CULTURAL INSIGHTS
Perspectivas culturales

MÉXICO

a culture crash course every other month, sent right to your inbox!

QUICK FACTS

Group Orientation
In Mexico, one's identity is defined by the group rather than the individual due to the strong role of the family and the historical influence Roman Catholicism has played for all regardless of religious affiliation. Family and humility remain of primary importance and group harmony is preserved through face-saving indirectness.

Relationship Focused
In business and social domains personal interactions and previously established relationships tend to take precedence over tasks and timelines. Take the time to foster and develop personal relationships in business. It is through loyalty to relations that things get done in an effective and timely manner.

Hierarchy
In Mexico, many relationships tend to be vertical with apparent patterns of rank and status. While this condition is rapidly changing due to the large presence of foreign investment in the country, employees are still less likely to challenge authority and suggest solutions for problems unless specifically asked or told. While divisions among gender, social class, ethnicity and education are still visible in the workplace, professional roles are expanding to include more diverse backgrounds .

Need for Certainty
Most Mexicans are comfortable with guidance and expect a structured approach and clear direction to minimize risks. Employees tend to work best with clearly presented tasks. Decisions are made in a very calculated manner and may take a long time to finalize and account for any eventuality. Certainty is often reinforced based on the strength of/and loyalty within relationships.

Preference for Exceptions
The country has a rich heritage, is diverse and culturally complex. Rather than strict adherence to a general rule, Mexicans tend to consider the details of each situation based on relationships and broad consideration of context.

FUN FACTS

Mexico comprises of **32 states and a Federal District** (the capital city). With a population of over **9 million people**, Ciudad de México, D.F. (Mexico City), is the **largest city in North America**. The official name of the country is **Estados Unidos Mexicanos** or the United States of Mexico.

The educated and skilled workforce along with a **free trade climate** and relative low cost of labor (compared to North of the border) add to Mexico's hospitable climate for **manufacturers** (especially in automotive, medical device, and aerospace industries), **investors, and retirees**.

Along with approximately **364 dialects**, Mexico has **68 indigenous languages** which are recognized as national languages including Náhuatl, Yucatec, Mayan, and Mixteco.

WATCH OUT!
cultural taboos

Avoid using "Americans" when referring to the citizens of the United States. Mexico is also a North American country, and people may find it arrogant/ dismissive when the term is used solely to refer to those from the USA

Do not give critical feedback in large meetings nor too directly; do not expect to receive direct, critical feedback from employees

Fluid Time
Mexico generally operates on polychronic time. In the work environment scheduling is necessary but punctuality can be flexible based on the hierarchical levels. Socially, time tends to be quite fluid. Interruptions, disruption, and revision to agendas are expected.

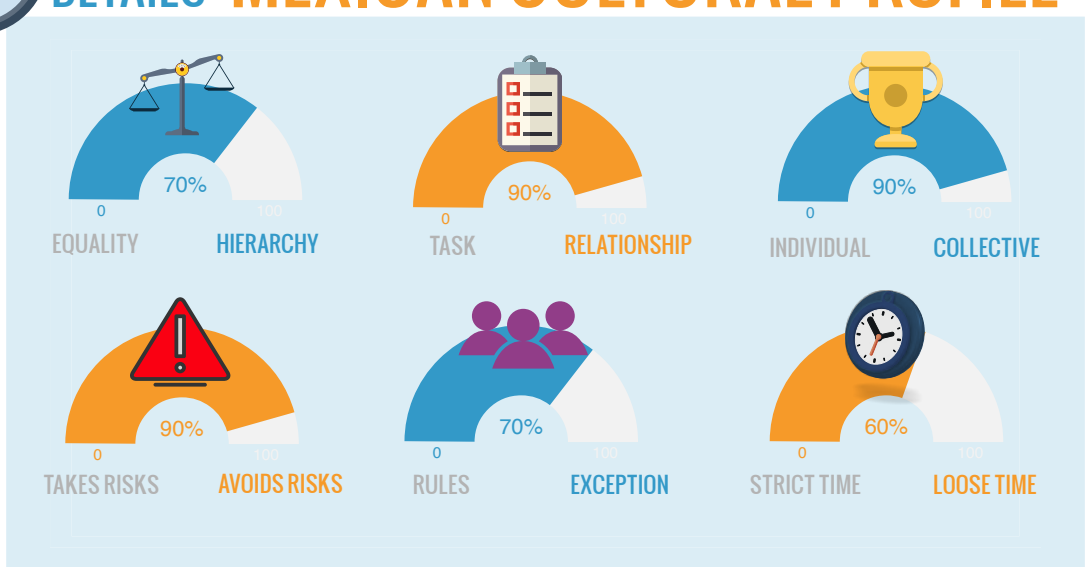
COMMUNICATION IN MÉXICO

INDIRECT
To preserve harmony, **Mexicans tend to imply/suggest what is meant and are reluctant to give a direct answer, particularly if negative.** The way people interact is determined by the relationship and hierarchical levels. The message is often conveyed not only through words but also within the broader context. How something is communicated often precedes what the actual message is.

FORMAL
Interactions are polite and formal in this more socially conservative society. Language is often used to reinforce hierarchy and Mexicans employ professional and courtesy titles to honor educational levels as well as show deference towards positions, rank, age, gender and status. While changing rapidly among younger generations, formality continues to be used as a reflection of care, respect, and commitment in interactions.

EMOTIONALLY EXPRESSIVE
In Mexico, **passion and emotional sensitivity are respected and admired and help to establish trust and credibility.** Persuasion is accomplished through passionate commitment to one's perspective, not through cold factual logic. Frequently, nonverbal behaviors are used to visibly display feelings and add meaning to the message.

THE DETAILS MEXICAN CULTURAL PROFILE



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