

# Developing Cultural Intelligence – Bridging the Gap between Cultures (China)



**SPECIAL FEATURE:**  
*Includes video integration of commonly asked questions about specific business scenarios by a China Culture Expert*

## Training Overview

As China continues to become an economic super power, it is inevitable that many business transactions are now being done with suppliers, clients or business partners from China. Does your staff regularly provide service to mainland Chinese? Are you experiencing differences in communication styles when working with colleagues from China? What is the Chinese approach to negotiating and conducting business? And how can you successfully meet the expectations of your Chinese business partners? Through cross-cultural communication training, you will learn to develop Cultural Intelligence that will help you work effectively with your counterparts from China.

### Course Objectives:

- Have a strong awareness of our own culture and the cultures of those in China.
- Develop an understanding of how our own culture and the mainland Chinese culture affect the way we behave, communicate and react in daily business situations.
- Understand the needs of our Chinese colleagues or business partners and adapt our communication style to ensure a favourable outcome.
- Identify any counterproductive stereotypes and prejudices toward mainland Chinese.
- Develop strategies to be more productive during interaction and communication with colleagues and clients from China.

## COURSE BENEFITS

- **UNDERSTAND** your own cultural values and the values of people from China
- **IDENTIFY** differences in communication styles between you and your Chinese clients
- **DEVELOP** strategies to bridge the gaps between your own culture and Chinese culture
- **LEARN** to communicate in a way that builds strong and trusting relationships with your colleagues from China



**CULTURE BOLEH!**  
**GLOBAL TRAINING**



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## Course Outline

### Module 1: What is Culture?

- Understanding what culture is and how it affects us
- Getting to know our own culture
- Cultural values and how they affect your work

### Module 2: Measuring Cultural Value Systems of Malaysia and China

- An overview of the cultural scale
- Understanding Power Distance within the workplace
  - Management styles across cultures
  - Speak up or keep quiet
- Communication Approach-Indirect vs Direct
  - How do you really feel?
  - The impact of “face saving”
  - Communicating among a high context Asian multicultural team
- Collectivism vs Individualism
  - How important is harmony?
  - Collectivism and the impact on decision making
- Relationship vs Task
  - Just get the job done
  - Do you trust me?
- Caution vs Risk
  - Can you take a chance?
  - Will you offer your opinion?
- A personal evaluation - Where am I now?

### Module 3: Communicating Effectively with Mainland Chinese

- Using the 4R Strategy to build understanding and avoid judgement
- Understanding our own communication style
- A contrast in communication styles
- Bridging the gap in communication styles

### Module 4: Seeing Beyond Bias and Stereotypes

- Common blocks to cross-cultural communication and understanding
- Overcoming counterproductive stereotypes and moving past bias

### Module 5: Working Together with Cultural Understanding

- You CAN work together and communicate effectively
- Strengthening collaboration through diversity
- Strengthened by way of diversity

## WHO WILL BENEFIT

This two-day program is best suited for:

- **Administrators** supporting end users based in China
- **Executives** managing client or supplier relationships from China
- **Staff** working for Chinese senior management
- **Managers** leading global teams



**Steve L. Muhs M.Ed.**  
Lead Trainer

**PSMB Certified Trainer**  
**Advanced CQ Certified Facilitator**  
**Certified Executive Coach**

Steve is a member of the global community and as such has enjoyed the opportunity to work with and train people from over 50 different countries. Having spent the last 15 years living and working in Malaysia, he hasn't just taught cultural awareness, he's lived it. Steve is an excellent communicator and has enjoyed working with a variety of organizations throughout Asia, designing and facilitating courses that have cooperatively met their objectives with great success.



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