

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
- Real life case studies
- Quizzes and scenario-based tests
- Certificate of completion
- Access from desktop, laptop, tablet or phone
- Easy, modular approach to topics
- Complimentary learning materials
- On-screen English transcriptions
- SCORM compliant and LMS friendly
- Individual and 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

- Identity and values
- Honour, face and shame
- Food, hospitality and friendship
- 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

6-month subscriptions:

1 User = £349*

For team, organisational & high-volume licenses, please contact one of the team.

* VAT is chargeable on UK sales.

Also available:

Longer term subscriptions...

Use of SCORM packages for own LMS...

White Labelling...

Charity & education discounts...

...all available upon request.



For More Info

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