The BRICS union, comprising Brazil, Russia India and China, will eventually relegate into second place the once indefatigable ‘west’, both in terms of production and consumerism. These 4 major engines of global economic growth, backed by half the planet’s population, already produce nearly 50% of world GDP.

This seminar spotlights the relative strengths and weaknesses of the BRICS powers, the different cultural make-up of each and specifies the appropriate approach of developed economies when dealing with them.

Seminar Outline
Duration: 1 day

The BRICS challenge to the West
The 3 categories of culture:
  Linear Active
  Multi Active
  Reactive

The BRICS categories
Human Mental Programming
  Brazil, India, China, Russia
Life within horizons
  Brazil, India, China, Russia
National Communication Patterns
  Brazil, India, China, Russia
Listening habits
  Brazil, India, China, Russia
Leadership styles
  Brazil, India, China, Russia

Motivation factors
  Brazil, India, China, Russia
Meeting styles
  Linear Active
  Multi Active
  Reactive
High & Low context cultures
Decision making (BRICS)
Cultural anchorages
Anchorages, habitats, regional agendas
Religions and philosophies of the BRICS
Major issues of conflict within the BRICS
How the West deals with these
How the West meets the BRICS challenge

Further information or bookings
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