

# ASIAN MIND GAME

## ONLINE WORKSHOP



### Is this you?

- Sales manager delivering a brand story
- Business owner seeking attention of investors
- Government officer answering inquires
- Retail staff providing customer service
- School teacher encouraging classroom participation

No relationship can prosper without effective communication. At CLCA, we have developed a training course to unpack the best practice communication in the context of working with the Asian mindset, with a primary focus on Chinese culture. Delivered on Zoom, 'Asian Mind Game' consists of five lessons, supported by supplementary reading and assessment tasks, to ensure the learning is relevant, achievable, and measurable. Join the course for \$150 per person plus GST. To book your seat please contact [info@clca.com.au](mailto:info@clca.com.au)

	Time (ACDT)	Topic
Lesson 1	Tue 8 Feb 10-11am	How language influences the way information is understood and processed
Lesson 2	Tue 15 Feb 10-11am	Building your persuasion and influencing skills
Lesson 3	Tue 22 Feb 10-11am	Navigating through cultural context and assumptions
Lesson 4	Tue 1 Mar 10-11am	Understanding digital channels and building digital communication skills
Lesson 5	Tue 8 Mar 10-11am	Avoiding common communication mistakes and becoming a better story teller

"I really enjoyed the course. It helped with the marketing approach with a new product."

—Continental Sales Manager APAC, Europe, Russia & CIS, Trimble Inc.



**JOIN THE COURSE  
FOR \$150 PER PERSON  
PLUS GST**

### About CLCA

CLCA is a boutique consulting company specialising in capability building programs, executive mentoring, brand growth strategy, project management and language support to assist Australian businesses embrace the Asian Century. For more information visit [www.clca.com.au](http://www.clca.com.au)

To register, please contact [info@clca.com.au](mailto:info@clca.com.au)