

The 'Asia Ready' Advantage

Essentials for your career in the Asian Century

“Strong growth in Asia will present opportunities for most sectors of the economy in some form. Those opportunities will arise not just from increased incomes and changing consumer preferences in Asian economies. Changes in the Australian economy, including increasing incomes, will change consumer preferences, creating new opportunities for those supplying the domestic market.”

Australia in the Asian Century White Paper (Oct 2012)

Program Benefits

- Ensure that you're focussing your efforts on the vital few ingredients research shows are critical to mastering cultural competence
- Learn and practise a suite of practical skills that you can use immediately to sharpen your cross cultural effectiveness
- Understand powerful ways of converting your new skills and insights into meaningful action - turn 'knowing' into 'doing'
- Increase the potency and application of new skills through the solid, evidence-based body of knowledge you'll access and take away
- Network and swap stories with others who share your interest in and passion for Asian Century opportunities

Program Focus

- What is culture and why does it matter?
- What are the personal qualities and attributes you need to thrive in cross cultural settings?
- What do you need to *know* about yourself, as an important early step on the journey?
- How can things can go wrong in exchanges across cultures and what can you do about it?
- In what important ways does Australian (Western) culture differ from Asian cultures in general?
- How can you continue your learning and further develop your cross cultural competence to support your career prospects in the Asian Century?

“An engaging and practical entrée into understanding cultural aspects relevant to anyone hoping to be successful in Asia.”

Manager, Pharmaceutical Company

“I wanted to let you know that the cultural segment you did looks like a watershed moment for me. It has much potential in the organisation since we have so many diverse cultures working together and we're possibly not getting the best outcomes because of our approach.”

Manager, Large Bank



Your 'Asia Ready' Advantage

PROGRAM OVERVIEW

SESSION 1

- Why culture is important - reflecting on cultural influences that have shaped you
- Latest brain science on ways in which culture influences thinking and behaviour
- Seeing your culture through others' eyes

SESSION 2

- Important ways in which Australians are culturally different from Asian counterparts
- How unintended disagreements can arise (and spiral out of control) from cultural differences
- A practical toolkit to help you monitor cultural exchanges and navigate them more effectively

"A must do program for anyone dealing with Asian economies!"
Manager, Asia focused portfolio, Government Agency

EXPERT PRESENTER – UNIQUE PERSPECTIVE

Dr Margaret Byrne

Margaret has a BA and MA from Oxford, and postgraduate qualifications in adult learning from Bristol University. In 2005, she completed her PhD, exploring how leadership potential is identified in meetings, including meetings involving Australians working in Asia. Margaret holds three awards for innovation in the design of executive development and change management programs. She is known for the way she balances intellectual rigour with a passion for practical outcomes that make a measurable difference to leaders and their organisations. Outside Australia, Margaret has worked and consulted in China, Indonesia, Hong Kong, Vietnam, Singapore, Thailand, the Philippines, India, UK, USA, New Zealand, France, Germany, Italy and four Pacific nations. She is a qualified and highly experienced executive coach. In 2007, Margaret was a winner of the Telstra Business Women's Awards in the Corporate Sector Category and a National Finalist. As well as consulting across the region, Margaret conducts research, particularly in the area she's passionate about: international meetings where counterparts from different national cultures must work together to solve problems and make decisions. Three of Margaret's films on this topic have been shown six times now on Australian television. Her resources on cultural competence in print, film and online formats are widely used by consultants and University Masters Programs in Australia and internationally.



To develop your 'Asia Ready' advantage, call us today

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