

Working with Brazil



Target audience

Professionals who work with Brazil



Prerequisite

No prerequisite



Objectives

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

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

- Adopt an intercultural approach
- Understand the context and culture of Brazil
- 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 Brazil
- Decoding the Nomad' Profiler
- Alternating theory and practical exercises
- Access to Digital Learning for one year
- Sharing best practices
- Personalized 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



June 24, 2024, Paris
1 010 €HT/pers.* Training session held in



December 12, 2024, remote session
950 €HT/pers. Training session held in

* (Technical fees and lunch included)

PROGRAMME OUTLINE

ADOPTING AN INTERCULTURAL APPROACH

- Develop awareness of participant's cultural biases
- Understand the impact of cultures on behavior
- Identify and overcome stereotypes

UNDERSTANDING BRAZILIAN CULTURAL CODES

Discovering the cultural basics of Brazil

- A diverse giant with marked regional differences
- The legacy of the Portuguese colonial past and slavery
- The Brazilian federation, or the balance of power
- Mercosul, ALENA and international aspirations

Understanding Brazilian values

- Religion-anchored behaviors
- Conviviality, humor and hospitality, physical closeness
- A strong patriarchal structure
- An informal but solid hierarchy

OPTIMIZE YOUR PROFESSIONAL ACTION WITH BRAZILIANS

Communicating with Brazilians

- Interpersonal sociability and the importance of networks
- The power of the media in Brazil
- Humor and non-verbal communication
- Brazilian Portuguese: a language in its own right

Adapting work methods

- Build trust: the importance of Persolanismo
- Jogo de cintura: establishing authority
- Delegate and consult, value individual ambition
- Respect rank and age

Conducting successful meetings and negotiations with Brazilians

- Increase credibility: rigor, punctuality and precision
- Manage conflicts: patience, mediation and honor
- The importance of the contract and its significance

Adopting best practices

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