

ABOUT INTLANG (Gloria ZHANG, MD)

Intlang Consulting Group offers cross cultural marketing and business solutions to Australian businesses, helps them identify new opportunities in overseas markets, breaks down cultural barriers, creating optimised investment or joint venture operations, ultimately bringing different values, strength and business practice together.



Culture today is “dynamic”. It’s no longer defined by nationality. It is continuously changing over time, very much shaped by place and circumstances, influenced by individuality and personal experience, and is subject to many variations and personal interpretations.

Some common cross cultural communication difficulties are caused by:

1. Behaviours & Practices: Characteristics that are apparent to any observer.
2. Attitudes (not observable): How the core values are reflected in specific situations in daily life, socialising and working.
3. Core Values (take long time to understand): people’s firm belief in what’s good or bad, desirable or undesirable, acceptable or unacceptable.

Am I comfortable dealing with another culture?

Simply ask yourself these questions, do I

- feel awkward and uncomfortable?
- expect that they will not fully understand what I am saying?
- tend to imitate the way that they speak or behaviour?
- put their emotional outbursts down to cultural differences?
- reluctantly to accept that I will probably have to spend more time dealing with them?
- become irritated quite easily?

How about trying to

- ✓ imagine myself in the others person’s position
- ✓ be aware of my body language (such as hand waving, eye contact, physical distance, etc)
- ✓ be interested and offer to help as much as possible
- ✓ speak clearly, a little more slowly, and without using jargon or colloquialisms
- ✓ keep an open mind - Master how you think about yourself and others
- ✓ respect and try to understand others - pay attention to your non-verbal communication

The cross cultural communication course designed by **The International College of Communication** will enhance your cross cultural communication skills, and will enable you to communicate with your Chinese clients in a professional and efficient manner (12 March 2018).

AFFILIATED ASSOCIATION

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The International College
of Communication (ICC)
Global Skills 全球技能, 走遍世界!
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