



*Helping you develop your business*

# Understanding Muslim Culture

## How will it help me?

This half-day workshop should help you understand the Muslim faith, their culture, beliefs and ways of working and help you to offer appropriate and targeted business advice.

## What will I learn?

- What the Muslim faith is
- How to approach the Muslim community for outreach programmes
- The expectations of Muslim men and women of how business support will interact with them
- Practical guidance on how to increase penetration into Muslim communities
- How entrepreneurial the Muslim community can be

## Masterclass leaders

Drawn from practicing Muslims who are embedded in both their local community and business support, the team are well placed to understand the needs of the Muslim community and the operations and objectives of business support.

## How will it help me?

- Discussion of reality and best practice to help you help your local communities
- Practical tools to help you and prompt you
- Organisational contacts to help you signpost
- Practical know how on the expectations of the Muslim community

## Who will it help

- Business advisers to help them understand this sector
- New staff of enterprise or incubator

## The next step

Enrolling on this Masterclass is simple and straightforward - and you have 3 ways of contacting us

- Email: [info@the-watershed.co.uk](mailto:info@the-watershed.co.uk)
- Telephone: 0800 0680897
- Return the enclosed faxback



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