

## Working with the Chinese

A two-day culture-specific seminar

**Target audience: all business people who need to be effective in their dealings with the Chinese**

### Objectives

By the end of the seminar, you will be better able to:

- understand what motivates the typical Chinese businessperson
- create a positive impression and avoid unintentional offence
- deploy a range of techniques for effective cross-cultural communication

### Content

**Know yourself:** how has your culture shaped your own values and behaviour?

**Facts → Attitudes → Behaviour:** a model for developing understanding of Chinese people and their business practices

**The Middle Kingdom:** the Chinese view of the West

**Inside the new-style Chinese company:** structures and management practices

**Guanxi:** the importance of connections

**As others see us:** what image do Chinese people have of your culture and how can you overcome any negative or stereotypical views?

**Chinese or Offshore English?:** how should you communicate with your Chinese business partners in order to avoid misunderstandings?

**Meeting, presenting, negotiating:** practise doing business with the Chinese

### Method

The seminar is highly interactive. Through discussion, active briefing and enactment of authentic business scenarios (drawn ideally from your own business world), you will not only learn but also practise new skills. We recommend a group-size of 6-8 to guarantee maximum effectiveness on the seminar.

### Formats and Fees

The format for this seminar is flexible: fees are dependent on the individual client's specification of group-size, length of seminar and venue. Contact Canning for more details on **+44 20 7381 7410** (tel), **+44 20 7381 7411** (fax) or **enquiry@canning.co.uk** (e-mail).

