

Soft Skills and International Success 'Inside the Chinese Mind' webinar

No relationship can prosper without proper communication. At CLCA, we have developed a webinar series to unpack the 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? It is a live training program on Zoom, consisting of five one-hour lessons, supported by supplementary reading and assessment tasks, to ensure the learning is relevant, achievable, and measurable.

Is this you?

- Sales managers delivering brand stories
- Government agencies providing guidance
- Business owners seeking overseas investment
- Teachers encouraging student participation
- Retail staff delivering customer experiences

Join the course (five lessons) for

\$150 per person plus GST

To secure your place, please contact:

info@clca.com.au



	Time	Topic
Lesson 1	Wed 3 March 10-11am (ACDT)	Use language to influence decision making process
Lesson 2	Wed 10 March 10-11am (ACDT)	Navigate through context and assumptions
Lesson 3	Wed 17 March 10-11am (ACDT)	Identify pain/gain points and bulletproof your message
Lesson 4	Wed 24 March 10-11am (ACDT)	Traditional business thinking vs. digital transformation
Lesson 5	Wed 31 March 10-11am (ACDT)	Lost in translation? It's time to cut through the noise.

Presenter

Jing Cao is an expert in management consulting, cultural competency training and brand communication strategy. His business, CLCA, is a boutique consulting company specialising in corporate training, executive mentoring, growth strategy development, project management, and language support. For more information please visit: www.clca.com.au