



Mastering Communication and Soft Skills: A Key Asset for Success in Dubai

In a cosmopolitan and dynamic city like Dubai, the ability to communicate effectively, adapt to diverse cultures, and develop professional skills is a crucial factor for success.

Whether you are an entrepreneur, an employee, or a newcomer, investing in your personal and professional development is essential to optimize your integration and boost your career.

This is where **Liren Language & Communication Middle East** positions itself as your strategic partner, offering tailor-made solutions.

Languages: Breaking the Language Barrier to Connect Better



In an environment where English is the language of business, mastering it is essential—whether for negotiations, project presentations, or everyday interactions with international colleagues.

However, English is not the only language that matters!

At **Liren Language & Communication Middle East**, we offer training in several key languages relevant to the region:

- **Professional English:** Essential for success in the business world.
- **Conversational Arabic:** A major asset for better integration into Emirati society and facilitating daily interactions.
- **Business French:** For those looking to strengthen their expertise in a francophone professional setting.
- **Other strategic languages:** Spanish, German, Turkish, Farsi, Mandarin... adapted to your needs.

Our training programs are designed to fit your schedule and level, offering individual coaching, group courses, and intensive sessions.

✉ **Want to improve your language skills? Contact us today at admin@liren.ae or call us at +971 50 583 2308.**

Soft Skills: Standing Out in the Job Market



Beyond technical expertise, **soft skills** often make the difference between a good professional and an inspiring leader.

Liren Language & Communication Middle East helps you develop these essential skills to boost your career:

- **Public speaking:** Learn to captivate an audience and convey ideas with impact.
- **Negotiation and persuasion:** Close deals with a win-win approach.
- **Leadership and team management:** A must-have for leading and inspiring effectively.
- **Stress management and emotional intelligence:** Essential for thriving in demanding environments.
- **Networking and intercultural communication:** Key to building a strong professional network in Dubai.

✉ Enhance your skills with our experts! Contact us at admin@liren.ae or call us at +971 50 583 2308 for more details.

Interculturality: Understanding and Adapting to Different Cultures



Dubai is an international hub where professionals from all over the world meet. Understanding and respecting different cultural norms is an invaluable asset in a professional setting.

Liren Language & Communication Middle East offers specialized intercultural workshops, inspired by **Erin Meyer's** research, as well as the models developed by **Geert**

Hofstede and **Fons Trompenaars**, leading experts in intercultural management.

Topics covered:

- **Direct vs. indirect communication across cultures.**
- **Understanding and adapting to Emirati culture.**
- **Differences in leadership and teamwork across nationalities.**
- **Hofstede's cultural dimensions and their impact on professional relationships.**
- **Trompenaars' cultural dilemmas and their influence on managing multicultural teams.**

These training programs help anticipate misunderstandings, strengthen credibility, and improve collaboration with international colleagues.

✉ Overcome intercultural challenges and boost your efficiency! Contact us at admin@liren.ae or call us at +971 50 583 2308.

Why Choose Liren Middle East?



As a subsidiary of a renowned European group with nearly 60 years of expertise, **Liren Language & Communication Middle East** is established in Dubai to support Francophone and international expatriates in developing their skills.

But more than just a training organization, **Liren is a family-run, boutique-style business that prioritizes listening, adaptability, and customer satisfaction.**

Each training program is **tailor-made**, with **personalized support**.

Our strengths:

- **Methodologies tailored** to your profile and objectives.
- **Expert trainers**, native speakers with in-depth knowledge of Middle Eastern cultural and professional specificities.
- **Flexible formats**, available in-person or online, individually or in groups.
- **An international network** ensuring high-standard training programs.

📧 Looking for a personalized learning experience? Let's discuss your needs! Contact us at admin@liren.ae or call us at +971 50 583 2308.

Support a Francophone Business in Dubai

Choosing **Liren Language & Communication Middle East** also means supporting a Francophone company that understands your challenges and needs. In a market dominated by large international corporations, working with experts from your community ensures a better cultural understanding and a more personalized approach.

Ready to Take Action?

Investing in your skills means investing in your future! Whether you want to improve your English, strengthen your negotiation skills, or understand the intercultural codes of the Middle East, **Liren Language & Communication Middle East** is your strategic ally.

📧 Contact us now! Email: admin@liren.ae | Phone: +971 50 583 2308 | www.liren.ae

