

# Babel

LANGUAGE AND CULTURAL TRAINING



Our **Doing Business in Brazil** programme will help you gain an understanding of Brazil's work culture and business organisation so that you will become more effective when working with your Brazilian 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 Brazilian colleagues more easily.

The programme is led by experienced cultural trainers who have 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:

- Learn about your own cultural preferences and how these impact on others
- Understand what 'drives' and motivates your Brazilian counterparts
- Know how and when you need to modify your behaviour to create a positive impression and avoid giving unintentional offence
- Use a range of techniques for effective communication
- Learn practical business tips that will be immediately useful.

## DOING BUSINESS IN BRAZIL

### 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, take part in exercises, and participate in group discussions.

#### 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 Brazil

- Geographical overview, regions, contrasts
- Portuguese influence
- Mixed cultural environment
- Current gender and social issues
- Religious-based behaviours

### What have you observed so far?

- The underlying values, attitudes and expectations driving behaviour
- Core values including: *Esperança* directly translated as hope - a steady optimism that things can and will get better; *Saudade* - often described as nostalgia, helping people balance joy, sorrow and reflection
- Potential clashes with your own culture

### Working with your Brazilian counterparts

- Building relationships, the personal touch
- Courtesy, generosity and hospitality
- Attitudes towards time, deadlines and reprioritisation - Jeitinho (Brazilian “little way around”)
- Networks, connections and favours

- Hierarchy: Respect for status and age
- Sustaining trust in the decision-making process
- Managing conflicts, avoiding pitfalls

### Communication - What is typical in Latin America?

- Expressing sociability and humour
- High-context communication: giving and taking feedback
- Machismo: Saving ‘face’
- Best practice for virtual communication
- Using Brazilian Portuguese
- Effective communication / “style switching”

**Strategies for Working Effectively Together:** Delegates put together an action plan of practical dos and don’ts with useful tips that will help get the best out of their relationships with Brazilian counterparts.



## 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.