



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
1500 NE Irving Street
Suite 410
Portland, OR 97232
Phone: 971-327-0628
Fax: 503-236-5340
Mobile: 503-706-9253
Web: www.tsaicomms.com
Email: 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

Columbia Sportswear, ConMet, ESCO Corp., FedEx, Logitech Inc., Multnomah County Library, Nautilus Inc., Nike Inc., The Port of Portland, Portland Community College, Royal Dutch Shell, Tektronix Inc., and Western Oregon University.

"The presentation by Lillian Tsai was very compelling and beyond that very helpful. I wish before my first trip to China that I had had the benefit of this thoughtful presenter."

Dave Frohnmayer,
President, University of Oregon

Workshop Leaders



Born and raised in Sabah, Malaysia, **Lillian A. Tsai** is founder and President of TsaiComms, LLC, an intercultural communications consulting firm 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 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.



Prior to partnering with TsaiComms LLC, **Ted Cruise** was the General Manager of Blount, Inc.'s \$16 Million, 100,000 Sq. Ft. manufacturing plant in Fuzhou, China. In addition to directing the project from concept to production in 14 months, he selected, hired, trained, and managed the staff of over 60 at all levels of the operation. He brings more than 15 years of manufacturing experience (supply chain manager, project manager and manufacturing engineer) and more than six years of experience working in China. His areas of expertise include:

Risk Identification and Mitigation, Manufacturing Systems, Supply Chain Management, TQM, HR Management and Compliance.

He holds an M.S. in Materials Science and Engineering and a B.S. in Metallurgical Engineering from Ohio State University and Michigan Technological University respectively.