

# Soft Skills and China Success 'Inside the Chinese Mind' webinar

Buy the whole  
program (5 lessons)  
\$150 per person plus GST

To secure your place, please  
contact CLCA: [info@clca.com.au](mailto:info@clca.com.au)

The coronavirus is pointing to the potential of doing business in the 'new normal'.

China's economy is bouncing back. Are Australian businesses equipped with the soft skills to manage relationships with China in the future?

Doing business in China requires personal attention to managing meaningful relationships with your Chinese counterpart. No relationship can prosper without proper communication. At CLCA we have developed a webinar series that addresses the issue of best practice communication in the context of working with the Chinese mindset.

**'Inside the Chinese Mind' is designed to answer the age-old question: How can we communicate better?**



## Is this you?

- Sales Managers delivering a brand story to buyers
- Government Agencies providing guidance or directives
- Brand Owners seeking the attention of investors
- Tour Guides needing to explain the cultural heritage
- School Teachers encouraging student participation in the classroom
- Retail Operators wishing to deliver a superior customer experience

## Program Overview

You don't need to be proficient in Mandarin or a China business veteran to join our 'Soft Skills and China Success—Inside the Chinese Mind' webinar. On completion your active listening, presenting and negotiating skills will all be greatly improved as a result of understanding your audience better.

'Inside the Chinese Mind' is a live training webinar (Zoom Webinar), consisting of five one-hour long lessons including Q&A, over five weeks – supported by additional resources to ensure your learning is relevant, achievable and measurable.

	Date & Time	Topic	Learning Outcomes
Lesson 1	Wed 10 June 10am to 11am (ACST)	Understanding the linkage between language and decision-making process	Using language to influence decision making and steer the other side towards a desired action
Lesson 2	Wed 17 June 10am to 11am (ACST)	Building cross-cultural communication competence	Navigating your way through social context and cultural assumptions in both verbal and non-verbal communication
Lesson 3	Wed 24 June 10am to 11am (ACST)	Constructing arguments before your Chinese counterpart	Identifying pain points, then clarifying and simplifying your message in a culturally appropriate way
Lesson 4	Wed 1 July 10am to 11am (ACST)	Chinese business practices, and digital disruption	Demystifying relationships and business goals, and outthinking digital disruption in communication
Lesson 5	Wed 8 July 10am to 11am (ACST)	Telling a story that can cut through the noise	Utilising tools and tactics to amuse or appeal to your audience, while avoiding getting 'lost in translation'

## About Jing Cao

Jing Cao is an expert in management consulting, cultural competency training and brand communication strategy. His clients include many government agencies, industry associations, education institutions, tourism destinations, and FMCG companies. Jing sits on a number of corporate advisory boards to provide strategic advice, and has been involved in many capability building programs as a facilitator.

## About CLCA

CLCA provides corporate training, executive mentoring, branding and marketing advice, project management, language support and delegation assistance to support Australian businesses embrace the China opportunity. Visit [clca.com.au](http://clca.com.au) for more information.

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