



# Working With Chinese

## **Wearing Chinese Glasses**

1-day workshop to bridge the cross-culture divide

UCBC is pleased to offer this workshop by Greg Bissky, world-recognized cross-culture expert, author, trainer and speaker. Using humor and lessons learned from 25 years of business in China, you will learn and laugh doing it. Greg spoke at the September UCBC meeting to great applause.

### Workshop Overview

Chinese and Western cultures have different ideas of how to communicate, build business relationships and solve problems. Problems arise when one or both sides do not know, understand, respect or pay attention to how the other side 'sees' things. This workshop addresses these problems.

### Workshop Objectives

The workshop has the following general objectives. Students:

- **learn why cultures are different**
  - what the roots of culture are; where "culture" comes from
- **understand why culture is important**
  - effect of culture on attitudes, beliefs and actions; how *respect-me* is part of *respect-my-culture*
- **discover what the actual goal of "communication" is**
  - what we do when we communicate; that all cultures have the same communication goal
- **see why people communicate in different ways**
  - each culture has unique Rules of Communication; not *language skills* but *how language is used*
- **succeed in cross-cultural communications and business relations**
  - respecting cultural differences; change thinking about communication and business relations
- **learn what Chinese expect from staff, managers, team members and business partners**
  - why 'know your place', patience, a sense of humour and good timing are key to success

### Workshop Benefits

The workshop offers the following minimum benefits. Students:

- **improve ability to communicate clearly and politely with Chinese**
  - knowing what communication style Chinese want; roundabout, indirect, polite, harmonious
- **discover how to build and manage business relationships with Chinese**
  - knowing what Chinese expect from a business partner, in good times and bad
- **learn to anticipate common problems and how to avoid (or ameliorate) them**
  - knowing how Chinese tend to "see" situations, and what their expectations are
- **know how to respond to common causes of conflict and how to achieve common goals**
  - knowing what Contracts mean to Chinese; how to separate person from problem for training; how to use "public secrets" for motivation; why using intermediaries is better than face-to-face



### Workshop Details

**Date and Time:** December 3, 08:30-17:30

**Place:** see UCBC website and email announcement

**Cost:** US\$350 (\$315 for UCBC members or for two or more signups)

**Students Receive:** 1) *Communication In Chinese Offices* essay/case study (pre-workshop reading)  
 2) *Wearing Chinese Glasses* 40-page workshop workbook  
 3) DVD containing videos, presentations, articles, white papers, podcasts and interviews

### Background for Greg Bissky

Greg arrived in Chinese Asia in early 1985, and to his surprise stayed for fourteen years. He returned home to Canada in 1999, bringing Chinese wife, young daughter and list of Chinese clients with him. He now lives in Canada but works in Chinese Asia, traveling often and frequently living in the Chinese time zone.



Greg knows the Chinese like few others. Business owner as well as consultant, speaker trainer and author, he has hired, fired, managed and worked with Chinese, negotiated and implemented contracts, led region-wide productivity improvement projects (TQM, re-engineering, performance management and balanced scorecard). He is as comfortable on the factory floor as in the boardroom, and as familiar setting region-wide strategy as he is implementing it at the lowest levels. Greg has been there and done that.

Since 1988 he has taught Chinese his 3-day *Logical Thinking and Communication* workshop. Teaching logic gives him a unique view into Chinese thinking, communication and overall philosophy. Greg consults and teaches cross-culture to both Chinese and Westerners, teaching Westerners about Chinese complaints and Chinese about Western complaints. Working both sides of the street is a virtuous circle: the more he teaches one side the more he learns about the other.

Greg is an optimist, and believes that the Chinese are not as mysterious as many think. If you know how to make a marriage work or how to make a best friend in your hometown, you already know how to succeed in Chinese Asia. The key is the ability to see things as Chinese see them. A cultural optometrist, Greg wrote *Wearing Chinese Glasses: How (not) to Go Broke in Chinese Asia* to give Westerners a pair of Chinese glasses. If you don't wear them you do business in China blind, and that is never good.

**Detailed workshop and instructor profiles available at [www.treasuremountain.com](http://www.treasuremountain.com).**

Some government, NGO and corporate clients include:

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| • Swiss Federal Ministry of Commerce and Trade (OSEC) | • Trane      | • Shell              |
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| • American Chamber of Commerce: China ,Taiwan         | • Mobil      | • Aetna              |
| • European Chamber of Commerce: China, Taiwan         | • Eli Lilly  | • Motorola           |
| • Saskatchewan Trade and Economic Partnership (STEP)  | • ICI        | • Procter and Gamble |
| • British Chamber of Commerce in Taipei (BCCT)        | • Hoechst    | • Ericsson           |
| • USA-China Business Connections (Minneapolis, MN)    | • Huawei     | • Merck              |