

## Brazil

### Presenting Ideas

#### Preferred style

Presentation styles in Brazil tend to be less formal than in some other cultures, and this atmosphere can be used to encourage participation.

While flashy presentation skills are not generally as useful as they are in some other cultures, charm, personal warmth, and clear expression are important when presenting ideas. Furthermore, visual aids such as charts and graphs tend to be very popular, and high-tech presentation methods are gaining in popularity.

#### What to expect

**Speaking Portuguese.** A working knowledge of Portuguese can be tremendously helpful. Depending on the job level of the employees to whom you are presenting, this may be critical.

With lower-level workers and in certain areas such as manufacturing, presenting your ideas, intentions, and expectations in Portuguese may be the only way to be understood. If you cannot speak the language, you may want to consider working with an interpreter who is familiar with your industry.

#### Strategies

- It is important to take time at the beginning of your presentation to engage your audience and establish rapport. For example, beginning with a story or interesting example will generally be more effective than moving directly to the key points of the presentation.
- Likewise, inviting participation and discussion will generally make your presentation more successful.
- While Brazilian businesspeople may appear hesitant to participate initially, particularly if the presentation is not in Portuguese, finding ways to break the ice will generally lead to increased participation.
- With a small audience and a format that encourages participation, humor can be an effective means of building

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rapport. Be sure to consider local sensitivities, however, when using humor.

- See also: [Global Advice — Presentations](#) for more advice on speaking to audiences that include diverse language levels.