

# Working with the United Arab Emirates

## Target audience

Company managers and staff working and dealing with citizens of the United Arab Emirates

## Prerequisite

No prerequisite

## Objectives

The aim of this seminar is to significantly improve the participants' effectiveness in their professional relationships with foreign contacts, 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 the context and the culture of the Emiratis
- Analyse possible situations in which misunderstandings may arise and identify ways of communicating
- Reduce stress and misunderstandings
- Decipher and understand Emirati 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 Emirati culture

- Seven monarchical emirates and a federation
- Geography, languages, a mostly foreign population
- Bedouin heritage. The influence of the British protectorate
- The third largest oil producer in the Persian Gulf
- A high-performance educational system

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

- A Muslim culture characterised by its openness to the rest of the world
- The importance of tribal origins
- The family unit as the bedrock of identity. A duty to provide hospitality
- The Emirati woman - between tradition and modernity
- Social distinction based on nationality: Al-Muwateneen and Al-Wafedeen
- A rigid hierarchy: respect for age and status
- Flexibility where time is concerned.

#### 4. The Emirati corporate world

- The influence of religion on business and the pace of work.
- A virtually 100% state-controlled economy
- A horizontal hierarchy subject to the authority of a leader
- Distinctions between the Emirates
- The marketplace, employment and turnover

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

#### 1. Effective communication with the Emiratis

- Building personal relationships
- The importance of verbal communication.
- A culture making extensive use of gestures.
- Respect and courtesy: a winning combination
- Arabic for day-to-day life and English for business

#### 2. Adapting your working methods

- Establishing your authority: posture and bearing
- Local management and corporate culture
- The concentration of decision-making powers
- Building and maintaining trust and confidence: responsiveness and a willingness to listen
- Motivating, delegating, providing feedback, issuing praise and resolving conflicts

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

- The art of negotiation
- Identifying decision-makers, giving and keeping your word, providing ample documentation
- Taking care when drafting contracts
- Successful follow-up

#### 4. Final handy tips

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