

Working with Thailand

Target audience

Company managers and employees who work with Thailand

Prerequisite

No prerequisite

Objectives

Significantly increase the effectiveness of participants in their professional relationships with their Thai interlocutors.

At the end of the training, they will have the keys to:

- Adopting an intercultural approach
- Understanding the context and culture of Thailand
- Deciphering cultural codes and analyzing situations of incomprehension
- Adapt their communication and working methods
- Decoding decision-making and negotiation processes

Added value

- Conducted by an expert consultant specialized on Thailand
- Decrypting the Nomad' Profiler
- Alternating theory and practical exercises
- Access to Digital Learning for one year
- Sharing of best practices and individual 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: 7 hours

 November 13, 2025, remote session
990 €HT/pers. Training session held in 

PROGRAMME OUTLINE

Step 1: E-learning

ADOPTING AN INTERCULTURAL APPROACH

- Specify your context and expectations
- Becoming aware of cultural filters
- Discover your cultural profile

Step 2: Group training session

UNDERSTANDING THAI CULTURAL CODES

Discovering the cultural basics of Thailand

- A crossroads of trade on the edge of the Indochinese peninsula
- The pillars of Thai identity: monarchy, Buddhism, national sentiment
- A slow and chaotic democratic transition

Understanding Thai Values

- The cycle of time
- Give face and save appearances
- Respect age and foreigners
- Superstition as an inalienable component of culture in Thailand

OPTIMIZING YOUR PROFESSIONAL ACTION WITH THAIS

Communicate effectively

- Fundamentals of effective communication: formality and moderation
- The circulation of information: a culture of the implicit
- Working language, the role of the interpreter: ensuring you are understood

Adapting work methods

- Responsibilities and decision-making: how to make yourself credible
- Local management and corporate culture: the meaning of hierarchy
- Recruitment, loyalty, training, transfer of know-how

Conducting successful meetings and negotiations

- Understanding Thai Strategy and Game in Negotiation
- Time and Deadline Management: Learning Patience and Waiting
- The meaning of the contract and its implications

Adopting best practices

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

Step 3: E-learning to go further

EXPLORE COUNTRY PACKS

Developing your knowledge of the country

- Cultural guidelines
- Business life
- Overview