. The educational system
- The Mercosur and foreign capital. The challenges of a fragile economy.

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

- Family traditions: "cariño" and "asado"
- A macho tradition combined with the notion of a powerful female figure
- The importance of appearances. The quest for identity
- "El argentino": Individualism and pride. The ritual of "mate"
- A polychronic and elastic view of time
- "Armar un negocio": Argentinian resourcefulness
- Football and the tango: more than just clichés

4. The Argentinian corporate world

- The PYMES, major companies and the mass retail sector
- The workplace: a social environment
- The influence of networks and politics
- A clear hierarchy

MODULE 2 : SUCCEEDING IN WORK WITH THE ARGENTINIANS

1. Effective communication with the Argentinians

- Addressing others: Understanding the correct use of the familiar form
- The importance of networking
- "Franqueza" direct communication
- Non-verbal and implied communication
- Argentinian and business Spanish: some pitfalls to be avoided

2. Adapting your working methods

- Empathy, courtesy and professionalism
- "Confianza": Performance through agreement and harmony
- Paying attention to personal ambitions, avoiding misunderstandings
- Anticipating possible obstacles
- Pitfalls to be avoided

3. Successful meetings and negotiations with Argentinians

- Giving relationships that personal touch
- Attention to protocol, learning to be patient
- Identifying executive staff
- Creating reliable long-term partnerships
- Time, priority and deadline management

4. Final handy tips

- Caution, patience and humility
- Protocol and etiquette
- Social standards, gifts, business cards, dress code, etc
- Sensitive subjects: the Falklands war, dictatorship, Chile
- Humour: a double-edged sword