UNDERSTANDING THE ARAB CULTURE
Successful Partnership with Arab & Gulf States

Turn human diversity into an asset and make performance a pleasure

What is intercultural competence? It’s a person’s ability to perceive and understand the cultural differences that affect thoughts, feelings and behaviours in relationships with various people, free of prejudice and with open-mindedness and a desire to learn.

Globalization: endure it or embrace it

The globalization of the economy, the economic crisis and the development of new information and communication techniques motivate your company to open up to new foreign markets and interact increasingly with international contacts: clients, suppliers, partners, sales representatives, subcontractors and others.

You will inevitably come across new management methods in an unknown and uncertain context. Given the commercial and financial success that you hope to achieve, the risks of failure, frustration and deadlock can prove to be costly and detrimental to your company’s strategy.

The dead ends caused by cultural differences are numerous and often underestimated:

- Failure to meet deadlines
- Communication and language problems
- Misunderstandings
- Local staff not adhering to the standards of your company
- Dysfunctions occurring within your multicultural teams
- Lack of motivation
- Interpersonal conflicts and problems
- Incompatibility of management methods between headquarters

The real problem lies in the fact that few managers are aware that their difficulties in the international arena really do have a cultural component. There are 4 prerequisites to becoming aware of the intercultural aspect:

1. Identifying that the obstacle has an intercultural dimension
2. Accepting and recognizing it
3. Trying to understand it
4. Wanting to change behavior and acting accordingly

The requirements of the current international context mean that you can no longer ignore the need to renew your awareness of the intercultural element.

“We build too many walls and not enough bridges” Isaac Newton
**Training Objectives**

“Culture is the human force that discovers the needs of change and helps the world become aware of them”. Elio Vittorini

What intercultural management can do for you.

Intercultural management is a valuable tool that can help you balance international and local considerations, while managing the risks and anticipating the pitfalls. Although cultural diversity encourages innovation in a company, if mismanaged, it can become a highly damaging source of obstacles. Knowing how to adapt while staying true to yourself, changing perspectives while remaining authentic: these are acquired skills. The goal is to identify cultural specificities and the behaviors that arise from them, so as to use them to your advantage, avoid obstacles and obtain constant loyalty and motivation from the men and women engaged in your international approach. When you work in harmony and cooperate efficiently in a multicultural context, you increase your potential for success and creativity. Our objective is to improve your performance in an international context by bringing every chance for success within your reach.

**INTERCULTURAL MANAGEMENT ENABLES YOU TO:**

- Understand the local culture
- Involve employees in change and develop shared tools
- Be competitive in your target market and familiar with local practices
- Efficiently manage international mobility and cultural differences as advantages for development and innovation
- Manage multicultural teams
- Improve your intercultural relationships and increase your intercultural awareness and skills
- Ensure the success of an international merger, takeover or cooperation project
- Anticipate, avoid and manage interpersonal conflict situations
- Succeed in adapting your strategy, communication and management style to local requirements
- Prepare yourself to deal with the pitfalls of exporting

**WHAT WE OFFER**

We offer you customized services and methods with well-adapted tools and practical skills because your international approach is unique. Our goal is to save you time, boost your effectiveness and improve your performance through flexibility and intercultural synergy, with the aim of fostering the development of your company.

**WHY YOU CAN TRUST US**

- 10 years of international field experience backed by ongoing academic research combining practice and theory
- Field-oriented operational approach
- Customized, flexible and well-adapted assistance
- Cutting-edge tools specific to the intercultural field
- High-performance assessment tools revealing your intercultural preferences
- The Country Navigator, an online tool to learn how to navigate through cultural differences in an international environment
- Interactive and practical teaching methods
- Expertise in Germany, the US and the Persian Gulf countries
- A high-quality conference room equipped to accommodate 10 people for training sessions
- An international network for support and legal advice
Program Outline
CROSS-CULTURAL MANAGEMENT
DOING BUSINESS SUCCESSFULLY IN THE ARABIAN GULF REGION

8:30 am to 10:30 am
- Introduction and presentation
- What is Culture?
- How it affects management functions
- How perceptions affects our behaviour
- The Arabian Gulf region
- The roots of Arabian values
- Arab Business structure

10:30 am to 10:45 am Coffee Break

10:45 am to 1:30 pm
- DVD British-Kuwaiti encounter
- Arab management style
- Meetings and appointments
- Communication style
- Negotiation style
- Making a good impression and avoiding cross-cultural misunderstanding
- Conclusion and questions

1:30 pm – Lunch

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Patricia Epp is a freelance consultant and trainer. She is the founder of the PERSPECTIVA firm, specializing in intercultural training and guidance. Through her travels, childhood and personal background, from a very early age, she has been immersed in a cosmopolitan environment, as she has a Lebanese mother and an American father. She lived for some ten years in Dubai and Abu Dhabi in the United Arab Emirates, then in France and Germany. She is trilingual (French, English and Arabic); she speaks German fluently and has discovered German culture through her career and family.

Following several years of professional experience in the Middle East and Europe in internationally-oriented companies, she is now focusing on assisting companies and public institutions, in order to optimize their performance levels by adapting to the new international context.

After training in International Relations, in 1998 she earned a DEA (Master’s) in Contemporary European History in Strasbourg, and then in 2008 completed a Master II in Intercultural Management from Paris Dauphine University. In addition to her university education, she has undergone intercultural teacher training in London and the US, where she acquired skills in high performance cultural-preference assessment tools. Furthermore, she has explored interpersonal communication techniques that optimize her guidance services and her approach as an intercultural mediator. She also holds a Certificate in Communications, Public Relations, Press Relations, Event Management from ISCOM, a Master’s in European Studies - History, Politics and Economy of Europe, a University Degree in International Relations and a 2-year undergraduate degree in Applied Foreign Languages: English - Arabic - German

“My experience has shown me that, regardless of the potential of your product or service, regardless of the performance of your company or the skills of your staff, the key to succeeding in an international context is developing your people skills, based on trust and credibility. What makes all the difference is your ability to look at the world from different perspectives, especially during times of crisis.” Patricia Epp