




TsaiComms

## Chinese Cross-Cultural Workshops

*"You can hardly make a friend  
in a year, but you can  
easily offend one in an hour."  
-Chinese proverb*



TsaiComms LLC  
510 SW 3rd Avenue  
Suite 423  
Portland, OR 97204  
Phone: 503-706-9253

Web: [www.tsaicomms.com](http://www.tsaicomms.com)  
Email: [info@tsaicomms.com](mailto:info@tsaicomms.com)





*"There were many  
"Aha!" moments in  
class where your  
explanations  
opened our eyes  
to the Chinese  
way of thinking  
and explained  
things we had  
experienced  
personally in China.  
I highly recommend  
this class to any of  
our personnel who did not  
attend. Thank you again for  
putting together such an excellent  
program!"*

—Sr. Mechanical Engineer, Logitech Inc.

### Workshop Benefits

Ever wondered why your business counterparts in China aren't returning your phone calls? Do you know the intricacies of business etiquette in China and how they affect your ability to successfully market your company or product in China?



Despite the best of intentions on both sides, failed communications often cause misunderstandings due to a failure to understand the differences between our two cultures. The Chinese culture is one American businesses *can't afford* to misunderstand.

Full cultural integration with the Chinese takes years of experience. However, you can start acquiring "cultural intelligence" now by participating in our cultural workshops.

### Workshop Curriculum

These *interactive workshops* are specifically designed for business professionals who are seeking insight for increased understanding and appreciation of the cultural factors that influence business attitudes and practices in China. Participants will walk away with increased confidence and knowledge, facilitating better communication with their Chinese counterparts.

Our highly interactive, customized workshops include:

- I. Background
  - How history affects contemporary China
  - Comparison of Chinese and American cultural values
- II. Chinese Social Structure
  - Population, language, religion, philosophy
  - The concept of Mianzi (face)
  - Relationships (Guanxi)
- III. Chinese Business Etiquette
  - Meetings, greetings, gift giving, hosting
  - Gender issues
  - Simulation of a Chinese banquet
  - Negotiation Skills
- IV. Communications Skills
  - The art of politeness
  - Long distance communications dos and don'ts
  - Body language
  - Practical language exercises

### Select Client List

ESCO Corp., Logitech Inc., Multnomah County Library, Providence Health Systems, Nike Inc., Portland Community College, Portland Development Commission, Portland State University, Radisys, Royal Dutch Shell, and Triquint Semiconductor.

### Workshop Leaders



Born and raised in Sabah, Malaysia, **Lillian A. Tsai** is founder and President of TsaiComms, LLC, a cross-cultural competency coaching, consulting and training company specializing in bridging the cultural gap between East and West.

Lillian founded TsaiComms in 2002 after a 25-year career in global high-tech marketing and corporate communications in the U.S. and Stuttgart, Germany.

In addition to winning various community service, philanthropic and business achievement awards, Ms. Tsai is a sought after columnist, public speaker, coach, consultant and workshop facilitator on topics related to Asian cultures, team building and cross-cultural competency.

In 2007, she was a recipient of the Portland Business Journal's Orchid Award, the publication's highest honor of achievement for women in business, and the World Arts Foundation bestowed upon her their "Lifetime Achievement Award" for dedication and service to the Asian community.

*"You did a masterful job not only in giving us the mechanics about how to work with the Chinese but immersing us into the cultural values and nuances behind each exchange. We have already begun making changes as a team and already noticing a difference, as are our Chinese colleagues."*

—Global Sourcing Manager, Vancouver, WA