



KELLEY
SCHOOL OF BUSINESS
Institute for International Business



IU CIBER Focus Interview Series Video Annotations

Learning to Live and Work in the Arab World with Jeremy Williams

Link: <https://www.youtube.com/watch?v=46JseZ2GmMs&t=3s>

Length: 18:04

Production Date/Year: March 10, 2020

Keyword Topics:

Arabic culture, cross-cultural education, Gulf Arabs, Iran

Guest Info:

Jeremy Williams was the Defense, Naval, Military, and Air Attache in the British Embassies of Abu Dhabi and Bahrain during the both the Iran/Iraq War and the Gulf War. His military and diplomatic career spans 35 years. During this time he spent over twelve years living throughout the Gulf in Sharjah, Dubai, Riyadh, Abu Dhabi, and Bahrain. His service includes tours of duty in the USA, UK, Germany, and Singapore. He remains in contact with many government and commercial organizations through the Gulf and wider Arab world.

Jeremy is a member of the Saudi-British Society, the Bahrain Society, and the Anglo-Omani Society. He was a member of the Middle East Association, the Arab-British Chamber of Commerce and the British Business Group in Dubai & Northern Emirates. He is a contributor to The Times, BBC, NBC, and Sky News on Arab and Islamic matters.

His company, Handshaikh Ltd (<http://www.handshaikh.com>) is based in England, and he travels the world to conduct business seminars focusing on the cross-cultural aspects of life and work for westerners in countries in the Gulf. He also offers online training as well as onboarding contributions to companies with Gulf interests. He has counselled over 500 companies and organizations at the board and other levels.

Jeremy is also the author of the book, "Don't they know it's Friday? – A Cross-Cultural Guide for Business and Life in the Gulf"

Today we'll discuss Jeremy's extensive experience from his time spent in the Gulf, how he shares that knowledge with people today. We'll also talk about business and life in the Gulf region and the value of a cross cultural introduction to the region.

Video Summary/Synopsis:

- Introduction of Guest - :30
- Guest Background in Arab Nations - 2:15
- Learning Arabic Language - 4:10
- Handshaikh and need for Cross-Cultural Training - 5:30
- Personal Experience with Sheikh Ahmed of Kuwait - 8:55
- Need for Cross-cultural Services - 10:00
- Background of *Don't They Know It's Friday* - 11:00
- Common Cultural Mistakes - 12:30
- Easiest Things to Get Right/Wrong with Arab Customers - 14:20
- Perspective on Situation in Gulf with Iran - 16:00

Standards:

World History

- **WH.6.10**
Describe and analyze the global expansion of democracy and globalization in the late 20th century.

Geography and History of the World

- **GHW.7.2**
Analyze the physical and human factors involved in conflicts and violence related to nationalist, racial, ethnic, religious, economic, political, and/or resource issues in various parts of the world, over time. Assess the human and physical environmental consequences of the conflicts identified for study.

Economics

- **E.8.4**
Define and explain the impact of trade barriers, such as quotas and tariffs, and analyze why countries erect them.

Global Economics

- **GE-4.6**
Evaluate the effects of trade agreements among nations and barriers to trade
- **GE-7.4**
Evaluate the impact of sociological, economic and technological changes on future careers

Essential Questions:

- In what ways can cross-cultural knowledge and education benefit relationships between people from different backgrounds?
- In what ways can humans learn about the cultures of others?
- How could your knowledge about a certain cultural group help or harm your chances of conducting business with people from that group?

Depth of Knowledge

- Students will be able to identify how knowledge of cultures can affect relationships.
- Students will be able to identify certain cultural traditions from Arab cultures.
- Students will be able to identify how the lack of cultural knowledge can create a barrier to trade.
- Students will be able to identify sociological and human factors that contribute to and also resolve conflict amongst nations.

Additional Link & Related Information

- About Hand Shaikh
 - <http://www.handshaikh.com/about-2/>
- Hand Shaikh Cultural Quiz
 - <http://www.handshaikh.com/your-test/>
- *Don't They Know It's Friday*
 - <http://www.handshaikh.com/book/>
- Best Global and Cross Cultural Education Apps
 - <https://www.common sense.org/education/top-picks/best-global-and-cross-cultural-education-apps-and-websites>