

# Working with Syria



## Target audience

Company managers and staff working and dealing with the Syrians



## Prerequisite

No prerequisite



## Objectives

The aim of this seminar is to significantly improve the participants' effectiveness in their professional relationships with the Syrians, enabling them to be operational right from the start. At the end of this training, participants will have acquired insights and techniques to:

- Be aware of their own cultural baggage
- Fully understand Syrian context and culture
- Analyse possible situations in which misunderstandings may arise and identify ways of communicating
- Reduce stress and misunderstandings
- Decipher and understand Syrians decision-making and negotiation processes



## Added value

- Create your Cultural Profile
- Access to 70 Country Packs
- Pragmatic, fun e-learning
- Interactive method
- Acquire operational tools



## Corporate Training Solutions

Duration: to define.

You wish to organise a specific training course ?

Contact us !

## PROGRAMME OUTLINE

### MODULE 1 : UNDERSTANDING CULTURAL DIFFERENCES

#### 1. Intercultural awareness, the key to success in international business

- Taking stock of one's own cultural baggage
- The basics of effective intercultural management
- Identifying and going beyond cultural stereotypes

#### 2. Key aspects of Syrian culture

- A nation at the very heart of the Middle East
- Islam and Christianity
- Arab heritage and civilisation
- A high level of political control

#### 3. The impact of values and behaviour patterns on professional dealings and relationships

- Strong family roots
- Respect for religious practices
- The importance of a good public image
- Hospitality and tolerance
- Pride and a sense of honour
- Expressiveness and sociability
- Attitudes to status and qualifications
- The flexibility and demands of time

#### 4. The Syrian corporate world

- A paternalistic organisational structure
- Efficiency and approachability in the business world
- A hierarchical but relaxed working environment
- The influence of politics on the country's economic life

### MODULE 2 : SUCCEEDING IN WORK WITH THE SYRIANS

#### 1. Effective communication with the Syrians

- Tone and expressiveness
- Tactile and non-verbal communication
- The importance of networking
- The language barrier, the role of the interpreter
- The meaning of words and messages: differing interpretations

#### 2. Adapting your working methods

- Effective management: experience, leadership and determination
- Getting the most from others and helping them to give their best
- Building trust and confidence: encouraging a friendly working environment
- An open mind, responsiveness and flexibility
- Pitfalls to be avoided

#### 3. Successful meetings and negotiations with the Syrians

- Giving relationships that personal touch
- Credibility and frankness
- Courtesy, diplomacy and firmness
- Entering into commitments and giving your word
- Time, priority and deadline management
- Written contracts, their interpretation and implications
- Organising the post-negotiation phase

#### 4. Final handy tips

- Caution, patience and humility
- Protocol and etiquette
- Social standards, gifts, business cards, dress code
- Sensitive subjects: politics, history, the Lebanon
- Humour: a double-edged sword