

How Good Are Your Communication Skills? 'Inside the Chinese Mind' webinar

No business relationship can prosper without 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.

Who should attend?

- Sales managers delivering brand stories
- Government agencies providing guidance
- Business owners seeking capital 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



"I really enjoyed the course. It helped with the marketing approach with a new product." Continental Sales Manager APAC, Europe, Russia & CIS, Trimble Inc.

	Time	Topic
Lesson 1	Tue 27 July 10-11am (ACST)	Link between language and decision-making process
Lesson 2	Tue 3 August 10-11am (ACST)	Navigate through cultural context and assumptions
Lesson 3	Tue 10 August 10-11am (ACST)	Identify pain/gain points and bulletproof your message
Lesson 4	Tue 17 August 10-11am (ACST)	Traditional business thinking vs. digital transformation
Lesson 5	Tue 31 August 10-11am (ACST)	Lost in translation? It's time to cut through the noise.

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