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## Train the "Cross-Cultural Business Trainer" in Shanghai, in Two Modules in Shanghai

**Module 1: May 5 - 8, 2014**

**Module 2: May 26 -29, 2014**

Training language: English

Time of Seminar is from 8:30 to 15.30 each day.

Have you lived and worked with other cultures? Do you have a passion to share your experiences with others? SinaLingua and the German Chamber of Commerce (AHK) offer a comprehensive 8 day "Cross-Cultural Business Trainer"-Training in Shanghai.

Within our globalized business environment, cross-cultural communication is a key competence for success. Misunderstandings and conflicts based on cultural differences can lead to great financial losses and frustrations. Chinese and foreign enterprises have an increasing need to prepare their specialists and managers for international project cooperation or expatriate delegation. There is not only a growing number of foreign experts coming to China, but also delegations of Chinese experts to countries like the USA, Germany, Brazil, Western Europe, India or Russia are increasing rapidly. The demand is not only to get along with one other culture, but also to be able to communicate effectively with colleagues and business partners around the world.

Trainers who can create and deliver professional cross-cultural seminars are in high demand. The market in China is growing faster than in any other country. The job as a cross-cultural trainer is rewarding on personal and also financial levels. If you share our passion for training, as well as our passion for cross-cultural communication, our "Train the Cross-Cultural Training" offer could be your first step to a new and exciting career.

Our training program includes six training days with 2 modules of 4 days each. After the training you will get an AHK Training Certification.

### Goals of the Training

Each of our methods and contents have been proven for decades and with hundreds of client companies of all industries. You will learn which attitudes, skills and knowledge is important to create a professional and customer oriented seminar. You will expand your own cross-cultural competence and ability of self-reflection. You define and optimize your own role for your career as a professional trainer by also learning how to take the first steps in the cross-cultural training market. You will gain a large variety of training tools and methods that you will learn to use independently to reach your training goals.



During this training, you will learn to be a trainer for one specific country of your own expertise. We will help you develop your personal training material which is based on your own preferences, priorities and experiences with the foreign culture. Relevant theoretical knowledge will be always coupled with the implementation on the highest practical level.

Within 6 days, this basic training will give you a good overview of what is needed to conduct a professional cross-cultural training. You also learn about your very specific further potential to develop your personal career as a professional Cross-cultural Business Trainer.

### Target Group

For the success of this training, we expect participants to have general business experience in an international environment. Prolonged stays abroad of at least some months are needed to reflect those experiences and develop own training materials based on that. This training is relevant for following groups in particular:

- People who have already worked as trainers or consultants in different fields of business
- People with international business experience, who are interested to gain a qualification as a cross-cultural trainer
- HR-experts who want to add an additional qualification and train their own staff

The training is suitable for Chinese as well as foreigners living in China. The seminar language is English.

### Methods of Training

As we strongly believe that trainers need to be prepared for a large range of different training situations, we will deliver a broad variety of different seminar tools. At the end of the training, you will hold your personal toolbox, with methods that work for your individual trainer background. With this, you will be enabled to independently and individually reach the training goals of you and your customers. The training will target following levels:

- You will learn to make professional presentations with different forms of media, such as using your voice, body language and presentation tools to make the perfect impression
- You will learn about the most efficient cross-cultural training methods currently used, and also conduct these methods yourself
- We will assist you to reflect your own experiences in using those tools, and in this way shape them for your own personal needs



- Through "learning by doing", you will receive feedback from other training participants as well as an experienced trainer to recognize your own training style
- You learn to independently develop training material for specific groups of participants
- After the modules, you will receive handouts with selected relevant literature
- With given topics and methods, you will be conducting your own workshops with other participants. You will be recording your own practical experiences with selected questions and exercises of the SinaLingua trainer.
- During and in between the trainings, it will be possible to exchange experiences, learning processes and questions with the trainer and the participants.
- All training modules combine theoretical knowledge with practical exercises like role plays, simulations, case studies, video clips, presentations and moderated discussions.

## Training Structure and Content

### Module 1 May 5 - 8, 2014: Introduction to basics and methods

This module gives you a first overview on theories, materials, methods and structures of cross-cultural trainings. You practice your own methods and materials and learn from these experiences as well as from the feedback of participants and trainers.

#### Training Content:

- Agenda introduction
- Introduction of theoretical and practical basics of cross-cultural trainings and communication
- Attitudes, Skills and Knowledge (ASK) of cross-cultural competence
- Overview of possible training modules and structure
- Overview of the particular methods at trainings: case studies, role plays, Cultural Dimensions, Cultural Standards, communication exercises, simulations, usage of videos, ice breaker exercises, visual methods and others
- Professional handling of different media and seminar room design: using flipcharts, PowerPoint, whiteboards, video, music and others
- Creating the perfect training start: work with participant expectations, analyzing target groups, introduction of trainer and participants, tools and exercises for ice breaking and introduction of the agenda
- Exercises with selected training material

The times of the seminar are from 8:30 to 15:30 including breaks.



