Who should attend?
Managers and staff working with Southeast Asian countries (Indonesia, Malaysia, Singapore, Thailand, The Philippines, and Vietnam).

What's more?
- Innovative and effective online tools: Nomad' Profile®: Cultural Profile, Comparison tool, Country Packs Nomad’ Network®: preparing & following the training
- Theoretical as practical and concrete approach
- Personalized action plan and cross-cultural strategies

Benefits of Attendance
The aim of this seminar is to significantly improve the participants’ effectiveness in their professional relationships with Southeast Asians, enabling them to be successful in their business dealings.

At the end of this training, participants will have acquired the necessary skills to:
- Be aware of their own cultural baggage
- Fully understand the Southeast Asian context and cultures
- Analyze possible situations in which misunderstandings may arise and identify ways of communicating
- Reduce stress and misunderstandings
- Decipher and understand decision-making and negotiation processes

Reference: 3987
Corporate Training Solutions
You wish to organise a specific training course, contact us.

Programme

MODULE 1: UNDERSTANDING CULTURAL DIFFERENCES
1. Cultural awareness: the key to success in the 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 Southeast Asian culture
   - A multifaceted sub-continent between the Pacific, the China Sea and the Indian Ocean
   - Thousand-year-old civilizations boasting an impressive heritage
   - The impact of Western domination
   - The social and political context, the economic environment
   - The educational system
3. The impact of Southeast Asian values on professional values
   - Family values and a sense of community
   - The important role played by religion and spirituality as part of everyday life
   - A sense of honour
   - The status of Southeast Asian women: a complex situation
   - ‘Never judge a book by its cover’
   - The importance of age and status
4. The corporate world in Southeast Asia
   - Structure, hierarchy, control
   - The social partners (management and employees’ representatives)
   - Working methods and the notion of quality
   - Professional relationships

MODULE 2: OPTIMIZE ONE’S PROFESSIONAL ACTION: THE KEYS FOR A HARMONIOUS MANAGEMENT
1. Efficient communication with Southeast Asians
   - Verbal communication, deciphering answers
   - Non-verbal communication
   - Warm heart/cold heart
   - The use of the different languages and the role of the interpreter
2. Adapt one’s methods to work efficiently with Southeast Asians
   - An efficient management: the notion of authority and duty
   - The importance of working in groups
   - Paternalism inside of the enterprise
   - Absenteeism, motivation and staff turnover
   - Delegating work and responsibilities
3. The keys for successful meetings and negotiations with Southeast Asians
   - Giving relationships that personal touch
   - The art of negotiation
   - Manipulation
   - The meanings of a contract
4. Final handy tips
   - Dos and don’ts
   - Rituals and etiquette
   - Sensitive subjects like sex and politics
   - Humor: a double-edged sword