



Communicating With and Presenting to Westerners

12-Hour Workshop for Senior Managers and Executives

Bayshore Pacific is pleased to offer this presentations workshop by Greg Bissky, world-recognized cross-culture expert, author, trainer and speaker. Using humor and lessons learned from 20+ years of business in Chinese Asia, students learn and laugh doing it. Taught in English and Mandarin as needed.



Class Benefits

Participant benefits include:

- making persuasive, convincing arguments
- gaining confidence in business and social situations with Westerners
- marketing information and style to meet Western expectations
- learning to organize information in logical, convincing ways
- asking better questions
- understanding why Chinese communication frustrates Westerners
- gaining tips and suggestions on wide range of communication types
- presenting to and being critiqued/advised by a professional speaker
- becoming confident that they can succeed in presentations
- understanding where, how and why Chinese differ from Westerners
- learning how *thinking* affects communication and business relations

Class Description: Day 1 (08:30-17:00)

Topics	Description
Introduction	<ul style="list-style-type: none"> • Explain class format, overall objectives, class objectives, policy on Questions in class and afterwards; look at materials; who am I • Answer student questions
Problem Scope	<ul style="list-style-type: none"> • Why Westerners and Chinese have so many problems • Example: <i>Smith and Chen</i> • Example: <i>Three Invitations to Dinner</i>
Role of History	<ul style="list-style-type: none"> • Why understanding basics of Western history is crucial to success • How Westerners view Chinese, and why • The development and history of performance-oriented organizations
Communication Principles <i>(useful for all cross-culture relationships)</i>	<ul style="list-style-type: none"> • The fundamentals of communication with other cultures • Must market, not sell messages to Westerners (to everyone actually) • Example: <i>Buying A Briefcase</i> • Example: <i>Which Fax Is Best?</i> • Example: <i>Do You Like My Beard?</i> • The market knowledge needed for good communication
Communicating	<ul style="list-style-type: none"> • What <i>Rules of Communication</i> are • How and why Chinese and Western <i>Rules of Communication</i> differ • What <i>Business Rules of Communication</i> are, and why
Parts To A Presentation	<ul style="list-style-type: none"> • The subject and your goals • The audience: Happy? Hostile? Informed? Expectations? • Creating the presentation dynamic (giving the presentation <i>life</i>) • Topic sentence and Three Key Points



Parts To A Presentation (con't)	<ul style="list-style-type: none"> • Creating visual aids • Rehearsal • Conducting the presentation and answering questions • Gathering feedback
Subject and Goals	<ul style="list-style-type: none"> • Every presentation needs a clear subject • What do you want to accomplish?
The Audience	<ul style="list-style-type: none"> • Not all audiences are equal • What every audience is looking for • How to deal with hostile audiences • How to put the audience to sleep (and keep them awake)
Presentation Dynamics	<ul style="list-style-type: none"> • Organizing information into an active flow • Comparing different types of presentation structures • The Start, the Middle and the End • Appearing objective and fair when disagreeing
Visual Aids	<ul style="list-style-type: none"> • Make PowerPoint your friend • Using flip charts and whiteboards • Pictures instead of Bullets • Simple better than Complicated
Conducting and Rehearsing	<ul style="list-style-type: none"> • Make the First Minute a success • Tricks to help speak without notes • Where to stand and look (and where NOT to) • Using Humour ... and you don't have to be funny or able to tell jokes • Rehearsing is not memorizing! • Dealing with questions and objections

Class Description: Day 2 (08:30-12:30)

Topics	Description
Individual Practice and Critique	<ul style="list-style-type: none"> • participants conduct presentation (prepared as homework) to class • presentation must be 8-10 minutes long with 3-5 visuals (PowerPoint) • presentations are discussed by class then critiqued by instructor, with pointers offered and advice given (lots of laughter)

To register for workshops complete & fax form below to Bayshore Pacific.

Fax to Bayshore Pacific: 02 2781-2289

Company Name _____ Contact Person _____

Company Address _____

Tel _____ Fax _____ Email Address _____

- A. TAIPEI**, Nov 9 (all day), Nov 12 (morning) **B. TAIPEI**, Nov 11 (all day), Nov 12 (afternoon)
- C. HSINCHU**, Nov 24 (all day), Nov 25 (morning) **D. KAOHSUING**, Nov 26 (all day), Nov 27 (morning)

Price per class NT\$12,000 per person, NT\$11,000 for 2 or more (VAT not included).

Detailed instructor profile available at www.treasuremountain.com.

Seating limited to 16 per class: register quickly before they sell out!