



Living Stone Centre of Competence for Intercultural Entrepreneurship *China Services Portfolio*

The China of today is as complex as difficult to understand. The contemporary Chinese entrepreneurs but also a quickly rising middle class do not always fit into the traditional profile of the Chinese culture. One distinctive feature of the LSC training is that we see Chinese business culture in a dynamic and transformative way. We integrate learning about China's culture and business protocols in general, and the traditional Confucian virtues on Chinese entrepreneurs. But we avoid stereotyping and over-emphasizing. In view of the competitive market, innovation and customerisation are also key notions to success in China.

Another concern addressed in Living Stone training and coaching programs is how to cherish, personalize cultural interactions between European and Chinese counterparts. These interactions must take the form of more than a mere business relationship, to contain hospitality ... They must also be stretched, in other words to be extrapolated to the future. Living Stone Centre can help you with these.

Living Stone is strongly committed to China. We have expert teams in both countries to serve at best our clients interests. It is our belief that grass-roots intercultural dialogue is the best way to build bridges between citizens of different nations.

We hope you will join us along this path we jointly create and walk.

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Living Stone Centre of Competence Intercultural Entrepreneurship cvba

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Choosing your intercultural training

Selecting the best program to meet your needs based just on the written description can be challenging. After you check the present and/or online information (www.lscope.com), please contact us. We welcome the opportunity to listen to you and provide you with customized training packages, consultancy and hospitality services in Belgium and in China.

Belgium To China

1. Working with the Chinese

An intercultural training programme for business professionals

The LSC intercultural training of dealing with China's culture and business protocols, is aimed to assist Belgian investors and entrepreneurs to be better prepared for the international trade with the Chinese or/and doing business in China. It consists of *two* parts, namely awareness about how culture plays a strong influence in the building and maintaining of long-term sustainable business relationship between the partner countries. Although there is no one Chinese culture, with respect to the country's geography, history, social movement, and regional differences, a multifaceted outlook on Chinese culture will not jeopardize the assumption of some typical cultural elements demonstrated as the Chinese way of life. Secondly a comprehensive insight in contemporary and transformative Chinese corporate culture.

Who should attend

- SME's, their counsellors and intermediates preparing for an investment, outsourcing, joint venture or to get back on track
- Technical Experts preparing for short term missions in China
- When working in Belgium for Chinese companies, counterparts
- All professionals interested in doing business with China and work with the Chinese.

2. Intercultural Project Management Competence, China related PM-concerns

Effectively apply skills and behaviours to improve project performance across cultures

"In the real world nearly three quarters of all projects either overrun (average overrun is 22%), exceed budget (average overspend is 189%) or get cancelled before completion" (Standish Group CHAOS Research, 2006). Research shows the devil isn't in the detail but in the wider context of the project. User involvement, effective communication and strong teamwork are all much more important than complex plans and critical path analysis. When dealing with the Chinese, the complexity of negotiating PM-requirements increases exponentially.

Who should attend

- Project Managers (ICT, Operations, R&D, Financial services,...) who want to increase the performance of their project
- HR Managers who want to broaden the corporate training curriculum in view of globalization
- General managers and change agents who support international projects.

3. Developing Global Leaders

Intercultural competence for negotiating corporate strategies in a globalizing economy

Globalization and new technologies transform the world of work. Leaders must master technical and business knowledge, communication and negotiating skills. But this is not enough. When called upon to lead in a global context, new personal competencies arise.

Who should attend

High potentials, HR managers, Change managers, Operational and Technical managers, Sales and Export managers, SME-managers...

4. Business Theatre “Beijing Brussels”

Education through entertainment for more hospitality and international attitude

Business theatre is an enjoyable awareness building experience for more and better hospitality to Chinese visitors, business people, delegations.

From 'lunch & learn' to personnel events or open doors, when introducing a diversity policy or a strategic move, for tourism industry and hospitality services... business theatre is an appropriate way to win hearts and minds of large or diverse groups.

5. Living Stone Gateway to China

Bridging Cultures, Connecting People

Living Stone Gateways are intercultural trainings in travel format. Our China itinerary offers a unique introduction to one of the world's most fascinating places, and in-depth, expert-led intercultural training programs.

By focusing on educational travel for limited-size groups, and specializing in exclusive access to local networks in Beijing and Shanghai, we've built a reputation for outstanding service.

6. China Assignment Coaching Services (Beijing and Shanghai based)

Happy to be your ‘guide by the side’ when venturing or on assignment in China

Our China based team involves native P.R.China experts with academic degrees Civil Engineer, Law, Journalism and Environmental Sciences both in China and Europe. Li, Qin, Wen Jun and Yehong are bilingual Chinese – English professionals, based in Beijing and Shanghai. They provide you with practical advice. They will assist you in putting your project (back) on track.

Activity domains include consultancy and practical advice, participating in business meetings and negotiations, mediation and legal services, technological and economic consulting services, hospitality programs for special interest groups.

7. Expatriates and Diplomats to China

When moving to China

Expatriates can be selected on short time notice to China. However, not all experts know China and the Chinese well enough to deal with their living and working there and fully understand the Chinese society, as well as its cultural characteristics. As an international sojourner they are inevitably confronted with challenges from security to insecurity, from familiarity to

unfamiliarity. To accelerate the adaptation process Living Stone's coaches together with the expatriate and his/her family start to build a practical framework: *the expatriate's portfolio*.

China To Belgium

8. Living Stone Gateway To Belgium

It's my pleasure

Living Stone Centre proposes an intercultural discovery experience of Belgium (Flanders) for Chinese investors and first time visitors to Europe, for official delegations and trade missions, for municipal twinning programs, for Chinese expats and their families ...

The Living Stone 'Gateway to Belgium' package is composed by workshops and site visits, touring in Belgium and in the neighbouring countries, the organization of meetings and events, formal and informal networking, etiquette training. We also support our clients with speech writing, translation services, hospitality services, communication training and coaching, etiquette and protocol issues ...

9. Working with the Belgians

Achieving effective work synergies with Belgians

Although the day-to-day experiences of 'impats' vary, they have many perplexities in common. For instance, how to connect their prior work experiences to their current task/role? How to deal with the pressure to achieve and second language anxiety? What constitutes socially appropriate behavior in the Belgian cultural context? How to communicate and collaborate effectively as a foreigner in a dominant Belgian (Flemish/European) work environment? And if people's ways of thinking and behaving differ from each other, how to manage the differences or conflicts?

Designed for:

- Expats, foreign employees or partners of Belgian firms, agencies, embassies at arrival or preparing to live in Belgium
- Entrepreneurs, export managers willing to partner or to make deals with Belgian firms
- Foreign experts, students and scholars preparing for a fruitful stay in Belgium.

10. Chinese Families in Transition

Trailing spouses, invisible sojourners in the host country

To reduce the effects of the culture shock and accelerate the Chinese family's adaptation process, we propose a 2 day training, preferably a weekend in a cosy accommodation for one or more families in transition. Both parents and children from 5 years old are welcomed. The objective is to give families and expatriates awareness about the new cultural environment; practical knowledge and skills to make transition easier (food, social practices..). Well balanced activities targeted at parents and children will support the adjustment to daily life in the new culture (Belgian cooking and dining, language basics ..)



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