

# Working with Thailand



## Target audience

Company managers and staff working and dealing with the Thais



## Prerequisite

No prerequisite



## Objectives

The aim of this seminar is to significantly improve the participants' effectiveness in their professional relationships with the Thais 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 Thai 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 Thai culture

- A wealth of resources concentrated on a peninsula in Indochina
- A young, rural population on the threshold of major change
- The key features of Thai identity: the monarchy, Buddhism and a national spirit
- A historical and cultural heritage dating back centuries
- A slow and chaotic transition to democracy
- A country at the heart of the global trading system

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

- An Asian culture
- The cycle of time
- Saving face and keeping up appearances
- A respect for age and for foreigners
- Superstition as an essential aspect of Thai culture

#### 4. The Thai corporate world

- The Sino-Thais: the kings of local business
- Working methods and the notion of quality: Thai pragmatism
- The central role played by business and commerce in Thailand
- The role of the state and the authorities in Thai economic life

### MODULE 2: SUCCEEDING IN WORK WITH THE THAIS

#### 1. Effective communication with Thai counterparts

- The circulation of information: a culture based on implicit communication
- Networking in Thailand: building up your circle of contacts
- The basics of effective communication: formality and moderation
- The working language, the role of the interpreter: ensuring that you are properly understood

#### 2. Adapting your working methods

- Identifying cultural traits and customs
- Understanding organizational structures, procedures and decision-making processes
- Anticipating possible obstacles
- Project management, the team spirit, a sense of service
- Pitfalls to be avoided

#### 3. Successful meetings and negotiations with the Thais

- Understanding Thai negotiation strategies and methods
- Identifying decision-makers and power chains and negotiation styles
- Written contracts, their interpretation and implications
- Understanding written contracts, their interpretation and implications
- Organizing the post-negotiation phase

#### 4. Final handy tips

- Caution, patience and humility
- Protocol and etiquette
- Social standards, gifts, business cards, dress code, etc
- Sensitive subjects: politics, history, religion
- Humour: a double-edged sword