

Working Effectively with Spanish Culture

Course Objectives

- 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.

Course Content

Welcome, Introduction and Agenda

What We Already Know: Delegates to share their prior experience and knowledge of Spain.

Know Yourself: How has your culture shaped your values and behaviour? What is “normal” behaviour?

Why We Behave in the Way We Do: An introduction to cultural awareness.

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.

Summary, Questions & Answers, Close

Course details

Duration	1 Day
Max delegates:	14 Face to face 14 Virtual

For prices and dates please get in touch

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