

In-house Training Outline

(To be further tailor-made according to the client's request)

Cross culture communication (2 days)

Objectives

By the end of this seminar, the course participants will:

- Understand the impact of culture in business and work relationships
- Understand why cultural differences exist in people relationships
- Become more aware of each other's cultural values
- Have a clear overview of the main differences in communication and thinking between east and west in general
- Recognize some important differences in culture between different western cultures such as American, British and other nationalities (depending on nationalities represented in the company)
- Be able to apply practical solutions how to deal with difficulties and misunderstandings arising from these differences in culture
- Be able to approach foreign colleagues and clients in a way the improve their chances of getting their attention, support and co-operation

Outlined Topics

1. Fundamentals of Successful Communication

- ✧ Assertiveness in Communication and what it means
- ✧ Developing win/win relationships at work
- ✧ Non-Verbal Communication
- ✧ Possessions & Business Cards
- ✧ Greeting, Meeting & Seating
- ✧ Case Study, Role-Play & Discussion

2. Introduction to Cross Cultural Communication

- ✧ Definition of Culture & the Cultural Ice-berg
- ✧ A Summary of major events in Chinese Modern History
- ✧ How the Chinese view the world: Confucius, Tao, Mao & Deng
- ✧ China and its Norms
- ✧ 3 generations of Chinese and their characteristics
- ✧ How do foreigners view Chinese?
- ✧ How do Chinese view "Westerners"
- ✧ The challenge of Working in a multi-cultural team

3. The Most Distinct Differences between China and the West

- ✧ Looking at culture from 5 different aspects – East & West
- ✧ Differences and Similarities – there are both!
- ✧ Common Misunderstandings due to cultural differences
- ✧ The Face Issue in China vs West
- ✧ Guanxi in China vs West

4. Understanding Culture's Impact on work styles

- ✧ Culture and its implications on leadership in China vs. West
- ✧ The "ideal" boss and the implications for you as a Manager
- ✧ When Yes means Yes and when it Means NO
- ✧ How does guanxi effect personal as well as business relationship?

5. Conflict Management

- ✧ Constructive vs. Destructive Conflicts
- ✧ Self-control to an assertive approach
- ✧ Techniques to improve conflict outcome
- ✧ Face-giving, face-saving & face restoration
- ✧ Low vs. High Context Cultures & Conflict Management