



Understanding China and the Chinese Course Descriptions and Content

Cross Culture Communications and *We Connect to China* have developed a practical, client-centered program that can be delivered as a four-hour briefing; a full day awareness/skills workshop, or a two-day skills-based workshop. You'll gain the benefit of CCC's 25 years of global experience and C2C's first-hand China knowledge.

All our seminars include needs assessments for customization. The two-day program is the most highly customized.

In the four-hour briefing, you get

- An overview of China: its people, how they think, and what motivates them
- How to better manage the perceptions that Americans and Chinese have about each other.
- An introduction to our Toolkit of Key Cultural Differences: 4 cultural differences specific to the Chinese environment.
- Explore how cultural factors can affect communication and trust-building with Chinese, both here and abroad.
- Tips for understanding and working with Chinese and other Asian cultures more effectively.

The 8-hour workshop gives you the above, plus

- An interactive exercise designed to immerse participants in a foreign culture and optimize learning value of the day's material.
- An in-depth look at 6 specific Key Cultural Differences (in our Toolkit) and the opportunity to relate some of these to participants' own experiences and objectives.
- Case examples from real business situations.
- Specific protocols, do's and don'ts including: dining and toasting (important in China); identifying the leaders in a room; gift-giving.
- Q and A discussion with consultants about your issues; how to apply what you have learned.

A two-day skills-focused workshop adds to the above:

- An in-depth exploration of 8 Key Cultural Differences (in our Toolkit).
- Comparative data contrasting China with its Asian neighbors.
- Case examples from real business situations, with time to discuss and link these situations with participants' own experiences.
- Function-specific training on how to work with Chinese in the context of leadership, management, negotiation, or teamwork. (Course direction determined by needs assessments)
- Evaluation of your organization's policies or practices to determine which may work well and which may be more challenging to implement.

Investment

Investment is based on a maximum of 30 people per session and includes materials.

Range is \$2,000 - \$6,000 depending on time and scope (i.e. awareness or skills-focus; general or function-specific)

For the full and two-day sessions, we recommend providing a Chinese lunch for participants. This cost is not included in the costs listed above.

For more information please contact

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