

Babel

LANGUAGE AND CULTURAL TRAINING



Our **Doing Business in Spain** programme will help you gain an understanding of Spain's work culture and business organisation so that you will become more effective when working with your Spanish 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 Spanish 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:

- Gain an understanding of Spanish culture, communication style and working practices to be more effective when working with your Spanish colleagues
- Analyse your preferred communication style and identify how you need to modify it when dealing with Spanish people
- Have opportunities to practice work situations which will allow you to build rapport with Spanish people more easily

DOING BUSINESS IN SPAIN

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.

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 program. We are happy to work within a defined budget.

Contact

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Understanding Key Spanish Cultural Values

- National identity and language
- Regionalism, the 'Catalan' question
- Francoist Spain
- Pride

Working with the Spanish

- Corporate structure and hierarchies
- The differences in UK and Spanish leadership of teams
- Quien hizo la ley, hizo la trampa – Whoever made the law made the loophole
- Decision-making processes
- Influencing and persuading styles, dealing with conflict
- Fluid attitudes towards time management and planning
- Formality and social etiquette
- Impact of cultural differences in the workplace

Intercultural Communication

- Spanish preferences for communication: informality, honesty, using emotions
- Written and oral communication; Emails and telephone calls
- Forms of greetings

Strategies for Working Effectively Together:

Delegates put together an action plan of practical dos and don'ts with useful tips that will help cement relationships and get the best out of multi-cultural working.



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.