

Business Etiquette – The China Experience 商務禮儀 (中國加強版)

MEDIUM : English / Cantonese COURSE CODE : BECE DURATION : 1 day

Trust, Likability and Competence (TLC) for Building Instant and Lasting Rapport

In cross-cultural etiquette, one follows a golden rule 'When in Rome, do as the Romans do.' As China has become one of the top world leaders, it is wise for her counterparts to practise the golden rule with them to speed up rapport building. Meanwhile, the rapid growth of China globally has also exposed the business community frequently to international etiquette standards. Therefore, the proposed workshop will train the participants on the mainstream of business etiquette with specific references to cultural practices in China.

The workshop introduces a success model – TLC (Trust, Likability and Competence) in connecting with others and building instant and lasting rapport. As surveyed by Wall Street Journal on the attributes of employees at successful companies, a professional image is ranked as the number three attribute. In creating a consistently memorable pleasant experience with their internal and external audiences, the employees steer ahead in the competitive business world.

The takeaways in the workshop drive behaviours that are respectful, poised and professional:

- Form the spirit of giving and sharing
- Build rapport with TLC – Trust, Likability and Competence
- Define the five dimensions of TLC
- Learn the four steps in networking
- Refine the art of small talk
- Practise poise in body language
- Be aware of occasion dressing dos and don'ts
- Know dining etiquette
- Acquire business etiquette
- Form cultural awareness
- Build communication context – direct vs indirect
- Know protocol in event management

Methodology

Pre-training Phase

1. The participants will be requested to attend the workshop in business attire. They will receive feedback on dressing and grooming.
2. The organiser will prepare simple finger food and drinks for practicing cocktail etiquette.

Workshop Activities

Lecture, Demonstration, Discussion, Role-play and Game

Course Outline

1. Connect, Engage and Collaborate

The participants will *play a game* to identify the following skills:

- Communicate TLC- Trust, Likability and Competence
- Build five credibility dimensions – see, say, sound, listen and behave
- Know four networking steps – prepare interaction, approach someone, build relations and follow up

2. Build, Forge and Grow Network

The participants will develop their motivation and skills:

- Live the spirit of giving and sharing
- Gain the benefits of networking
- Learn business small talk techniques

3. Navigate successfully to Suit Culture

The participants will do an *exercise* on:

- Practise facilitative listening
- Mirror and echo language
- Find common context – direct versus indirect

4. Role-Play Hosts and Guests in Networking Event

The participants will *simulate a cocktail* event in which they will learn:

- Role of hosts and deputy hosts
- Role of guests
- Process of event flow – formal versus informal

5. Be Poised in Business Etiquette

The trainer will *debrief the role-play* to focus on business etiquette:

- Introduction
- Handshake
- Name card handling
- Entering and exiting a group
- Small talk dos and don'ts
- Food and drinks handling

6. Dining Etiquette

The trainer will *discuss and demonstrate* the following:

- Universal NOS
- Chinese dining – communal –based
- Western dining – individual-based
- Seating
- Toasting

7. Power Up Body Language

The trainer will *demonstrate and review* the body language seen in the earlier event role-play. The participants will *practise*:

- Posture
- Gestures
- Eye contact
- Movement
- Personal space

8. Respect the Occasion - Dressing and Grooming

The trainer will offer tips on occasion dressing based on the participants' attire and a general overview:

- Cocktail
- Business lunch
- Meetings

9. Role-Play Meeting Etiquette

The participants will integrate the learnt skills to *role play* meeting with China clients. The debrief will offer tips on:

- Conversation skills
- Cultural etiquette
- Networking skills