

Asian Business Etiquette



A practical course in
Asian business etiquette
for Western companies

FOCUS ASIA
MARKET ENTRY SERVICES



Guiding companies to success in Asian markets



Over 90% of business failures in Asia originate from a cross-cultural mistake.

“If the mind is the hardware, then culture is the software”
- Geert Hofstede.

Online Etiquette Course

2 hours • \$250 per participant

- ◆ **Cultural Close-ups:** Key cross-cultural differences that explain the reasons behind Asian business etiquette.
- ◆ **Video Call etiquette:** Audio, camera positions, presentations, speech, pace, clarity, reading non-verbal cues, emotions, small talk, showing respect, gestures, manners, understanding silences.

In Person Etiquette Course

2 hours • \$250 per participant

- ◆ **Cultural Close-ups:** Key cross-cultural differences that explain the reasons behind Asian business etiquette.
- ◆ **In-person etiquette:** Introductions, respect, face, names/titles, table manners, drinking customs, chopstick etiquette, relationships and business success in Asia.

Combined Etiquette Course

4 hours • \$400 per participant

- Comprehensive content from both courses.

Courses are delivered online or in person.

A common yet avoidable scenario:

A Western firm is doing business with an Asian company. All is going well, then, without warning the relationship suddenly changes. Something went wrong? What happened? Chances are a simple and easily avoidable cross-cultural mistake had occurred.

Asian business etiquette for online meetings

Virtual communication tends to hide cultural differences under a technological veneer. It presumes that everyone at a meeting will be culture-neutral. However, the reality is that culture is just as influential in the global virtual meeting as it is in a face to face meeting— perhaps even more. In virtual meetings, vital nuances are easily lost in conversation which can later lead to breakdowns in business relationships or even project failures.

Asian business etiquette for in-person meetings

It's the little things that Westerners do and say that seem to cause the biggest problems. And, usually, there's no idea a mistake was even made. And what's worse, Asians will rarely say what mistake was made. This leaves us bewildered, wondering what the “h” happened?”

Most know, that depending on the situation, its best to take off their shoes or to never point using your finger. However, some of the lesser known, but just as offensive blunders are commonly made. Many of them will be surprising, yet knowing what they are and how to avoid them is priceless.



Know the why

Knowing the correct Asian business etiquette gives a company a significant advantage. These courses go beyond the etiquette of exchanging business cards. It addresses the key differences between Western and Asian cultures. The immediate and practical benefits are that participants learn not just what or what not to do — but why. Knowing the whys behind each etiquette skill has added value beyond meetings. These are the etiquette skills that can and must be used to build relationships to succeed in Asia.

Each participant receives:

- **Don't Point!** A bird's eye view of the key cross-cultural differences between Asia and North America
- Asian business etiquette **cheat sheet**
- Virtual meeting **preparation checklist**
- Face to face meeting **preparation checklist**



Doug's "been there" credentials equip him with the practical know how to negotiate Asian business culture. He draws from proven and practical skills to answer the when, how and why questions about building business and relationships in one of the world's most challenging commercial climates.

Dr. Colleen Paxton Braun
R. Psych (clinical)

Culture eats strategy for breakfast
- Harvard Business Review

Online Etiquette Course

- 2 hours delivered online via Zoom or at your location
- Minimum 4 participants
- \$250 per person

In Person Etiquette Course

- 2 hours delivered online via Zoom or at your location
- Minimum 4 participants
- \$250 per person

Combined Etiquette Course

- 4 hours delivered online via Zoom or at your location
- Minimum 4 participants
- \$400 per person

About - Doug Hartley

Beginning in Japan at age 16, Doug has acquired years of residential and business experience in NE/SE Asia. He has held senior positions with Volvo Korea, Lotte Hotels and SOS Medical. His specific area of interest and expertise is in cross cultural training for Western business. Doug holds an MBA Intl. Bus. PBS

Call or email to schedule a course

(403) 891-4630

info@focusiamarketing.ca
www.focusiamarketing.ca