

Samples of Presentations – Brazilian and Norwegian Culture

Goals: Improve cultural intelligence and intercultural communication competence at executive level.

See below the relevant modules suggested, with an explanation of what is included in each module and a picture that exemplify the Prezi presentations (these presentations are used as base to the course, but they will be adapted to the client's needs).

1. Relevant presentations to Norwegian executives;
2. Relevant presentations to Brazilian executives

1. Relevant presentations for Norwegians:

Module1:	Relationship and Communication – The Brazilian style
Duration:	20 minutes
What to expect:	Relationships are an important aspect of working with/ doing business with Brazilians. This presentation shows an appropriate practical guideline to be used as a tool.

Module 2:	Brazilian Business Etiquette and Negotiation
Duration:	20 minutes
What to expect:	A collection of Dos and Don'ts more specific to the business environment is also a tool that can reduce the risk of cultural misunderstandings and frustration.

Module 3:	Main economic sectors
Duration:	40 minutes
What to expect:	Understanding the economic basis of a country is key to understanding how the society functions..Norwegians tends to think that Brazilian economy is mainly based on oil. This is a misconception. In this presentation, we will explore the Oil, Mining, Agribusiness, Manufacturing, Energy, Finance and Tourism sectors.

Module 4:	Introduction to Brazilian politics
Duration:	40 minutes
What to expect:	From the 80s up to now, Brazilian politics have been through important changes.. This has resulted in a rather complex contemporary History, which is worth examining in more depth in order to understand the political context the country is in at the moment.

Module 5:	History of Brazil
Duration:	40 minutes
What to expect:	Knowledge about a country's history allows one to understand better the present situation: its social structure and dynamics, its political system and culture, its economic basis and its people's collective memory.

Module 6:	Social Context
Duration:	40 minutes
What to expect:	The Social Context of Brazil, and more specifically the past and present inequalities that are found there, accounts for a big part of the culture of the country. In this presentation we will explore each type of inequality, their evolution and forecast.

Module 7:	Macroeconomic Overview
Duration:	30 minutes
What to expect:	An overview of the current macroeconomic evolution in Brazil, but also in relation to the rest of the world, how this influences investment and what measures the new government is taking.

Module 8:	Tips for a successful business trip to Brazil
Duration:	30 minutes
What to expect:	In this presentation, we give 6 simple measures you can take in order to increase raise the efficiency and improve the results of a business trip to Brazil.

Module 9:	Portuguese language skills – breaking ice
Duration:	20 minutes
What to expect:	This module will give you some basic Portuguese expressions, just enough to break the ice and start building a relationship with your Brazilian counterpart.

Module 10:	Brazilian Geography
Duration:	20 minutes
What to expect:	The goal of this presentation is to briefly put Brazil into a more global perspective in terms of geography. We compare it to other imposing countries, to its neighbors and to Norway. Some geographic facts are closely related to the country's culture.

Module 11:	Industry-specific presentation
Duration:	20-40 minutes
What to expect:	In addition to the standard topics we cover, there is the possibility to include a presentation of the client's industry in the Brazilian context. During the exposition of the previous topics, the facts and information that will be given will consistently be linked back to the clients' industry in order to clarify their relevance.

2. Relevant presentations for Brazilians:

Module 1:	An overview of Norwegian Economy
Duration:	30 minutes
What to expect:	An understanding of the Economic system of a country is important to understand its ways of functioning and to better understand its culture.

Module 2:	History of Norway
Duration:	30 minutes
What to expect:	A strong knowledge about a country's History allows one to understand its present: its social structure and dynamics, its political system and culture, its economic basis and its people's collective memory.

Module 3:	Norwegian social etiquette
Duration:	30 minutes
What to expect:	A collection of Dos and Don'ts for social and business environment is a tool that can reduce the risk of cultural misunderstandings and frustration in a relation with another culture.

Module 4:	Political overview of Norway
Duration:	30 minutes
What to expect:	Brazil and Norway have rather different political systems. In the Brazilian education, countries of north and east Europe are only superficially mentioned; therefore it is worth to build this knowledge, in order to better understand Norway and their Norwegian colleagues.

Module 5:	Norwegian Geography
Duration:	20 minutes
What to expect:	The goal of this presentation is to briefly put Norway into a more global perspective in terms of geography and presenting its geographic division and frontiers, as well some other geographic aspects. Some geographic facts are closely related to the country's culture.

Module 6:	Some curiosities of Norwegian Lifestyle
Duration:	40 minutes
What to expect:	“Because Brazilians usually want to do business with those they know/ like/trust” ... Introducing Norwegian life style is a way to establish bonds and improve the communication between Brazilians and Norwegians.