



Intercultural Skills: Chinese Cultural Awareness

delivered by:



Course Objectives & Content

- Increase awareness of your own cultural values and those of the Chinese
- Explore the issues of working successfully with your Chinese counterparts
- Offer practical advice for business etiquette
- Provide a framework for on-going cultural sensitivity

Topics Covered

Introductions by Course Leader, Objective Setting and Agenda

- **A Brief History** - China's power and civilisation with a recorded history of some 4,000 years, the West's role in the Opium Wars, Western occupation of key areas.
- **Political Environment** - Mao Tse-Tung and his Little Red Book, the Great Leap Forward (1958) and the Cultural Revolution (1966), Deng Xiaoping, open door policy.
- **Economic Environment** – Iron Rice Bowl, China's economic reforms, corruption, unemployment, one-child policy, emergency of China's dinky (double-income, no kids yet) generation, joining the World Trade Organisation, hosting 2008 Olympics and World Expo 2010.
- **Social Environment** - Cultural heritage, relations with the West, sexual equality, privacy, family and friends, erosion of traditional Chinese values, relationships with foreigners, attitude to foreign women.

Business Environment

Confucianism is a form of humanism, based on the teachings of Confucius. It still underpins the Chinese ethics and the rules governing accepted standards of behaviour and a basic understanding will help delegates build relationships with their colleagues

Each 'behaviour' is explored through a briefing, discussion and enactment of authentic business scenario so that participants are involved in learning and practicing new skills. Videos and other visuals may also be used.

Underpinning Behaviours:

- Guanxi (relationships/connections)
- Mianzi (face)
- Kèqì (modesty/humility)
- Xiào (Confucian filial piety)
- Hierarchism
- Taboo subjects



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Other Confucian Values

- lǐ (ritual / courtesy) - Confucian Superior Man
- shù (reciprocity) - Confucius' Golden Rule
- rén (generosity) Confucian perfect virtue
- zhōng (sincerity - Confucian perfect virtue

Communication & Business Meetings

- Underpinning influences, behaviours and protocols
- Making arrangements and preparing for a meeting
- Logistics and preliminaries
- The structure of meetings, techniques, closing and following up a meeting
- Forms of address
- Chinese style of verbal and non-verbal communication

Negotiating Techniques

- Preparing for and conducting negotiations
- Chinese negotiating tactics
- Do's and don'ts for negotiating with the Chinese
- Overcoming objections

Business Entertaining

- Protocols and making arrangements
- Preparing for and hosting banquets
- Table manners, dishes
- Closing and following up a banquet

Business Etiquette

- Underpinning influences and behaviours for exchanging gifts and favours
- Choosing gifts
- Reciprocity
- Etiquette for exchanging gifts
- Guidelines for rewarding personal service

Conclusion: Strategies for Working Effectively Together

An action plan of practical do's and don'ts. What to do and what to avoid when working with your Chinese partners. Practical and useful tips that will help cement relationships and get the best out of multi-cultural working.

Maximum number of delegates: 12

**Cost: Members - 2 units, £300 +VAT
Non-members - £450 +VAT**

To register please email our Training Co-ordinator on registrations@thelearningcollaboration.com