

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.



Change Management

When it comes to change management, China is well accustomed to daily changes in the hope of blending into the global economy.

In a Chinese retiree's lifetime, they would have witnessed the 1949 founding of the new nation, the cultural revolution, the "Open Door" policy and other major, economic developments through to today's "One-Belt, One-Road" policy.

China is a country of 1.4 billion people, spread over 22 provinces (省), four municipalities (直辖市), five autonomous regions (自治区) and two Special Administrative Regions (特殊管辖区). Though Western regions of China are more monocultural, there are in fact 56 ethnic groups with their own dialects in the country – making change management in China a frightful task.

Speaking with friends from Chinese universities, we shared our views on China's change management, how the country must aim high but also take only one step at a time considering they are setting a precedent for many reforms. China's 40-year journey of regaining balance from constant off-balance, has subsequently exposed system flaws in itself and the rest of the world. China has known a culture of 'face-saving' - avoiding embarrassments, and learning self-awareness to achieve set goals. These have become the driving forces in China and its people's continual development across the country.

Change management affects people, organisations and every layer of our society. There is more impact if initiated from the top, alongside effective cross-cultural communication to avoid confusion.

Change management is a global phenomenon that should be intentional not just based on a whim. To equip your business to grow in understanding the driving forces and mechanisms of change management in China, contact Intlang today.

Previous China Business Newsletters are available at the Newsletter section of Intlang website: www.icc-australia.com.au (29 October 2018).

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