

Babel

LANGUAGE AND CULTURAL TRAINING



Our **Doing Business in the Middle East** programme will help you gain an understanding of the Middle East's work culture and business organisation so that you will become more effective when working with your Middle Eastern counterparts. We will provide tips for communicating clearly and offer opportunities to practice work situations to allow you to build rapport, influence and reach agreement with your Middle Eastern colleagues more easily.

The programme is led by experienced cultural trainers who have an appreciation and understanding of cultural differences having lived and worked overseas for many years. It will provide you with a framework of practical, actionable advice.

Programme objectives:

This tailored programme will help you:

- To adjust to the Middle Eastern work style and culture
- To be more effective in your work by learning about Arab and Muslim working and social etiquette
- To become aware of potential communication problems and the steps to take to avoid misunderstandings and to achieve outcomes successfully

DOING BUSINESS IN THE MIDDLE EAST

COURSE OUTLINE

Course Design

This course is designed to be delivered either face-to-face or in live online modules and offers opportunities to contribute to polls, annotate slides, take part in exercises, and participate in group discussions.

Course Duration

Face-to-face: 1 day or half day

Online: Two x half-days or four x 90-minute modules.

Group Size

We recommend a maximum group size of 14 but larger groups can be accommodated.

Course Fee

Our fees depend on the course duration, how many participants will be attending and the scale of the overall program. We are happy to work within a defined budget.

Contact

Sue Curry
Director

E: sue.curry@babelgroup.co.uk

T: 020 8295 5877

W: www.babelgroup.co.uk

Defining the Middle East

- A geographical overview of the Middle East; demographics
- Who else lives in the Middle East?
- Islam: concept of religious hierarchy
- Islamic values and cultural taboos
- Islam in everyday life – what are the practicalities for expatriates
- Shari'a law
- Cultural traditions and values
- Political, social, every day, legal, safety and security
- Traditional Middle Eastern men and women's clothing
- Modest dress for Western businesswomen

Ready for business

- Working with your Middle Eastern counterparts
- Building relationships
- Courtesy, generosity, and hospitality
- Dealing with personal questions
- Trust
- Patience

Meeting and greeting

- Naming conventions and titles
- Business cards
- Rhythm of the day
- Rhythm of business – work week, religious and cultural holidays
- Inshallah
- Etiquette – face to face and on the telephone

Communicating in the Middle East

- English language skills with Middle Eastern populations
- Arabic basics and practicalities
- Interpreting indirect language
- The multiple meanings of 'yes'
- Avoiding saying 'no'
- Understanding silence
- Humour, sarcasm, irony and self-deprecation

Getting down to business

- Punctuality, reprioritisation, multi-tasking
- Time expectations of the Western business professional
- Seating plan
- The decision maker, status, personal dignity
- Communication, commitment, fatalism
- Negotiation
- Presentations

Business and socialising

- Gift-giving
- Business dinners
- An invitation to someone's home in the Middle East
- Hosting Arabs in the West

Strategies for Working Effectively Together: Delegates put together an action plan of practical dos and don'ts with useful tips that will help cement relationships and get the best out of multi-cultural working.



Language Training

Babel offers inspiring and interactive lessons in all major languages from Beginners to Advanced. Tailored to your own specific goals and scheduled at a convenient time, you'll receive support and motivation from your own native-speaking tutor.

Cross-Cultural Training

Cultural competency is a skill for anyone working in a global organisation. We help people recognise and understand the inevitable cultural differences they encounter and develop the skills necessary to successfully manage these differences.