

Working with South America

Target audience

Professionals who work with South American countries, particularly with Argentina, Brazil, Colombia

Prerequisite

No prerequisite

Objectives

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

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

- Adopt an intercultural approach
- Understand the context and culture of South America
- 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 South America
- 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

 September 15 & 16, 2025, Paris
1750 €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 SOUTH AMERICAN CULTURAL CODES

Discovering the cultural basics of South America

- Brazil: legacy of the Portuguese colonial past and slavery
- Argentina: Peron-ism, dictatorship and demographic transition, Catholicism and religious minorities
- Colombia: Latin American society and Spanish colonization

Understanding South American values

- Piety
- Humor, conviviality, hospitality and physical closeness
- Latin values mixed with American and European influences
- Argentina: soccer and tango beyond the clichés, decisive markers

OPTIMIZE YOUR PROFESSIONAL ACTION WITH SOUTH AMERICANS

Communicating effectively

- Humor, visual cues and non-verbal communication
- Argentina: direct communication and familiarity
- Importance of networks

Adapting work methods

- Building trust: the importance of Persolanismo
- Jogo de cintura: establishing its authority in Brazil
- Responsibilities and decision making
- Delegate, consult, value personal ambition

Conducting successful meetings and negotiations with South Americans

- Respect protocol
- Personalize relationships
- The meaning and significance of contracts
- Informal but valid hierarchy

Adopting best practices

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