



# HANDSHAIKH TOPICS

*(Adapted to suit each audience)*



#	From	TOPIC	REMARKS
1		The Aim and Objectives.	Learn your coffee drill! What happens today? Setting the scene. Your friend Patience!
2		Your painless Arabic lesson	Learn these two words of Arabic (if you learn nothing else today!)
3		The ABC and the where and what of The Middle East (horrid expression! – don't say 'Arab' either!)	The \$\$\$/£££. An overview of the Middle East. Some definitions: GCC, ME, The Arab World; Its 3 Tiers.
4		Islam - and its effects.	Importance to Arab/Muslim life. It's the same God: common ground with two other religions. People of the Book. Successors (Caliphates). Why it all matters so much. How it affects your time with the Arabs. The power of Islam. Arab/Muslim education. Understanding the background of your Arab colleagues. Gulf education today.
5		A look at some of the Gulf countries themselves	Past, present and future.
6		How Arabs see you; how we see Arabs.	Make yourself different from other non-Arabs in the Gulf!
7		Video: How (and how not) to do it!	Business behaviour. Dubai TV's interview with Handshaikh Ltd.
8		Working with Arabs.	The Arab: Who is he? Hopes. Fears. Attitudes. Annoyances. Problems. Hospitality. Heritage. Adapting to Arab 'Do's & Don'ts'. Centralism and <i>Wasta</i> .
9		Dubai TV Business channel video.	Arabs in business etc.
10		The chicken farmer.	Video: a businessman gets it right in Kuwait – finally!
11		General conclusions.	Change is everywhere in the Gulf -more and more. All the time
12		<b>CLOSE</b>	Obtain copies of ' <i>Don't they know it's Friday?</i> ' edition 4 2024 (signed if you like!)