



## About Cultural Intelligence

Experts from around the globe realize that cultural intelligence is as important as the skills needed to perform your job. Having essential cultural knowledge and sensitivity skills enhances work performance, job satisfaction, and collaboration among all stakeholders. **Cultural Intelligence is a learned skill that can be attained through gaining knowledge about other cultures and how they affect behavior and communication.**

### ***Culture is everything and everything is culture.***

**Nasif Kayed, Founder and CEO of the Arab Culturalist holds an Advanced Certification in CQ®** from the Cultural Intelligence Center in the US. He is also a renowned expert on Arab and GCC culture and an entrepreneur with practical business experience that sets his company apart. He uses knowledge building techniques and scientifically validated development tools to achieve the goals of your organization. Whether you are interested in professional development, improving customer service or extending your global reach, understanding how local cultural norms and values affect your operations is key to successful employee engagement, team building and productivity.

### Cultural Induction

Our bespoke cultural induction program introduces staff to the Emirati and Arab culture while focusing on the key points that encourage effective cross-cultural communication. The inductions address common misconceptions and typical stereotyping that exist between cultures. The sessions are meant to engage the both expat and local participants in self-reflection, and boost their confidence by giving them the knowledge necessary to navigate in a multi-cultural environment. The sessions are delivered in three modules: **Culture 101, Doing Business in the GCC & Etiquette, and Business Ethics and Motivation.**

### Staff Inter-Cultural Development

Let us take your staff through a continuing journey to develop their cultural intelligence skills over the course of several bespoke sessions. Take the Cultural Values Survey and the CQ® Assessment as a starting point on your cultural intelligence journey. While our Cultural Induction program touches on several key concepts, our Staff Development program addresses these topics more in depth, building on your key strengths, and providing a development plan which improves staff's ability to address new challenges with cultural intelligence. Let us design a program that fits the specific needs of your organization by working alongside your HR Department to develop the program that's the right fit for you.

### Keynote Speaker Events & Conferences

Invite Nasif Kayed as the Keynote Speaker at your next conference or event. Mr. Kayed has spoken at many major corporate events and conferences throughout the UAE and abroad as an expert on GCC and Arab Culture, building Cultural Intelligence in the workplace and Cultural Tourism.

### Testimonial

There are very few people in the world who can handle social situations and people communications so adeptly, so adroitly, with such diplomacy as to be in awe of their presence and finesse.

Nasif is one such person. I could cite many examples of Nasif empowering his team to interact with us; to enter the dialogue; to add their own insights and experiences. But perhaps the greatest gift I received from those experiences has not only been in improving my own understanding, but in also being able to increase understanding and tolerance in others.

**Trish Uhl, PMP, CPLP**  
**World-Class Author, Trainer,**  
**L&D Strategist and Coach**

Contact us:

Tel: 050 880 2411

Email: [debbie@thearabculturalist.com](mailto:debbie@thearabculturalist.com)

Website: [www.thearabculturalist.com](http://www.thearabculturalist.com)

Follow us @nasifkayed    