

International and innovative with Chinese

Practical seminar for linguistic, cultural, and methodical competence in international business



中文



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Learn Chinese the easy way and reap multiple benefits! Learn Chinese, "the language of the boom" and "the characters of the future" (as the headline in "Die Welt" on 15 January 2010 called them) and additionally acquire new thought patterns and occupational expertise:

💡 Managers spend 70% of their time in communication. But does the amount of time invested really bring the desired results? Unfortunately not, as misleading communication is the root cause of two thirds of all errors in the workplace.

In order to communicate clearly and interpret messages correctly, it is worth taking a look at Chinese. Against the background of this exotic language, the classic problems interfering with communication become particularly evident and can be easily identified. Knowing where potential misunderstandings lie and how to successfully overcome them is a key skill that can be utilized for communicating in any language – even in one's mother tongue.

💡 Operating internationally is a constant battle for many companies. Why? Despite contacts around the globe, employees are often not aware that they need to apply "intercultural adapters" to ensure the various systems can work together without any problems.

True internationalism means more than simply being able to speak English. Genuine international competence means knowing the codes of other cultures and benefiting from their diverse points of view.



While English reflects Western attitudes, Chinese and an open mind towards the Far East can open up completely new horizons. Herein lies an enormous innovative potential.

The period that knowledge remains valid shortens all the time. How is it possible to maintain an overview of the wealth of information not only to stay up-to-date but also to remain competitive?



With thousands of characters, Chinese is considered particularly difficult and almost impossible to be learned. But just for this reason, learning Chinese is a perfect way to acquire the skills to cope with complex learning materials within a very short space of time. Because systematic, creative learning techniques with lateral thinking and imagination turn this *foreign* language into a thoroughly *familiar* language. The mnemonic techniques applied to Chinese can, of course, also be used to learn other languages or acquire other fields of knowledge.

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Language, thought, culture

- How language, thought and culture interact
- Cultural codes: What is said when and how, and the "trap of assuming similarity"
- Gaps: what to do when a language contains words that do not exist in the other language

Important rules of communication

- Internationally valid success factors for clear communication without friction and disruption

Overview: The Chinese language

- The development of language and writing
- Mandarin and the 4 tones
- How to spell Beijing correctly. The Pinyin writing system
- Structure and systematics of Chinese characters

Chinese today

- Digital Chinese: PC, text messages
- From emails to marketing and the Transrapid: how new terms, specialist terms and foreign words are formed in Chinese
- Western company, brand and proper names in Chinese

Fast and effective learning with mnemonic techniques

- Chinese as an equation with two unknown variables and how it can be solved
- The best learning techniques
- How to learn 100 characters the easy way

The most important phrases in Chinese

- Greeting, introduction and form of address
- Your own name in Chinese
- Numbers as all-purpose functions: learning the days of the week and months together with the numbers
- Making an appointment: agreeing times, dates and meeting places
- In the taxi: destination, price, stop
- When dining out: ordering, proposing a toast, the bill
- Important questions: who, what, where?

The Far East close up: new patterns of thought for the West

- The important differences between Western and Chinese/Far Eastern ways of thinking
- The dynamics of yin and yang
- Linear time vs. time spiral
- Why Confucius is still relevant
- China, a "vertical democracy"?

Test, tips and transfer

- Learned correctly and remembered? Small tests to interact personally with native speakers
- Lessons learned and benefit: new insights and conclusions
- Conclusions and tips for further applying what was learned
- Going further - if you would like a bit more: handy dictionaries, courses, language guides and applications

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Seminar leader

Dr. Dagmar Gürtler is a sinologist and works as consultant and trainer, focusing on intercultural marketing, management and communication.

In her seminars and coaching for renowned international enterprises, she increasingly uses "Compact Chinese" as an impulse to break up old thought patterns, open up new horizons and illustrate the important adapters for different cultural systems.

She is the author of the new "Sprachkurs Plus Chinesisch", which has recently been published by Cornelsen Verlag.

The practical seminar described here offers a unique combination of a language course, intercultural training and a methodical seminar, which was designed by Dagmar Gürtler according to the latest findings of learning psychology.

Objectives and target group

The seminar is designed for anyone who would like to

- demonstrably enhance their linguistic, cultural and methodical competence and thus
- communicate more effectively
- appear international and more secure when dealing with other cultures
- handle complex learning materials in a short space of time
- become more creative and innovative, and thus solve problems successfully
- open the gate to new opportunities, markets, and ideas

Working approach

In addition to the classic seminar methods such as presentations, critical incidents and role plays

- Total physical response: learning with the whole body, e.g. Chinese number gymnastics
- Creativity exercises such as the ABC list, memo maps, and character clusters
- Small intermediate tests to measure success

Seminar duration and training periods

2 days with 4 modules each, 9:00 am - 5:00 pm

Module 1: 9:00 - 10:30 am

Module 2: 11:00 am - 12:30 pm

Module 3: 2:00 - 3:30 pm

Module 4: 4:00 - 5:30 pm

Seminar fee and included services

Participation fee €1,180 plus VAT including delegate rate for lunch and coffee breaks, seminar documents and "Sprachkurs Plus Chinesisch" (textbook with 2 audio CDs, German-Chinese)

