

DON'T THEY KNOW IT'S FRIDAY?

TYPICAL ON-SITE PROGRAMME ©2020

For distance and self-paced learning on-line see [here](#)

Duration	4 hours. *
	Coffee, tea and biscuits are served regularly throughout each seminar.
Objectives	<ul style="list-style-type: none">• To raise awareness of the Arab world: its history, countries, people and influences, particularly the GCC countries of Kuwait, Saudi Arabia, Qatar, Bahrain, UAE and Oman.• To gain a basic understanding of Islam and how it shapes daily life.• To explore the cultural minefield of doing business in “The Middle East”.• To establish basic cultural dos and don'ts to help you navigate social and business life.
PART 1	<ul style="list-style-type: none">• Learn your ‘Coffee drill’!• Workshop overview: what to expect from this session.• Four Arabic words and two statistics.• A brief introduction to the Arab world: its history, countries, people, and influences.• The Arab spring.• Gulf Arab society:<ul style="list-style-type: none">○ Centralism.○ The changes for women.○ Old and young Arabs: their differences.• Some definitions: GCC and The Middle East.• Don't lump Arabs together!

PART 2	<p>A brief overview of Islam:</p> <ul style="list-style-type: none"> • Sunni / Shi'a. • Successors (caliphates). • People of the book. • Why it all matters so much. • Common ground with mono-theistic religions. • The importance of Islam to Arab/Muslim life. • The power of Islam. <p>Arab/Muslim education. Rote learning?</p> <ul style="list-style-type: none"> • How it affects your time with Arabs. • The effect on relationships.
PART 3	<p>The cultural minefield of doing business in "The Middle East".</p> <ul style="list-style-type: none"> • The West vs the Arab world: what is "normal"? • Your friend Patience! • Understanding the background of your Arab colleagues. • <i>Sharia</i> law and how it applies to business. • What is <i>Wasta</i> and how does it work? • Understanding key terms: <i>Fatwa / Jehaad / Halaal / Haraam</i>.
PART 4	<p>Cultural dos and don'ts to help you navigate social and business life.</p> <ul style="list-style-type: none"> • Beliefs, values and attitudes. • What expatriates think of Arabs today. • What Arabs think of you. <p>Adapting to Arab "dos & don'ts".</p> <ul style="list-style-type: none"> • Hospitality and heritage. • Clothing, food and drink – what to expect and what to serve. <p>Review and Q&A; receive copy of edition 3 of <u>'Don't They Know It's Friday?</u></p>
<p>* Timings and course content to be tailored to your requirements.</p> <p style="text-align: right;">© Handshaikh. 2020</p>	