



Benefits:

- Appreciation of the underlying attitudes, values and behaviors of people from the Middle East.
- Greater understanding of how culture impacts business communication.
- Awareness of your own communication style and its impact on counterparts from the Middle East.
- Practical tools and strategies for communicating more effectively with Middle East nationals.



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“An investment in knowledge always pays the best interest.”

~ Benjamin Franklin

When interacting with counterparts from other cultures you may have been frustrated by the fact that they do things in ways that are fundamentally different to your own. Perhaps their priorities in the Workplace are different to yours or they seem to be sending you mixed messages. These different attitudes and behaviors are more than likely to be conditioned by culture and are instilled early on in life and expressed in the way we behave and interact.

We act on our cultural preferences instinctively - in everything we do, from the way we stand and talk, to the way we deal with superiors, conflict and decision-making. Since these differences are so deep and intuitive, they can lead to substantial misunderstanding and miscommunication.

In an increasingly competitive global marketplace, being able to communicate effectively across cultures is more than a nice-to-have skill. **It is now a key competency for all employees.** Our Workshop will raise your awareness of the Middle Eastern cultural issues that impact today's globalization allowing you to communicate more effectively and efficiently.