

## ■ Our Open Seminars 2010

### General Culture Awareness for Chinese participants

April 8 - 9, 2010 in Shanghai

The training will server for Chinese staffs working in multinational companies. Through the exposure of patterns of societies, cultural values, as well as working and life styles, the Chinese participants will learn about diffrent business management styles and company values in different culures. This training is also meant for becoming clearly aware of one's own cultural moulding and for developing a better understanding of the behaviour of your international colleagues and business partners.



## ■ Topics

- Culture's influence on people's behaviour
- Selected dimensions of culture and insights to research
- Communication styles
- Cooperation in international teams
- Planning and descision-making
- Expectations and trust
- Dealing with difficult situations
- Working styles in different cultures
- Professional appearance at the international level

## ■ Target group

The seminar addresses Chinese professionals and leading executives who work with colleagues and business partners from different cultures in the context of globalization.

■ **SINALINGUA SHANGHAI –  
Our Open Seminars**

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■ **Program**

**1st day**

9.00 **Welcoming, introduction and asking about expectations**

*Warm-up game presenting different ways of welcoming*

9.30 **The role of culture in business life**

Topics:

- What is culture and in which way does it influence on us?
- The influence of subcultures, individuals and situations
- The iceberg model

10.15 **Self-perception and perception by others**

*Exercise*

10.45 **Coffee break**

11.00 **Dynamics and systematics of cultural differences, presentation of cultural dimensions**

*Lecture*

Topics:

- Experiencing the dynamics of different ways of approaching
- Examples of models of the description of culture and their meanings
- Theoretical foundations of selected cultural dimensions
- Attributing dimensions to countries

12.00 **Lunch**

13.00 **Warm-up exercise**

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13.15      **Communicating across cultural and spatial borders**  
**Dimensions: matter vs. relationship; direct vs. indirect;**  
**content vs. context**  
*Video, case studies*

Topics:

- Organization of relationships by way of communication
- Different communication styles
- Perceiving, understanding and developing understanding
- Communication strategies
- Explaining opinions and arguments
- Structuring information
- Telephone and e-mail contacts
- Non-verbal communication

15.00      **Coffee break**

15.15      **Continuing: Communication**

Topics:

- Explaining opinions and arguments
- Structuring information
- Telephone and e-mail contacts
- Non-verbal communication

17.00      **End of the first day**

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**2nd day**

9.00 **My way or your way? – Successfully organizing cooperation**  
**Dimensions: high vs. low uncertainty avoidance, individualism vs. collectivism, dealing with time**

*Case studies*

Topics:

- Planning-oriented thinking
- Dealing with time, keeping dates
- Which factors influence on decision-making?
- Culture of meetings
- Work styles (independence, feedback, self-motivation, obligation to fulfil and to demand)
- Individualism vs. collectivism: interpersonal relations or accomplishing one's tasks?
- Separating work life and private life
- The difference between in-group and out-group
- What is regarded "professional" and where?

11.00 **Coffee break**

11.15 **Continuing**

12.00 **Lunch**

13.00 **Warm-up exercise**

13.15 **The Client is King – or is he not?**  
**Dimension: high vs. low power distance**

*Case studies*

Topics:

- Attitude towards clients
- Client requests and demands
- Quality demands
- Dealing with complaints
- Conflict matters and possibilities to solve conflicts

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14.45      **Coffee break**

15.00      **Creating trust – that’s quite easy?**

Topics:

- Trust as a precondition of cooperation
- Different ways and examples of creating trust

16.00      **Intercultural skills: summary and self-reflection**  
*Exercise*

16.30      **Feedback and securing results**

17.00      **End of the seminar**