

BRIDGING THE CULTURAL GAPS



KHALIL E. HACHEM

Connecting with Arab and Muslim Americans

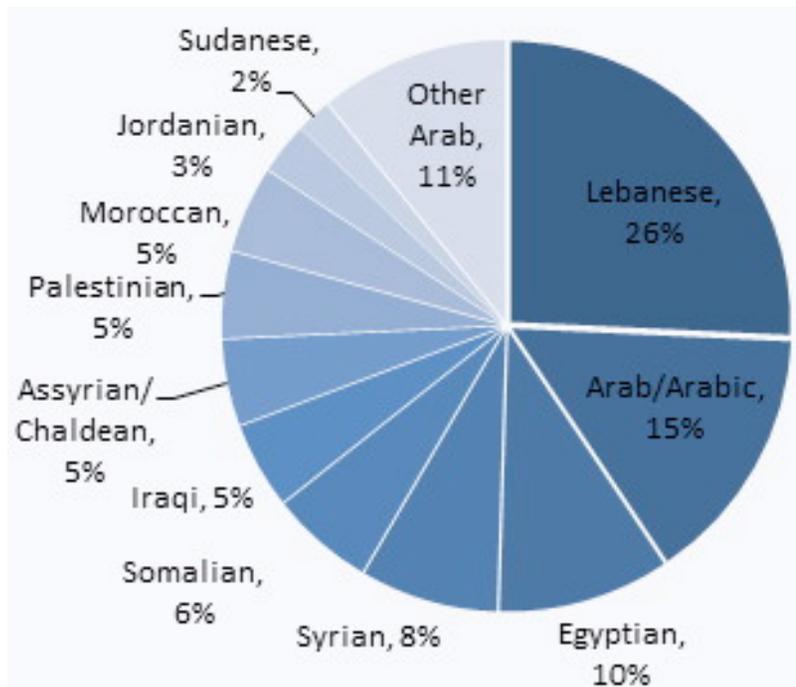
Attract New Customers and Increase Revenues

Facts:

- A Muslim man wins \$1 million job-bias settlement in Michigan
- Arab and Muslim Americans earn more money than average Americans
- Arab Americans earn more than \$7.7 billion in wages in Michigan
- Spend 2-3 times more disposable income than other Americans
- More than 60 percent brand loyalty over price sensitivity
- Number more than 10 million and live in all 50 states
- Buying power is about \$170 billion a year



Give your managers the tools to attract affluent Arab- and Muslim-American customers, improve workplace climate and retain loyal customers and employees.



Our training teaches you:

- Arab/ Muslim rituals, habits and diet to help you identify products and services
- Arab/ Muslim holidays and events to help you plan your marketing campaign
- Arab/ Muslim history, language and norms to avoid costly lawsuits
- How to connect with Arab/ Muslim American communities to attract diverse employees and customers

Training

We devise personalized training to fit your needs and every budget.

Training topics:

Arabs and Muslims
Arab and Muslim Americans
Making diversity work for you



Methods

Powerpoint, videos, scenarios and exercises
Humor & personal stories for effective learning
Simplified manual to keep as a reference

Additional benefits

Periodic Muslim holiday and event notices to help you plan
Suggested greetings to build strong relationships with community leaders
One-year support over the telephone to keep you connected in the community



Connecting with Arab and Muslim Americans

Khalil Hachem has more than 10 years of public speaking experience and connects effectively with his audience. Here is what some people say ...

◆ “Inspiring presentation ... The professional yet casual style fits well with our training environment. It was informative, interactive, thoughtful, well organized and the handouts were relevant and will be beneficial to our staff for future reference ... The audience was engaged and captivated and will benefit from the etiquettes you discussed by giving staff the tools they need to build positive relationship with our diverse population.”

[Sydney Larsen, Program Director Adult Intensive Services, AuSable Valley Community Mental Health Authority](#)

◆ “ Powerful ... entertaining and informative ... Your presentation was delightful! Your message on diversity, acceptance and tolerance was very powerful. We truly appreciated your dynamic speaking style and positive energy. Sharing your personal stories and your humorous style mitigated the difficulties and kept us entertained and engaged while we learned, specifically about etiquette, norms and the Arab and Muslim culture in general.”

Our staff enjoyed the training tremendously and gave you the best ratings we’ve ever had for an all-staff meeting!

Here are some comments:

- Fascinating presentation, warm and personable presenter fostered greater and deeper understanding and appreciation.
- I enjoyed the humor and anecdotes in the presentation.

[Denise Dalrymple, CEO, Girl Scouts of Southeastern Michigan](#)



Khalil E. Hachem simplifies complex subjects and tailors presentations to your needs. His unsurpassed expertise will engage your audience and leave a lasting impact on them.

Knowledge - Tolerance - Understanding

- 🌐 America is growing more diverse everyday, and our training gives you the tools you need to understanding that change to attract more customers and enhance services.
- 🌐 Clear communication fosters good business and harmonious relationships and creates stronger, safer and prosperous communities.

Contact Us Today



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