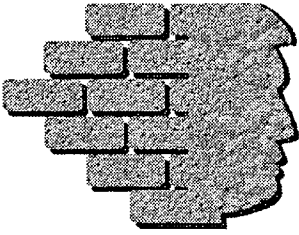




Elements of Mexican Culture

Elements of Mexican Culture



- ✦ The importance of family
- ✦ The prerequisite of trust
- ✦ The need to respect and be respected
- ✦ The role of history and heritage





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Mexicans, like Canadians, have as many differences between them as they have characteristics in common. We often use the word “culture” to describe these common characteristics. Studying these common cultural characteristics requires that we make a number of generalizations. Some are offered in this training seminar. Business people who travel to Mexico will arrive at others independently.

As important as these generalizations are to our own learning process, it is essential that we always remember that every person is a distinct individual. Moreover, Mexico is a rapidly-changing society, where young foreign-educated executives are increasingly taking over decision-making positions from a more traditional, older generation.

Objectives of this Session

By the end of this session, the participant should:

- understand the cultural values that underlie the behaviour of Mexicans;
- know how these values are reflected in the business environment; and
- be able to avoid misunderstandings and to project a culturally sensitive image.