








## Training Workshop – Module Overview

Innesskirk's innovative **"Cultural Awareness and Emiratization"** will provide managers with an excellent foundation and practice on how to develop a positive organizational culture.

This workshop teaches managers to understand and adapt to cultural differences by encouraging the identification and open discussion of individual cultures. It also encourages Emirati and Middle Eastern nationals to understand common western business culture by looking at attitudes and breaking down stereotypes. Awareness is the first step toward building practical methods to work cohesively.

Tutorial sessions, case studies, practical exercises, presentations and syndicate work make this a proactive, hands-on course.

## Workshop Objectives – Delegates Will Be Able To...

-  Describe and analyze their current organizational culture
-  Effectively integrate workforce nationalization programs
-  Work with a large mix of cultures and backgrounds
-  Measure achievement-based culture
-  Create achievement-based cultural integration programs
-  Understand the Middle East business culture environment integrated with western business practices
-  Understand that constructive business cultures are independent and very similar around the world

## Post Workshop – IMPACT™ Program

**IMPACT™ Project** – Delegates identify a work-related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training workshop content.

**IMPACT™ Coaching** – The delegates shall participate in custom-designed coaching sessions to facilitate the completion of their identified **IMPACT™** Project. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

## Workshop Agenda – Day One

### WELCOME

#### Introduction And Course Objectives

Agenda begins with the introduction of course objectives, materials, methodology and pedagogy. Instructor will include the introduction of delegates through icebreaker activity.

#### Introduction The Main Cultures Around The World

Introduction to culture: what is culture and its influence; different basis for cultural guilt, honor and shame; the main parameters defining different cultures; power distance, individualism, masculinity, uncertainty avoidance and long term orientation; the influence of rules, relationships and status in cultures.

#### An Overview Of Recent History Of The Middle East And Implications For Emiratization

This section of the course includes an overview of recent developments in the Middle East, what you need to know working with Middle East Nationals, as well as etiquette and behavior in the Middle East.

### LUNCH

#### Cultural Critics And Cultural Learners

Important elements of the course concentrate on adding value through a cultural mix, polarizing behavior, acceptance but separation and true integration and synergy. Instructors assist delegates with changing value statements into building value, developing a common business culture and learning how to deal with external agents and other companies.

#### Describing An Ideal Business Culture

Instructors provide an introduction to business cultures and evaluation the ideal culture in terms of 12 cultures and individual behavior parameters. The similarity of ideal business cultures in all parts of the world – an overview.

### CLOSING

Review the main points of interest of the day, identify possible work-projects and preview day two.



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## Workshop Agenda – Day Two

### WELCOME

#### Current Business Culture

Delegates will assess the current corporate business culture and understand the gap between the ideal and actual culture. Activities include evaluation of cultural change projects and the effects on the bottom line and business results.

#### The Impact Of Leadership On Culture

Understanding the impact leaders have on business culture; leadership and behavior relationships; the value of measuring culture in the overall organization, in teams, and in individuals; the value of a common language, common values and vision.

### LUNCH

#### Developing A Cultural Transformation Project

Delegates will learn what is important, where to start, what to do and what to avoid in developing a cultural transformation plan. Included is a look at how delegates can start a cultural transformation project; what results can be expected; different entry points; the value of stories, anecdotes and traditions to build a positive, achievement based business culture.

#### Identification Of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information received during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

### CLOSING

Review the main points of interest for the course, deliver course administration such as: evaluation, action plan, and deliver certificates.

## Do You Have Specific Requirements?

### Tailoring For In-Company Delivery

We can run this workshop as a one, two or three day event. We can also adapt the content to meet your specific training objectives.

For more information about our In-Company specialized workshop services, email us at [info@innesskirk.com](mailto:info@innesskirk.com) to discuss your specific requirements further.



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