# **Arab & Middle East Online Cultural Awareness Training**

Covering: Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, The UAE & Yemen



#### Fast-track your path to success in the Middle East Gain vital new skills and unique cultural insights



**Business focused** training content



Easy, modular approach to topics



Real life case studies

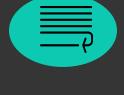


Complimentary learning materials



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Quizzes and scenariobased tests



transcriptions

SCORM compliant and LMS friendly

On-screen English



Access from desktop,

Certificate of completion



Individual and



laptop, tablet or phone



organisational licenses

Designed, written and produced by Middle East experts with in-depth knowledge and experience of living and working in the region.

### **Course Overview**

#### 1. Introductions and Aims

- Using the training interface Introductory outline
- 2. Cultural Understanding
- Cultural awareness
  - Generalisations Self awareness
- 3. The Middle East

#### Historical & modern context Language

- Islam and religion
- 4. Understanding the People
  - Honour, face and shame Food, hospitality and friendship

Identity and values

 Fatalism, spirituality and superstition

## 5. Doing Business in the Middle East

- Understanding your counterparts Islam and business
- General business values
- Time and punctuality Multitasking Relationship building
- Decision making Negotiation style Presenting to a Middle Eastern
- audience Women in business
- Working remotely and virtual communication
- 6. Communication Tips

# The spoken word

- Indirect communication Reading body language
- Giving and receiving feedback Dealing with conflict

**Bite-sized** modular learning that can be accessed any time or completed in 2-3 hours\*

#### 7. Etiquette Tips

- What to wear Addressing people
- Conversation topics
- Meetings Gift giving
- Food etiquette and dining
- Gender Taboos

## 8. Learning Summary

- Summary Resources Certification





\* Depending on speed of learner

**Fees** 

#### 1 User = £349\*

6-month subscriptions:

#### For team, organisational & high-

volume licenses, please contact one of the team. \* VAT is chargeable on UK sales.

#### Longer term subscriptions...

Also available:

Use of SCORM packages for own LMS...

White Labelling...

Charity & education discounts...

...all available upon request.



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