

LATIN AMERICAN CULTURAL TIPS

FAMILY

- **Embrace family involvement.** Going to grandmother's for Sunday dinner is a tradition that is still in place in many families.
 - **Most families are dysfunctional.** Within the general population outside the church, fathers are often absent and have two or three families. Because of the traditional church's influence, divorce is not common but multiple relationships is almost expected.
 - **Girls and boys.** Boys are expected to show their prowess, but girls are to be pure at marriage. Both usually live with parents until marriage or a common-law arrangement is made.
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RELIGION

- **The Majority Religion.** Although Catholicism is the predominant religion on the surface, it has absorbed many practices from the religions of the indigenous people causing a syncretism that changes from region to region.
 - **Evangelical Presence.** In much of LA the evangelical church has gained ground in the last 50 years, changing the landscape of the country, especially in the major cities. No longer are evangelicals despised or thought to be for the poor only.
 - **Caution.** The Prosperity Gospel has a huge presence in most of LA.
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TIME

- **Work and school start on time.** Everything else has a flexible hour to start. Depending on the activity, the start time may be anywhere from 15 minutes after the scheduled time, to 1 hour or more.
 - **What is happening right now,** is more important than the next thing on the schedule. It is very rude to leave a meeting 'early' for another appointment. People are a priority over agendas.
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TRUTH

- **Truth versus white lies.** It is more convenient to tell someone what they want to hear than to tell them the truth. Truth is relative.
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RELATIONSHIPS

- **Who you know is more important than what you know.** Connectedness to someone who can help you is most important in advancing. Business cards are a must in the business world.