

Doing Business in China

A master class for senior executives

“If you know the enemy and know yourself, in a hundred battles you will never be in any peril. When you are ignorant of the enemy but know yourself, your chances of winning and losing are equal. If ignorant both of your enemy and of yourself, in every battle you are certain to be in peril!” Sun Tzu

Master Class Benefits

- Understand how the Chinese communicate with business partners.
- Build credibility, mutual respect and trust for long-term business success with Chinese partners.
- Analyse the strategies used by the Chinese and how they negotiate.
- Explore the differences in the way information is processed and interpreted.
- Assess the behaviours or communication styles that may confuse the Chinese.
- Understand the business landscape and factors that influence business success with Chinese business partners.

Master Class Focus

- What does the West look like through Chinese eyes?
- What is it about us and how we do business that frustrates Chinese clients and counterparts?
- What is unique about Chinese thinking and how the Chinese make sense of the world? What are the predictable areas of communication clash between East and West that you will need to tackle?
- How can you build trust and rapport in the face of these deep seated and often subtle differences?
- What is needed to shift from mere ‘cultural awareness’ to the skilled and sophisticated platform of ‘cultural intelligence’?

“Extremely informative. Excellent program for not just fine-tuning but overhauling the way you communicate with Chinese business.” —Damon Walker, Director, GJ Walker

“A must for anyone engaging in trade or commerce with China. It’s all in the planning....” —Tony O’Malley, Managing Partner, Mallesons

“You can gain insights into yourself and how you might be perceived by the Chinese. The knowledge – and there is a lot of knowledge in this day – is imparted very well indeed.

This was excellent.” —Jonathan Darby, Asst. Director Protocol, Department of Premier and Cabinet, Victoria

“Essential for any professional seeking to engage with the Asian mindset, both domestically and internationally.” —Sam Nathan, Director, Charter Keck Cramer

“Very informative and useful in improving cross cultural communication.” —Mike McCluskey, CEO Radio Australia, ABC Radio Australia

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PROGRAM OVERVIEW

SESSION 1

- Developing the insight and objectivity that will help you look at the West through Chinese eyes.
- The vital importance of being conscious of our own cultural assumptions and expectations.
- Realising that our behaviours – while normal for us – can seem odd or confusing from the Chinese perspective.
- Insight into the way the English language expresses.

SESSION 3

- Decoding the Chinese way of communicating, relating and behaving.
- The cultural ideals that influence Chinese communication style.
- Why our Western need to ‘argue a case’ or ‘analyse the facts’ can leave the Chinese cold.
- Chinese ideas about the purpose of talk and how interactions should be designed, for instance in meetings and negotiations.

SESSION 2

- Building a cognitive map to help you navigate the key differences in thinking between China and the West.
- The distinctive features of Mandarin as a language system and the implications for thinking and behaving that neuroscientists are uncovering.
- The present day impact of key cultural traditions drawn from Confucius, Daoism and the Law of Yin and Yang.
- The ‘shadow side’ of working with Chinese counterparts: the 36 stratagems and how to subdue your enemy without fighting.

SESSION 4

- Bringing it all together into a practical action plan that will reduce cultural risk and deliver sustained results.
- The role of trust and rapport in building and keeping your key relationships – differences between China and the West and how to bridge the gap.
- How to adjust your typical style of leading and managing to suit Chinese preferences.

EXPERT PRESENTER – UNIQUE PERSPECTIVE



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. Margaret filmed meetings in 28 organisations within Australia and in Asia. • Outside Australia, Margaret has worked and consulted in China, Indonesia, Hong Kong, Vietnam, Singapore, UK, New Zealand, France and Italy, as well as in four Pacific nations. She is a qualified and highly experienced executive coach. Margaret is a member of the Oxford Business Alumni. • In 2007, Margaret was ACT winner of the Telstra Business Women’s Awards in the Corporate Sector Category and a National Finalist. She also holds three other awards for outstanding design of executive development programs. • As well as consulting, Margaret conducts research in her area of

special interest: international meetings where counterparts from different national cultures must work together to solve problems and make decisions. Her films on this topic have now been shown six times on Australian television and sold with an accompanying book which Margaret co-authored. • UGM’s published resources are widely used by consultants in Australia and internationally, and are also used as texts in Masters Programs in universities in Australia and Europe. • Margaret’s is currently writing her next book, focusing on cultural competence for organisations with business interests in Asia.

“The best course I have ever done. Must attend!” — Jack Curtis, International Managing Partner, Freehills

“Extremely insightful, interesting & valuable. A must if business in China is important to you and your success.” —Greta Simpson, Regional Sales Manager, Servcorp

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