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## Module 2 May 26 -29, 2014: Design of own Training Materials

The role of a trainer is to lead the communication and decision processes within a seminar, in order to achieve a satisfying result within clearly defined goals. As moderator and trainer it is your task to shape a group dynamic by achieving acceptance of your role and in the group, and at the same time to create a motivating, controlled and target-oriented frame structure for the training.

In module 2, you experience and practice these different roles of a trainer firsthand. You develop your own training materials, based on your own country expertise, and present these to the group. You will learn to systematically apply advanced moderation tools and receive input on how to solve challenging situations during a moderation. At the same time, you will be honestly assess your strengths and weaknesses as a trainer and develop your consequences from it.

Contents are:

- Analysis of task given by customer
- Creating your own seminar agenda
- Development of training materials
- Structuring training units
- Exercises with selected training materials
- How to brief and debrief interactive training units
- Time management of a trainer
- Rhetoric and articulation
- Dealing with participants' questions
- Analyzing different participant groups
- Dealing with different training situations (single training or larger groups)
- Motivation of participants
- Reacting flexibly to participants' needs
- My strengths and weaknesses as a trainer
- Feedback of participants and feedback to customers
- Making a living as a trainer: the Chinese training market

The times of the seminar is between 8:30 and 15:30 including breaks

### Your Training Institute

SinaLingua is a training and consulting agency specialized in building communication bridges between business partners between the East and the West. Our core competence is intercultural management seminars on Europe and Asia, happening both in Europe and Asia.

SinaLingua was founded in 2000, as an agency for intercultural training measures on China. Right from the beginning, Chinese language classes, the tutoring of Chinese delegations as well as interpreting and translating have also been part of our offer. This way we



guarantee our clients to be comprehensively tutored regarding their co-operation with other cultures

Since 2004 SinaLingua has also been represented in Shanghai, China - since 2006 as the independent branch Shanghai De Han Ling (SinaLingua) Cultural Exchange and Consulting Co., Ltd. Most of our services we offer to our clients also in China, of course adjusted to the particular requirements of the market and of our clients there.

By analyzing the differences between Chinese and Western cultures, we are able to help our clients to succeed in cross-cultural business management, commercial negotiations and internal communication.

Since 2009 we conduct Train-the-Trainer workshops and seminars in Shanghai ranging from 3-day tasters to extensive 12-day workshops. Our 6 day-training is a comprehensive great first step to your own journey as a Cross-Cultural Business Trainer.

## Your Trainer

### Mr. Thu-Phong Vuong:



Thu-Phong Vuong is a fulltime trainer for Cross-Cultural Competence. With parents of Chinese heritage, he grew up in Germany and the USA, and is deeply familiar with the Chinese as well as the Western culture. After his Masters on International Business and Cultural Studies, he received several trainings, amongst others from renowned Neuland & Partner.

Since 1999 Thu-Phong has conducted more than 6000 hours of cross-cultural trainings for over 2000 executives and specialists. He has trained and coached staff of companies like Daimler, Volkswagen, Continental, Hilton Hotels and Siemens in Europe and China. In addition, he acted as head of cross-cultural trainings for Airbus from 2009-2012, and worked as General Manager of SinaLingua in China from 2012 to 2013.



## Conditions of Training

**Registration:** To register for this Cross-Cultural Trainer education, please send us the filled in registration form at the bottom. The number of participants is limited to 10 people. The registration deadline is **April 18, 2014**.

**Price:** The price for this training amounts to 22.400,-RMB per person for both modules/8 days.

Included in this price are all training materials, soft drinks, coffee breaks and lunch during the seminar.

**Cancellation  
Deadline:**

Cancellations have to be send to us in a written way. For cancellation after April 18, 2014 we will have to deduct 50% off the registration fee. For cancellations after April 28, 2014 we will have to charge the entire training fee. It is possible to call in another participant instead. In case there are not enough participants for this seminar, SinaLingua retains the right to cancel the seminar up to two weeks before the seminar. In this case all paid fees will be reimbursed.



## Registration Form

**Binding Registration for the Train-the-Trainer-Seminar: "Becoming a Cross-Cultural Business Trainer" Module 1: May, 5-8 2014, Module 2: May 26-29, 2014**

**Place of training: Shanghai, China.** The address of training will be announced at the latest 2 weeks before the training.

Name:

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Address:

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Address for billing (if different from Address above)

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Phone:

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E-Mail:

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Date, Signature

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## Questionnaire

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Your work experience:

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Your relevant stays abroad (where, how long):

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Which cultures (besides your native culture) do you have an expertise of?

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Have you already participated in other training sessions? Which topics?

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What is your motivation to participate in the training? Where do you wish to apply these acquired skills?

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**Please send us the registration form together with this questionnaire until April 18, 2014 by fax or email:**

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