

Case Study

*British Army
Asian Cultural Course*

“Noble Khan is an innovative and modern company that delivers world class cultural training both online and face to face. My organisation has benefited greatly from extensive use of both courses and post course learning materials - the experience has fundamentally changed my strategy and concept of operations to such an extent that the very real benefits have come to be central to National the approach. Ms Khan is a professional, intelligent and conscientious business leader who has taken her company to the forefront of cultural training delivery through careful and diligent hard work that has attracted the attention and support of such giants in the business world as Allan Leighton and Surinder Arora.”

Lt Col Paul Meldon
Lieutenant Colonel
Commander Recruiting London (2010)

As part of our broad recruiting operations into the UK communities, we were conscious that our Recruiting Sgts lacked the understanding and contextualisation of the asian dimension. They were ‘fearful’ of engaging Asian communities through because they lacked knowledge of these communities. We knew where they were, we knew that there exists real talent which we wanted to tap into and I needed to give my Sgts the confidence to engage. By working with Noble Khan, we achieved that aim. Our Sgts are now more aware of the cultural and religious differences and indeed similarities of the asian community and have developed the confidence to communicate the broad range of Career and Job opportunities that exists in their Army, not only to those of the target age range, but crucially to the gatekeepers.

Lt Col David Hollas
Commander Recruiting East Midlands (2011)



British Army
Recruiters
Recruiting Group UK

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Empowering
YOUR STAFF

Enhancing
Cultural
Awareness

**Noble
Khan**