



Doing Business with the BRICS Cultural Issues and Differences



Seminar Outline

Duration: 1 day

The BRICS challenge to the West

Motivation factors

Brazil, India, China, Russia

The 3 categories of culture:

Linear Active
Multi Active
Reactive

Meeting styles

Linear Active
Multi Active
Reactive

The BRICS categories

High & Low context cultures

Human Mental Programming

Brazil, India, China, Russia

Decision making (BRICS)

Cultural anchorages

Life within horizons

Brazil, India, China, Russia

Anchorage, habitats, regional agendas

National

Communication Patterns

Brazil, India, China, Russia

Religions and philosophies of the BRICS

Major issues of conflict within the BRICS

Listening habits

Brazil, India, China, Russia

How the West deals with these

Leadership styles

Brazil, India, China, Russia

How the West meets the BRICS challenge

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.

Further information or bookings

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