

Babel

LANGUAGE AND CULTURAL TRAINING



Our **Doing Business in Hungary** programme will help you gain an understanding of Hungary's work culture and business organisation so that you will become more effective when working with your Hungarian counterparts. We will provide tips for communicating clearly and offer opportunities to practice work situations to allow you to build rapport, influence and reach agreement with your Hungarian colleagues more easily.

The programme is led by an experienced cultural trainer who has an appreciation and understanding of cultural differences having lived and worked overseas for many years. It will provide you with a framework of practical, actionable advice.

Programme objectives:

This tailored programme will help you:

- Gain an understanding of key Hungarian cultural values and how they influence workplace behaviour
- Learn how Hungarians typically communicate and make decisions
- Reflect on your own working style and consider adjustments for more effective collaboration
- Identify strategies to build trust, influence others, and navigate professional situations confidently.

DOING BUSINESS IN HUNGARY

COURSE OUTLINE

Course Design

This course is designed to be delivered either face-to-face or in live online modules and offers opportunities to contribute to polls, annotate slides, take part in exercises, and participate in group discussions.

Group Size

We recommend a maximum group size of 14 but larger groups can be accommodated.

Course Fee

Our fees depend on the course duration, how many participants will be attending and the scale of the overall programme. We are happy to work within a defined budget.

Contact

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Understanding Key Hungarian Cultural Values

- Respect for hierarchy and authority – influence of historical and political context
- Relationships and trust-building – personal rapport is essential
- Adaptability and pragmatism – navigating uncertainty with flexibility
- Formality in business settings – titles, etiquette and protocol
- Pride in national identity and achievements – value placed on history, innovation and resilience.

Working with the Hungarians

- Business structure: hierarchy vs initiative-taking
- Leadership and management style in Hungary
- Decision-making: top-down or consensus?
- Risk aversion and preference for thorough preparation

- Approaches to deadlines, punctuality and time management
- Managing conflict and providing feedback

Communication and Meetings

- Communication style: often indirect and diplomatic
- Importance of subtlety, reading between the lines
- Written vs verbal communication
- How Hungarians build rapport in business
- Tips for navigating small talk and social settings

Strategies for Working Effectively Together

- Cultural dos and don'ts when working with Hungarian colleagues
- Building long-term trust and credibility
- Practical tips for effective virtual and face-to-face collaboration
- Final takeaway: participant action plan for future interactions.



Language Training

Babel offers inspiring and interactive lessons in all major languages from Beginners to Advanced. Tailored to your own specific goals and scheduled at a convenient time, you'll receive support and motivation from your own native-speaking tutor.

Cross-Cultural Training

Cultural competency is a skill for anyone working in a global organisation. We help people recognise and understand the inevitable cultural differences they encounter and develop the skills necessary to successfully manage these differences.