Global Citizens: Brazil

Nick Burdell
Jordan Caticchio
Jordan Joyner
Zach Kaseff
Nick Olson
Nate Wagner
Nick Burdell Culture

• Born in St. Louis, Missouri
• His Dad’s family is originally from Kentucky
• His Mother’s family is from Virginia
• He is an African American with a little German in his family
Jordan Caticchio Culture

- He was born in Chicago, Illinois
- His Dad’s family came from Minnesota
- His Mother’s family lived in Chicago
- Before coming to the United States of America, both his families came from Italy
- He is Italian, Swedish and Irish
Jordan Joyner Culture

- He was born in Arlington, Virginia
- His father was born in Indiana
- While his mother is from Michigan
- His father's family originally came from Africa while his mother's came from Germany and France.
- He is mixed between African American and Caucasian
Zach Kaseff Culture

- He was born in Indianapolis, Indiana
- His father was also born in Indianapolis
- His mother came from St. Louis
- His father’s side came from Ukraine while his mom’s came from France.
- He is Caucasian and mixed between French and Ukrainian
Nick Olson Culture

• He was born in Lisle, Illinois
• His dad was born in Chicago
• His mother was also born in Chicago
• His father’s family was from Sweden while his mother’s is from Britain
• He is Caucasian and mixed between these European countries
Nate Wagner Culture

- He was born in Goshen, Indiana
- His daddy was born in Nappanee, Indiana
- His mom was from Rockville, Indiana
- His heritage goes back to Germany and Poland
- He also has a little Cherokee from a long time ago in his family history
The definition of a global citizen is a person who considers themselves citizens on the global level.
Global Citizen?

- For our team, this term means a lot because citizenship in Brazil is very similar to that of American citizenship
Corporate Global Citizen?

- This term is used to describe a company’s role in, or responsibilities towards society.
- A good example of a corporate global citizen is a company that consistently works internationally on a business level such as Boeing.
Business Etiquette

Greetings

• Shake hands when meeting
• Greet women with kiss on cheek
• Stand close and engage in physical contact when first meeting (hug, arm around shoulder, etc.)
**Business Attire**

**Men**
- Tie is not required in most meetings
- Suit advised when meeting with Senior Executives
- Rio de Janeiro and North Brazil more casual
- Sao Paulo more formal

**Women**
- Elegantly yet conservatively
- Dress, Skirt, or Pants
- Hotter areas simple skirt and blouse worn
Gestures & Body Language

- Touching and nonverbal gestures common
- Touching shoulders when expressing important information
- Avoid making the “OK” sign with hand, considered offensive
Meetings

- Flexible attitude toward time
- Part of relationship building
- Relatively informal and unstructured
- For discussions not decisions
Communication

- Emphasis on personal relationships
- Communicate indirectly so as to not hurt feelings
- Formality important early on
- Use many hand and arm movements while speaking
Social Influences

- Brazilians value family, friendships, and love
- This is why they tend to do business in a personal, informal manner
- Good conversation topics include soccer, family, and children
Political Influences

• There is much historical controversy between Argentina and Brazil
• This is why when doing business, it is best to avoid conversation about Argentina and politics
BUSINESS
Helping the Infrastructure

• Awful infrastructure

• Brazil needs vast improvements to bridges, roads, etc.
  – Could improve area surrounding business

• Citizens often siphon electricity from neighbors
  – Could kick start programs to prevent this crime
High Taxes

• Some businesses can have up to 90% tax rate

• Must account to become profitable

• Often causes problems with philanthropy donations
Bureaucracy Problems

• Red tape can often tap up to one year to open a business

• Race, class, and gender inequalities prevent people from getting hired and promoted

• The Peter Principle

• Ranks 130th out of 185 in ease of doing business
  – (US ranks 4th)