

Babel

LANGUAGE AND CULTURAL TRAINING



Our **Doing Business in South Africa** programme will help you understand the business culture, communication style and workplace expectations in South Africa - especially relevant for organisations working with South African global service teams. You'll gain practical strategies to build rapport, communicate clearly, and manage remote relationships effectively across cultures.

Led by experienced cultural trainers with an understanding of the region, this programme equips you with the tools to collaborate effectively, enhance service delivery, and strengthen team performance.

Programme objectives:

This tailored programme will help you:

- Understand your own cultural preferences and how they affect global collaboration
- Recognise the values and motivations of your South African colleagues
- Learn how to flex your style for trust, influence, and efficiency
- Strengthen remote and virtual communication
- Apply best practices to work effectively with South African service teams

DOING BUSINESS IN SOUTH AFRICA

COURSE OUTLINE

Course Design

This course is designed for delivery either face-to-face or online in modular format. Interactive features include polls, activities, group discussion, and work-relevant simulations.

Course Duration

Face-to-face: 1 day or half day
Online: Two x half-days or four x 90-minute modules.

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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Brief Introduction to South Africa

- Geography, diversity and key cities for global services
- Multicultural influences and linguistic variety
- The legacy of apartheid and today's social dynamics
- Contrasts between rural and urban mindsets

What have you observed so far?

- The underlying values, attitudes and expectations driving behaviour
- Core cultural values including Ubuntu – 'I am because we are': interdependence, collaboration, humanity
- Potential clashes with directness, time pressure, or blunt feedback

Working with your South African counterparts

- Hierarchy and deference to leadership, with participative elements
- Respect for roles and dignity – polite forms of address, titles, and manners
- Warmth and friendliness in professional settings

- Managing workload expectations and performance conversations
- Cultural pride and sensitivity to fairness and inclusion

Communication Preferences

- Building rapport before diving into business
- Recognising cultural diversity within teams – from Afrikaans to Zulu to English speakers
- Avoiding confrontation, and indirect feedback
- Importance of tone, especially in remote service environments
- Navigating silence, authority, and disagreement

Strategies for Working Effectively Together:

Participants will compile an action plan of practical tips and culturally sensitive dos and don'ts to build stronger working relationships with their South African colleagues and deliver high-quality service experiences.



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.