

# Working with Egypt



## Target audience

Professionals who work with Egypt



## Prerequisite

No prerequisite



## Objectives

Significantly increase participants' effectiveness in their professional relations with people from Egypt

At the end of the training session, participants will have the tools to:

- Adopt an intercultural approach
- Understand the context and culture of Egypt
- Decipher cultural codes and analyse sources of misunderstandings
- Adapt their communication and work methods
- Decode decision-making and negotiation processes



## Added value

- Conducted by an expert consultant specialized on Egypt
- Decoding the Nomad' Profiler
- Alternating theory and practical exercises
- Access to Digital Learning for one year
- Sharing best practices
- Personalized action plan



## Corporate Training Solutions

Duration: to define.  
You wish to organise a specific training course ?  
Contact us !



## Public Courses

### Next available sessions

Duration: 7 hours



May 23, 2024, Paris

1 010 €HT/pers.\* Training session held in



November 14, 2024, Paris

1 010 €HT/pers.\* Training session held in

\* (Technical fees and lunch included)

## PROGRAMME OUTLINE

### Step 1 : E-learning

#### ADOPTING AN INTERCULTURAL APPROACH

- Develop awareness of participant's cultural biases
- Understand the impact of cultures on behavior
- Identify and overcome stereotypes

### Step 2 : Group training session

#### UNDERSTANDING EGYPTIAN CULTURAL CODES

##### Discovering the cultural basics of Egypt

- The cradle of civilization, a space at the confluence of several cultures
- The modern Egyptian identity, the fruit of a complex heritage
- A country at the heart of geopolitical issues, a society in mutation
- The educational system

##### Understanding Egyptian values

- Family and religion: two essentials
- A tradition of tolerance and hospitality
- Dawsha, passions and emotionality
- The sense of hierarchy

#### OPTIMIZE YOUR PROFESSIONAL ACTION WITH EGYPTIANS

##### Communicating with Egyptians

- The ritual of greetings
- The importance of appearance
- Communicate through individuality
- Establish trust over the long term

##### Adapting work methods

- Listen, respect, sincerity
- Effective management: skills: credibility and leadership
- Value skills and promote responsibilities
- The rule of authority

##### Conducting successful meetings and negotiations with Egyptians

- A flexible and haphazard notion of time
- Master the vagaries of the calendar
- Get involved over the long term
- Principles of negotiation

### Step 3 : E-learning to go further

#### EXPLORE COUNTRY PACKS

##### Develop knowledge about the country

- Cultural guidelines
- Business Life
- Overview