

SENIOR EXECUTIVE MASTER CLASS REGISTRATION FORM

PLEASE RETURN THIS COMPLETED FORM TO ASIALINK VIA FAX: 03 9347 1768

VENUE

MELBOURNE Tuesday 22 November
Blake Dawson Level 26, 181 William Street

ATTENDEES

COMPANY

ADDRESS

SUBURB STATE POSTCODE

NAME [1] POSITION

TELEPHONE EMAIL

NAME [2] POSITION

TELEPHONE EMAIL

NAME [3] POSITION

TELEPHONE EMAIL

PRICE

\$1640 PER PERSON (INCLUDING GST)
Register & pay by close of business Friday 11 November 2011

PAYMENT METHOD

EFT National Australia Bank BSB: 083 170 Acc Num: 515 618 328
NOTE: Please include 'Senior Executive Master Class' in the description and forward remittance advice to Asialink via fax 03 9347 1768 or email b.fernandez@asialink.unimelb.edu.au

CHEQUE PAYABLE TO: 'Asialink, The University of Melbourne' [Asialink ABN: 84 002 705 224]
MAIL TO: Asialink / Asia Society, Level 4, Sidney Myer Asia Centre, The University of Melbourne, Victoria 3010

CARD (PLEASE CIRCLE) VISA MASTERCARD

CARD NO EXPIRY

NAME ON CARD AMOUNT \$

SIGNATURE

ENQUIRIES Please contact Bernadine Fernandez Telephone 03 8344 3575 or email b.fernandez@asialink.unimelb.edu.au

DISCLAIMER: The event scheduling information is correct as at the time of publication. The event organisers reserve the right to cancel the event should they in their sole discretion see fit to do so, including without limitation, as a result of changes to the event schedule. Should the event be cancelled the registrants will be entitled to a refund of all monies paid to the event organisers. The event organisers will not otherwise be liable for any loss, expense or inconvenience suffered as a result of the cancellation. CANCELLATION POLICY: All cancellations and transfers must be advised in writing. Charges for cancellations and transfers will be applied to cover our fixed cost commitments and administration costs. More than 14 days prior to the course start date: Cancellation and transfers permitted with no charge. 13-7 days prior to the course start date: A cancellation charge of 50% of the total course fee applies. 7 days or less prior to the course start date: A cancellation charge of 100% of the total course fee applies. Any cancellation made within 14 days of the event are non-refundable, however substitutions can be made. Cancellations made greater than 14 days from the event will incur an administration fee of \$55. All cancellations must be made in writing.

"No other country on earth can ever or will ever replace China in importance for the Australian economy."
Australian Ambassador to China HE Geoff Raby April 2011

Inside the Chinese Mind

**A Master Class
for Senior Executives**

MELBOURNE
Tuesday 22 November
Venue: Blake Dawson
Level 26, 181 William Street

LIMITED PLACES AVAILABLE

This one-day Masterclass is for Senior Executives who already have experience dealing with China, or Asia more generally. This may be offshore, or in Australia from inbound business and Chinese investment.

Inside the Chinese Mind is a highly interactive, engaging program that will expose you to the latest research from cultural neuroscience and international business including:

- What does the West look like through Chinese eyes?
- What is unique about Chinese thinking and how the Chinese make sense of the world?
- How can you build trust and rapport in the face of deep seated and often subtle cultural differences?

Combined with "real world" examples, the program gives you practical and immediately applicable tools and insights.

"Excellent introduction to experienced executives looking to be more successful in their dealings with Chinese organisations, teams and stakeholders."
—Con Brakatselos, Head of Investment Management and Strategy, AMP Capital Investors, April 2011

By understanding how the Chinese think—including how they think about you—you can start to build the skills that will deliver enduring success in your relationships with the Chinese, both in China and here in Australia. It will give your negotiations and other interactions a powerful edge.

The seemingly endless challenge of how to get things done in China's huge and very different economy can lead to disappointment and significant financial loss. But it doesn't have to be like this! Join fellow senior executives for a unique perspective on China.

"Valuable insights that continue my journey to perform better in China." —Justin Breheny, CEO Asia IAG, April 2011

"The program is a must do. The structure, content and materials enable maximum download in a one-day session of requisite information when doing business with or in China." — Matthew Schofield, Partner ShineWing Hall Chadwick, April 2011

SUPPORTED BY

Blake Dawson

PROGRAM OVERVIEW 8:30AM REGISTRATION 9:00AM COMMENCE 5:00PM CONCLUDE

SESSION 1

Developing the insight and objectivity that will help you look at Australia through Chinese eyes

- The vital importance of being conscious of our own cultural assumptions and expectations
- Realising that our behaviours – while normal for us – can seem odd or confusing from the Chinese perspective
- Insight into the way the English language expresses the history and culture of a particular people, and so contributes to cultural risk when we collaborate with Chinese

SESSION 2

Building a cognitive map to help you navigate the key differences in thinking between China and Australia

- The distinctive features of Mandarin as a language system and the implications for thinking and behaving that neuroscientists are uncovering
- The present day impact of key cultural traditions drawn from Confucius, Daoism and the Law of Yin and Yang
- The 'shadow side' of working with Chinese counterparts: the 36 stratagems and how to subdue your enemy without fighting

SESSION 3

Decoding the Chinese way of communicating, relating and behaving

- The cultural ideals that influence Chinese communication style
- Why our Australian need to 'argue a case' or 'analyse the facts' can leave the Chinese cold
- Chinese ideas about the purpose of talk and how interactions should be designed, for instance in meetings and negotiations

