

Working with Iran



Target audience

Company managers and staff working and dealing with the Iranians



Prerequisite

No prerequisite



Objectives

The aim of this seminar is to significantly improve the participants' effectiveness in their professional relationships with the Iranians, enabling them to be operational right from the start. At the end of this training, participants will have acquired insights and techniques to:

- Be aware of their own cultural baggage
- Fully understand Iranian context and culture
- Analyse possible situations in which misunderstandings may arise and identify ways of communicating
- Reduce stress and misunderstandings
- Decipher and understand Iranian 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 Iranian culture

- The heritage of Persian and Zoroastrian culture
- A proud, thousand-year-old civilisation
- From the empire to the Islamic Republic
- A country of great geopolitical and economic importance

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

- *Sharia* and the day-to-day religious environment
- The closeness of family life
- "Don't talk about your money, your social circle or your friends"
- Hospitality and courtesy
- Women in Iran: looking beyond the stereotypes
- A class-based society
- The importance of status and experience

4. The Iranian corporate world

- A pyramidal structure
- The role played by material and symbolic privileges
- An enterprising spirit and a work ethic
- The role of national and local authorities
- Professional relationships

MODULE 2: SUCCEEDING IN WORK WITH THE IRANIANS

1. Effective communication with the Iranians

- The vital role of greetings and politeness
- Understanding allegorical communication
- Introversion and subtlety
- The importance of networking and reputation

2. Adapting your working methods

- Effective management: personal charisma, leadership and experience
- Building trust and confidence: discretion, prudence and formality
- Encouraging a collective spirit
- Dealing with touchy or sensitive people and avoiding clashes
- When presentation is as important as content
- Pitfalls to be avoided

3. Successful negotiations with the Iranians

- Negotiation as a game and as a serious challenge
- Forging and developing relationships
- Protocol and courtesy
- Learning patience and perseverance

4. Final handy tips

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