



Understanding the Arabic Culture

I. Description and Objectives

- Understanding the Arabic Culture, is a 1.5-day interactive workshop geared towards Canadian organizations working with or delivering services to Arabs living in Canada.
- Canada plays a pivotal role in hosting Arab nationals as permanent residents, students or lately as Syrian refugees. Such influx contributes to the multicultural Canada and demands a better understanding of the Arabic culture to deliver proper services and provide better integration strategies.
- As such trainees will have the opportunity to work with world class trainers to fully comprehend the culture of the Middle East, Gulf and Arabs. The program aims to provide executives, managers and staff of nonprofits, government, universities, etc... who are interested to visit, communicate and/or deal with Arabs, with basic understanding and overall view of the culture in Arabia and Middle East.
- The program is designed as a workshop with full interaction between participants and the trainers. A number of instructional strategies will be utilized including lectures, panel discussions, case studies, role plays etc.

II. Key Topics Content

- **Introduction**
 - Self introduction
 - Expectations and Objectives
 - Developing Program Objectives

- **Module One: Historical background**

- Middle East, Islamic, Arab etc
- Arabs and Arab Gulf
- Islam and its variations
- Sunni and Shiea
- A quick look at Religion
 - The four important pillars in Islam
 - Religion and the law
 - Islam and tradition
 - Islam and other religions
- The Social Fabrics and cultural diversity
 - Ethnicity and minorities
 - The workforce market and employment issues
 - The youth and the global village

- **Module Two : The Culture and Cultural Values**

- The Culture
 - High context
 - Applications and examples
- Core Cultural Values
 - Family (al bait awalan)
 - Religion (en sha Allah)
 - Al Wasta (personal relationship orientation)
 - El Haya (non confrontation)
 - Al Nokhedha (power and Hierarchy)
 - Al Hurma (women status)
- A comparison and contrast with other core cultural values
- Cases

- **Module Three: NGO**

- History of NGOs and charity in the region
- Perception
- Proactive presentation
- Doing the homework
- Avoid the defensive mode

- **Module Four : Selective Business concepts and applications**

- The Kandoora Syndrome
- Time Concept
- Decision Making and Problem Solving
- Managing conflict
- Concept of Space and space bubble
- Motivation (what makes them tick)
- Negotiation (win/lose, win/win)

- **Module Five : Doing Business with Arabs**

- Personalization of business relationships
- Building trust and confidence (I am ready when you are)
- Working with Arabs
- Dealing with female colleagues
- Sexual harassment
- How to say No (assertive or aggressive)
- Issues to avoid

- **Module Six : Communicating with Arabia**
 - Communication styles
 - Written and oral communication
 - Social setting, visits, invitations, gifts
 - Communicating with women at work and outside
 - Arabs and other cultures Communication styles
 - First impressions (attire, language, nonverbal cues, etc)
 - Meetings (format, scheduling, agenda, venue, handouts, etc)
 - Presentations (PPT, proposals, etc)

- Questions and Answers
- Individual issues

Who can attend?

Nonprofit employees • Government employees • University employees

Organizations providing service to Arabs • People interested in understanding the Arabic culture

Registration

Fees include: Training material, Lunch, Snacks, Refreshments.

For more information and details please contact us on: info@canadianarabhf.org