



Doing Business with China

Cultural Issues and Differences



The booming Chinese market is a major trading partner of most Western countries. Western businesspeople need to be equipped with understanding of Chinese values, communication style and concepts of leadership and decision-making to make headway in their dealings with Chinese.

Seminar Outline

Duration: 1 day

What is culture? Roots and Routes of Culture

Stereotyping

Areas of cultural misunderstanding

Different layers of culture (regional etc.)

The 3 categorisation of cultures:

- Linear Active
- Multi Active
- Reactive

The Chinese category (reactive)

Human Mental Programming:

- USA
- UK
- Germany
- China
- Switzerland

Freeing oneself from the past

Large transfers of power (wartime)

Peaceful large transfer of power

Transfers of power (21st century)

Life within horizons:

- USA/France
- China/Switzerland

Human rights priorities

Chinese decision making

Advancement & reflection

National Communication Patterns:

- Italy
- Finland
- Germany
- UK
- China

Listening habits:

- Germany
- USA
- China
- Switzerland

Leadership styles:

- Sweden
- France
- Germany
- USA
- UK
- Finland
- China

Language of management:

- Germany
- USA
- UK
- China

Motivation factors – China

Meeting styles:

- Linear Active
- Multi Active
- Reactive

High & Low context cultures

Reactive teams – performance

Cultural anchorages

Anchorage, habitats, regional agendas

Analysis of reactive world – values & communication style

Chinese view of Linear-active & Multi-active Europeans

Chinese view of semi-reactive Europeans

Mega-city diversity

Things that can go wrong in China

Solutions

Further information or bookings

Finland

Daniel Andrews +358 (0) 40 504 6996 or daniel.andrews@rlcglobal.com

Bettina Sarosi +358 (0) 40 701 8993 or bettina.sarosi@rlcglobal.com

For rest of world

Caroline Lewis +44 (0)1962 771111 or caroline.lewis@rlcglobal.com

