

Working with the Spanish

A two-day culture-specific seminar

Target audience: all business people who need to be effective in their dealings with the Spanish

Objectives

By the end of the seminar, you will be better able to:

- understand what motivates the typical Spanish businessperson in dealings with other cultures
- create a positive impression and avoid unintentional offence
- recognise how and when to deploy a range of techniques for effective cross-cultural business
- modify your business behaviour and language to work more effectively with your Spanish partners

Content

Know yourself: how has your culture shaped your own values and behaviour?

Facts → Attitudes → Behaviour: a model for developing understanding of Spanish people and their business practices

Key concepts: *personalismo, verguenza, nobleza, ingenio, caciquismo*

Inside the new-style Spanish company: structures and management practices

Cross-cultural communication skills: techniques in dealing with the Spanish

Method

The seminar is highly interactive. Through discussion, active briefing and enactment of authentic business scenarios (drawn ideally from your own business world), you are continuously involved in learning and practising new skills. We recommend a group-size of 6-8 people and a length of 2 days to guarantee maximum effectiveness.

Formats and Fees

The format for this seminar is flexible: fees are dependent on the individual client's specification of group-size, length of seminar and venue. Contact Canning for more details on +44 20 7381 7410 (tel), +44 20 7381 7411 (fax) or enquiry@canning.co.uk (e-mail).

