

Case Study

Thames Water
Asian Culture Course

In my role as Searches Manager for Thames Water Property Insight, I am responsible for both the quality of the product we deliver as well as the experience our customer enjoy at every stage of the transaction. To achieve a successful outcome in both these key business areas, we enlist the support of a number of Asian centric technology and process delivery partners, who are based both here in the UK and off-shore in a number of locations throughout India.

The Asian Cultural Awareness course was therefore an ideal opportunity for me to understand cultural significance and differences between religions that will aid me in delivering a better service for customers and my business.

The course itself is an intriguing mix of practical hands on experience, explanation and discussion of key cultural issues as startling self realisation of just how little we are all aware of issues that are so important to the day to day lives of so many people.

Sadi was instrumental in bringing so much of the course to life - taking content that what could have been delivered simply in powerpoint, and turning it into an involving and engaging cultural experience that brought all delegates on the course into the world of each of the religions covered. By using the cultural artefacts, clothing and even food in a direct, hands-on training delivery, completely de-mystified them and ensured that the course content was not so much learned by rote, but rather ingrained in the memory through positive association.

The whole day was a complete delight and served not only to teach us so much and these different cultures, but also was a challenging and engaging team building exercise. By delivering the course in this unique and fascinating way, Sadi ensured that I feel entirely confident in using simple language and manners to better connect and respond to a wide range of people that I may otherwise struggle to relate to.



John Pickford
Search Manager
Thames Water



Understanding
CULTURAL DIFFERENCES

Enhancing
Cultural
Awareness

**Noble
Khan**