



Nasif Kayed

Founder and CEO of
The Arab Culturalist

Nasif is a business consult providing Cultural Intelligence workshops and expert advice on Arab and Emirati culture and doing business in the GCC. Nasif holds an **Advanced Certification in CQ®** from the Cultural Intelligence Center in the United States where he lived for more than two decades, and is a dynamic motivational speaker and facilitator. By 2007, had developed over 40 companies and ventures and donated his skills to coaching others on how to grow their business, and advised his business associates on how to relate in a multi-cultural business environment. He was a pioneer in advancing his communities non-profit organization by serving on the Board of Directors and chairing many committees where he developed various cultural awareness programs for community leaders, schools, universities, and religious and governmental institutions. Upon returning to the GCC the place of his birth, he spent 8 years as Managing Director of the Sheikh Mohammed bin Rashid Centre for Cultural Understanding.

Culture is Everything & Everything is Culture

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Presentations

- **Culture 101**

Introduction to Arab and Emirati Culture, common norms and values, typical misconceptions and answers to questions about religious rituals, local customs and gestures and dress.

- **Business Etiquette**

Doing business in the Middle East with an overview of cultural norms and differences between different regions, do's and don'ts and how to successfully navigate and succeed across cultures and multi-cultural environments.

- **Business Ethics**

Ethical differences and perceptions in a multi cultural environment and techniques for creating a corporate culture that enhances workplace morale and teamwork across cultures.

- **Cultural Intelligence**

- **Unconscious Bias**

- **One Humanity Lecture**

- **Various Keynote Addresses**

- **Conferences & Events**



Clients & Media

- **Corporates**

PricewaterhouseCoopers Philips
Chanel

Itunes

Apple ME

Kellogg's

Shell Outpost

Asterton

Kaspersky Lab

Falcon and Associates

- **Universities**

Hult MBA

Duke University

Carlson School of Management

University of North Carolina

University of Chicago

Harvard Business School

- **Media & Television**

Esquire Magazine

7Days Dubai Columnist Vision

Magazine

Dubai TV

BBC Travel

Master Chef Australia

Housewives of Melbourne The

National

Gulf News

Khaleej Times

Qantas Airlines Dubai Promo

Dubai Week in China 2015/2016



Testimonials

- **PricewaterhouseCoopers**

Nasif is a very knowledgeable and inspiring person... I genuinely believe that nobody can explain the UAE and GCC cultures the same way Nasif does.

- **UAE Embassy, Washington, DC**

Nasif is truly one of the most inspiring people I have met. I have led numerous delegations from the US Government to the UAE in the last eight years and have consistently made sure to include a visit to, and meeting with Nasif

- **Globcom**

I would definitely recommend Nasif for any inter-cultural or interfaith conference along with his team.... With people like him peace will set in the world.

- **Search Associates**

Nasif is an inspirational and enlightening presenter and leader in the field of cross cultural understanding.