

The Arab Fund for Economic and Social Development

Development of 3 and 5 day commercial negotiation skills training

The Arab Fund for Economic and Social Development, based in the State of Kuwait, is an Arab regional financial institution focused on funding economic and social development, by financing public and private investment projects and providing grants and expertise in the Arab countries. Its membership consists of all countries that are members of the League of Arab States.

Client brief:

Enrich Training and Consultancy were contacted through a partner training provider which they regularly work for in Dubai. They received a request to provide negotiation skills training for the newly recruited graduates who had joined the Arab Fund for Economic and Social Development based in Kuwait.

The brief provided to Enrich Training and Consultancy was to provide experiential training for new graduates who would have had very little experience of commercial negotiation as they would be new recruited by the organisation following their university education. The training would be delivered in 3 and 5 day courses to be run at their offices in Kuwait.

The main challenge with this type of training is that it is not possible to make direct contact with the client prior to delivery due to the cultural aspects of how business is conducted in the Middle East. All communication about the clients' requirements come through the partner based in Dubai. However, a full brief concerning the content and the level to which the material should be pitched was received from them.

Approach:

Having received the brief from the partner, the outline for the course delivery was determined and agreed with the client. As the training was being delivered during the holy month of Ramadan there was a requirement for

the material to be delivered in short sessions spanning three days. It was important to take into consideration the enthusiasm which young delegates would have for mastering practical skills on the one hand and also to take into consideration, due to fasting, that concentration levels may not be as consistent as at other times of the year.



The training was written in order that it could be delivered to groups of 18 to 24 delegates in the classroom style. Many practical exercises were written into the training plan which followed a logical path which introduced the traditional components of commercial negotiation and then built on this to allow delegates to acquire practical skills by creating scenarios based on the workplace situations they were likely to face.

Outcomes:

Following the course, the graduate delegates were able to identify scenarios they would encounter where they should plan for negotiations in the work place. They were also able to demonstrate in a practical way the skills which they had acquired during the course.

The course was very well received and Enrich Training and Consultancy have been invited back to work with the intake of graduates next year.

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