

One of the corporate training courses that Exxon is seeking is called 'Crisis Management'. This course is designed for the upper level manager identifying procedures that impede timely decision making in times of crisis, and teaches managers to solve complex problems in record time. It is often used as a training module for mid-level managers about to make the step to upper management. Within the corporate training world itself many organisations have developed methods such as the 'Just in time' pedagogical approach.

4.5.3 Issues and Answers

Responding to this request will probably require two executing agencies since there are two types of different training contained in one. Either an educational organisation takes the lead and hires a private sector partner to do the corporate training segment or vice-versa. In some cases, the educational institution can attempt to combine both. Once again we see that partnerships are essential in order to deliver high quality education and training.

The request for access to higher education modules is required since North American or European based higher education is not available in the field. Although some companies like British Aerospace have actually created small universities, this is very costly and most large companies will buy educational programs delivered by electronic means. Actually bringing professors to the Arabian peninsula is also very expensive and not very practical so other means employed by distance education need to be employed.

In order to respond effectively to the Exxon request, the Canadian commercial officer will have to act promptly. If Exxon has mentioned this to you then he has probably contacted others. There are two things you must do to move this file ahead. First you should request a meeting with Exxon to find out more about their request and its origins. This first contact is necessary to indicate interest on behalf of Canadian companies and to develop a coherent message that can be transmitted to Canada. The more precise the information, the better your chances of success.

Parallel to this, you should contact any educational advisors in the region at one of the missions. This person can help articulate the request and is a key link to the Canadian suppliers - educational institutions and private training companies