

NeXt Generation.



New Generations.

FFI Annual Conference

Boston • October 12-15, 2011



Tango, Mambo, Salsa...What's the
Rhythm of Latin American Family
Business?

Boston

Thursday, October 13

Marilena Beuses

Dante De Lucia

Guillermo Salazar

Latin America

- General Characteristics
 - Argentina, Chile, and Costa Rica have a heavy European influence. (primarily from Spain, with a strong Italian influence in Argentina)*
 - Mexico, Guatemala, El Salvador, Ecuador, Peru, Bolivia, and Paraguay have strong native Indian cultures.*
 - Brazil has European (Portuguese, German, and Italian), African, Asian (the largest population of Japanese outside Japan), and native Indian influences.*
- Beliefs and Religion
 - Roman Catholics 72.5%, Protestants 12%*
 - Rapid Globalization is having an effect on beliefs; however, the fatalistic attitudes still prevail in many countries.*

Latin America

- ⌋ Mexico 98.5m
- ⌋ Puerto Rico 3.8m
- ⌋ Venezuela 22.8m
- ⌋ Colombia 38.5m
- ⌋ Brazil 169.8m
- ⌋ Argentina 36.2m
- ⌋ Chile 14.7m
- ⌋ **Total 515m**



Dimensions of National Culture

USA

- Universalist
- Low Power Distance
- Uncomfortable with uncertainty
- Individualism
- Neutral
- Specific

Latin America

- Particularist
- High Power Distance
- Comfortable with uncertainty
- Collectivism
- Emotional
- Diffuse

Understanding Values

USA

- Equality
- Freedom / Independence
- Self-Reliance
- Competition
- Individualism
- Future Orientation
- Social Mobility
- Efficiency / Punctuality
- Loyalty to Country

Latin America

- by Social Class
- Many military regimes, communism (Cuba), socialism
- Network
- Very internally focused recent 20 years (Mercosur, NAFTA)
- Reciprocity (obligation to others / family)
- Enjoy today
- Pretty fixed (school you went to)
- Punctuality is equally valued - except in social life
- Emigration varies by country

The Roots of a Culture's Value System

ORIENTATION	BELIEFS AND BEHAVIORS		
Human Nature	Basically evil	Mixture of good and evil	Basically good
Relationship to Nature	Humans subjugated by nature	Human in harmony with nature	Humans the masters of nature
Sense of Time	Past oriented	Present oriented	Future oriented
Activity	Being (stress on who you are)	Growing (stress on self-development)	Doing (stress on action)
Leadership: Social Responsibility	Authoritarian	Group Oriented	Individualistic