

Developing Global Competence

EuropeArabBank 

Background

Europe Arab Bank is an international bank that supplies financial services to clients conducting business between Europe and the MENA region. Headquartered in London, the Human Resources team identified a need to develop the cross cultural skills of more than 70 managers that work with both clients and colleagues throughout Europe, the Middle East and Africa. This training would form part of their Management Development Programme, in line with the Bank's new Behavioural Competency Framework.

Training Objectives

- To raise awareness of cultural differences and their impact on working practices and relationships
- To develop understanding of key differences in working and communication styles between European and MENA cultures
- To provide practical tips and strategies for working more effectively with international contacts
- To provide an opportunity for networking and learning more about each others' cultures

Challenges

The main challenges were seen as:

- Providing the appropriate balance between general principles of intercultural communication and knowledge of specific cultural groups
- Providing delegates with tangible skills to enable them to build rapport quickly with people from a wide range of cultural backgrounds
- Creating a training solution that was relevant to delegates from a variety of European and Middle Eastern countries and ensuring that the training responded to as many individual needs as possible

Training Approach

Following in-depth discussions with Europe Arab Bank's HR team and the selected trainer, Communicaid created a highly interactive training solution that targeted all the required objectives.

Case studies, role plays and other practical activities were incorporated throughout the sessions to ensure that learning was in line with the Bank's Behavioural Competency Framework.

Following the pilot programme, a debrief meeting was held with the Bank's HR team to analyse feedback and fine tune the programme prior to roll out.



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Proposed Solutions

- Working Successfully across Europe, the Middle East and North Africa including some basic Arabic
- Extended eight hour training day delivered to six groups of up to 15 people over a five month period
- Detailed action planning after each specific section during the session
- Opportunities for networking within Europe Arab Bank for employees from different countries

Results

The feedback shows that the programme was a success as delegates felt the training was essential to their personal development within an international bank. Delegates commented that they gained a better understanding of cultural differences and developed strategies to deal with them.

Being able to adjust their behaviour will now contribute to better communication with colleagues and clients from other cultures. The training also provided a good platform for networking within Europe Arab Bank which will improve relationships and allow staff to work more effectively.

Contact Details

For more information about how Communicaid can assist you and your organisation, please contact our Business Development Team:

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Client Feedback

“Communicaid’s cultural awareness training programmes were very useful as they helped us to understand how cultural differences impact our relationships with each other. It was great to take away a practical toolkit of strategies that we could use immediately to communicate with our diverse range of contacts.”

Lorenzo Aloe

Senior HR Manager

Europe Arab Bank Plc