SESSION 4

Bringing it all together into a practical action plan that will reduce cultural risk and deliver sustained results

- The role of trust and rapport in building and keeping your key relationships – differences between China and Australia and how to bridge the gap
- How to adjust your typical style of leading and managing to suit Chinese preferences – yet remain authentically Australian
- Drawing up your personal action plan for long term success in China

“This program is a must. You don’t know what you don’t know until you get this exposure to Margaret’s material. 10 out of 10. A fantastic presenter and quality learning.” —Grant Gilfillian, CEO, Sydney Ports Corporation, September 2010

PRESENTER

Dr Margaret Byrne Principal Consultant, UGM Consulting



Margaret has a BA and MA from Oxford, and postgraduate qualifications in adult learning from Bristol University. In 2005, she completed her PhD, exploring how leadership potential is identified in meetings. Margaret filmed meetings in 28 organisations within Australia and in Asia. • Outside Australia, Margaret has worked and consulted in China, Indonesia, Hong Kong, Vietnam, Singapore, UK, New Zealand, France and Italy, as well as in four Pacific nations. She is a qualified and highly experienced executive coach. Margaret is a member of the Oxford Business Alumni. • In 2007, Margaret was ACT winner of the Telstra Business Women’s Awards in the Corporate Sector Category and a National Finalist. She also holds three other awards for outstanding design of executive development programs. • As well as consulting, Margaret conducts research in her area of special interest: international meetings where counterparts from different national cultures must work together to solve problems and make decisions. Her films on this topic have now been shown six times on Australian television and sold with an accompanying book which Margaret co-authored.

- UGM’s published resources are widely used by consultants in Australia and internationally, and are also used as texts in Masters Programs in universities in Australia and Europe. • Margaret is currently writing a book on cultural competence for organisations with business interests in Asia.

“Margaret is extremely knowledgeable and very informative. The program put into context the opportunities that exist from better understanding ourselves and the cultural differences between ourselves and the Chinese.” —Mark Daniel, CEO, Loscam, September 2010

“Margaret was excellent. She gave a fantastic insight into the cultural and linguistic differences between Australia and China. It is certain to make a significant difference to my business dealings.” —James Yerbury, Business Development Director, Leighton Contractors, September 2010

TESTIMONIALS

“Essential for any professional seeking to engage with the Asian mindset, both domestically and internationally.” —Sam Nathan, Director, Charter Keck Cramer

“The best course I have ever done. Must attend!” —Jack Curtis, International Managing Partner, Freehills, April 2011

“You can gain insights into yourself and how you might be perceived by the Chinese. The knowledge – and there is a lot of knowledge in this day – is imparted very well indeed. This was excellent.”

—Jonathan Darby, Asst. Director Protocol, Department of Premier and Cabinet, Victoria, April 2011

“Extremely informative. Excellent program for not just fine-tuning but overhauling the way you communicate with Chinese business.” —Damon Walker, Director, GJ Walker, September 2010

“This program is extremely valuable to anyone who wants to go beyond the superficial in developing a rather deep understanding of just what makes the Chinese mind tick. Highly recommended.”

—Mark Lobo, Team Leader, Market Development Asia, Department of Business and Innovation, Victoria, April 2011

“Margaret was excellent, engaging and knowledgeable. It is critical to our global growth to build greater cross cultural capability and a better understanding of how differences work”.

—Steve Collett, Group Manager People, Orica, April 2011



Asialink and Asia Society

ASIALINK and the ASIA SOCIETY provide Australia’s leading platform for Australia-Asia engagement. Together they enable business, government, academic leaders and community in Australia and Asia to exchange ideas, shape policy and build collaborative partnerships.

ASIALINK, founded in 1990 as an initiative of the Myer Foundation, is at the forefront of Australia’s engagement with the Asian region.

Asialink reaches across the fields of Business, Arts, Education, Health and Track II Diplomacy to build greater understanding and enhanced relations with the countries of Asia. Asialink delivers high-level forums, international collaborations, leadership training, education, community health and cultural programs in Australia and Asia. Asialink is a key provider of information, training and professional networks.

The ASIA SOCIETY was founded in 1956 to promote greater knowledge of Asia in the US. Today the Asia Society is a global institution—with offices throughout the US and Asia.

Asia Society AustralAsia Centre was formed in 1997. A member-based organization, the Centre leverages the long established reputation and networks of the Asia Society and the Centre’s own contacts to broaden interest and understanding in Australia of Asian countries and their politics, business and culture.



UGM Consulting

UGM is a boutique consulting firm partnering with organisations to help build better business. We have helped clients in a wide range of sectors achieve both local and international goals through a more effective alignment of effort.

Our integrated, evidence-based approach always focuses on key drivers of value as the starting point, and is coupled with a strong metrics orientation that helps to determine progress and outcomes.

We have worked at a high-level with clients across many sectors, helping them to achieve their goals in the Asian region. From an extensive client list, built over twenty-five years of operation, we highlight just a few clients relevant to this particular program: Credit-Suisse, Loscam, PwC, Luxottica, Austrade, Johnson and Johnson, and Oracle.

A complete client list and further details about UGM’s range of services can be found on our website, where you will also find many articles and our newsletter archive which can all be downloaded. We also provide the culture and leadership components of the year long Asialink Leaders Program. This is a partnership (now ten years old) between UGM, Asialink (University of Melbourne), University of Sydney, the Australian National University and PwC.

Additional information about UGM, which is based in Sydney and operates Australia-wide and internationally, can be found at www.ugmconsulting.com