

CULTURAL INSIGHTS MOROCCO



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

QUICK FACTS

Group Orientation & Cooperation

Morocco tends to be group-oriented with a sense of identity defined by group and family. Family honor is of great importance, and the meaning of family is wide and extended. Group stability and harmony are typically highly valued. Meetings respect face and relationships, with warm greetings running well into the start time of the meeting.

Relationship Orientation

Relationships take precedence over strict schedules and quality of family life often supersedes work demands. Building strong personal connections is critical for doing business successfully. Ways of behaving and interacting with others depend on the context of the situation and the relationship between those involved. Relationships also dictate what rules apply to whom and when.

Time Orientation

Moroccan culture is polychronic and time is seen as intangible, with little structure. While appointments are necessary, various meetings might overlap and deadlines are generally flexible. Processes unfold slowly and patience is essential.

Hierarchy & Equality

Rank and status are closely observed. Hierarchy is assumed, followed, and widely observed across society, from the nobility to the rural population and tribal communities. Decisions tend to be leader-centric and subordinates typically expect clear goals. There is a small, yet historically significant, Jewish community alongside a growing community of Sub-Saharan Africans, who struggle with marginalization and economic challenges. The Berbers have moved from the margin to the mainstream in which their language and culture have gained more degree of recognition. Gender disparity remains in the labor market, wherein in 2020, the employment rate only included about 17% of women, however, this is expected to continue to rise.

Need for Certainty and Fatalism

Moroccans prefer certainty to risk-taking and multiple options. They tend to believe that there is one right way to do things. Veering from that way may be seen as wrong rather than creative. There is also a general understanding that people are not in control of events and things happen according to Allah's will.

DID YOU KNOW

Moroccan mint tea, also known as "Moroccan whiskey," is a staple of Moroccan hospitality

The palaces of Marrakesh have been featured in movies like Gladiator, The Mummy, and Game of Thrones

One of Morocco's most famous dishes, couscous is typically served with vegetables, meat, and a flavorful broth. It's traditionally eaten on Fridays

With two official languages, most Moroccans speak Berber and Moroccan Arabic (Darija), as well as French

WATCH OUT!

The left hand is considered unclean in Moroccan culture. Refrain from eating with your left hand and always pass to others using only your right hand.



COMMUNICATION IN MOROCCO

INDIRECT



To maintain harmony, Moroccans may only imply or suggest what is meant. The message is often communicated indirectly. Difficult information may be delivered through stories or parables: "It is good to know the truth, but it is better to speak of palm trees." Communication style will differ depending on the relationship between the parties. The message may seem to weave and wander, and discussions tend to be circular rather than linear.

EMOTIONALLY EXPRESSIVE



Moroccans tend to be expressive communicators with those they are close with and often use hand gestures while speaking to emphasize the point. Emotional displays are common and expected as well as loud voices. However, long pauses are acceptable during conversation and give people an opportunity to reflect and communicate in a way that preserves harmony and relationships.

PERSONAL SPACE



Moroccans will typically stand closer than their Western counterparts when in conversation. Attempts to keep a greater distance may be interpreted as coldness or displeasure. However, behaving with too much familiarity toward a person of the opposite sex may be seen negatively, it is more acceptable between members of the same sex. Men often hold hands with men, and women with women.

THE DETAILS MOROCCO CULTURAL PROFILE

