

Working with Turkey



Target audience

Professionals who work with Turkey



Prerequisite

No prerequisite



Objectives

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

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

- Adopt an intercultural approach
- Understand the context and culture of Turkey
- Decipher cultural codes and analyze situations of incomprehension
- Adapt their communication and working methods
- Decode decision-making and negotiation processes



Added value

- Conducted by an expert consultant specialized on Turkey
- Decryption of the Nomad' Profile
- Alternating theory and practical exercises
- Access to Digital Learning for one year
- Sharing of best practices and individual 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

May 28, 2024, remote session
950 €HT/pers. Training session held in

June 11, 2024, remote session
950 €HT/pers. Training session held in

October 08, 2024, Paris
1 010 €HT/pers.* Training session held in

* (Technical fees and lunch included)

PROGRAMME OUTLINE

Step 1: E-learning

ADOPTING AN INTERCULTURAL APPROACH

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

Step 2: Group training session

UNDERSTANDING TURKISH CULTURAL CODES

Discovering the cultural basics of Turkey

- The Ottoman Empire, the *Kemalist* revolution, *Atatürk*
- Turkish Islam and *Kemalism*: the coexistence of two Turkey
- A multi-ethnic population
- A country at the confluence of tradition and modernity

Understanding Turkish Values

- The importance of family value
- Respect for hierarchy and authority
- The value of money and the meaning of generosity
- Turkish pragmatism

OPTIMIZE YOUR PROFESSIONAL ACTION WITH TURKISH

Communicate effectively

- Building the relationship: sincerity and patience
- Promote direct and educational exchange
- Non-verbal communication: gesture and importance of silence
- Giving feedback: personalization and objectivity

Adapting work methods

- Build trust: benevolence and kindness
- A paternalistic structure open to consensus, flexibility and availability
- Understanding the Turkish concept of productivity
- Resolving conflicts: the sense of honor

Conducting successful meetings and negotiations

- Listen, argue and convince
- Identify decision-makers to enhance the relationship
- Flexibility and availability
- The meaning of the contract and its implications

Adopt 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