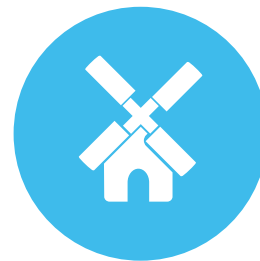
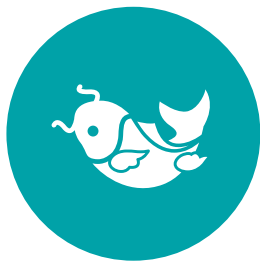




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# SINO-DUTCH CROSS CULTURAL COACHING MODULES

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## CHINAMOVES AND CHINA ACCESS PRESENT: SINO-DUTCH CROSS CULTURAL COACHING MODULES

Lilian Kranenburg of ChinaMoves and Lianne Baaij of China Access have proudly joined forces to address key communication hurdles between Chinese and Dutch nationals in eight cross culture coaching modules.

## CHINAMOVES与CHINA ACCESS为您奉上: 中荷跨文化辅导模块

来自ChinaMoves的黎涟 (Lilian Kranenburg) 与来自China Access的白莲 (Lianne Baaij) 强强联手, 打造出八个跨文化辅导模块, 旨在攻克中国人与荷兰人之间关键的交流障碍。



Lilian Kranenburg (left) 黎涟 (左边)  
Lianne Baaij (right) 白莲 (右边)

## WHY FOLLOW OUR INTERCULTURAL TRAINING COURSE?

So much time is often wasted on matters concerning misunderstandings in communication, especially in a multi-cultural environment. Indeed, Chinese and Dutch nationals working alongside each other can experience hindrances in communication, both in the office and on the work floor. Many misunderstandings can be dealt with however.

Learning how aptly to navigate unfamiliar cultural business customs, etiquette and protocol will contribute to creating a pleasant multi-cultural work environment, building respectful relationships and successful business deals. A smart investment that will go a long way! See table on page 5 which modules fit your specifications.

## 为什么参加上我们的跨文化培训课？

沟通误解方面的问题通常会让人们浪费很多时间，尤其是在跨文化环境中。诚然，不论是在办公室还是车间里，中国人与荷兰人在合作共事时，会碰到很多沟通障碍。然而，这些误解大多都是可以避免的。

学习如何在陌生文化背景中游刃有余地驾驭商业习俗、礼仪及礼节，将有助于营造愉快的跨文化工作环境、建立相互尊重的关系并成功达成商业交易。我们的培训课在这方面将大有帮助！敬请查阅第五页的表格了解最适合您要求的模块。

## WHO SHOULD APPLY FOR THE FOLLOWING TRAINING SESSIONS?

- Managers ranking in middle to senior positions who work in a culturally mixed environment
- Chinese employees/ business partners of Dutch manufacturers
- Dutch employees of businesses with factories and offices in China
- Business training institutes

## 哪些人适合参加跨文化培训课？

- 在跨文化环境中工作的中高层经理人
- 荷兰制造商的中国雇员/商业合作伙伴
- 在中国设有厂房和办事处的荷兰企业员工
- 商业培训机构



**HAVE A LOOK IN THIS TABLE TO CHECK WHICH MODULES APPLY TO YOU:**

**请查看下表，了解哪些课程模块适合您：**

	1	2	3	4	5	6	7	8
<b>Chinese expat (going to the Netherlands)</b> 中国侨民 (即将派驻荷兰)	●	●	●	●				
<b>Dutch expat (going to China)</b> 荷兰侨民 (即将派驻中国)	●				●	●	●	●
<b>Chinese employee/business partner (working for/with Dutch colleagues)</b> 中国雇员/商业合作伙伴 (效力于荷兰同事/与荷兰同事共事)	●	●	●					
<b>Dutch employee/business partner working with Chinese colleagues)</b> 荷兰雇员/商业合作伙伴 (与中国同事共事)	●				●	●	●	●
<b>Dutch trainers</b> 荷兰培训师								●

## CROSS CULTURE TRAINING KIT

### Module 1. Cross Culture Training Kit for Chinese and Dutch colleagues (half day)

Discover which elements of culture you find odd, disturbing or attractive in the other and work towards creating common goals and principles. This interactive training

- gives the framework of cultural backgrounds, historic influences and business ethics
- provides practical methods in enhancing mutual understanding
- facilitates in group discussions
- is a quick way to reach mutual respect for each other's cultural triggers
- supports the development of reaching mutual working principles

## 跨文化培训课组件

### 模块1. 中荷同事跨文化培训课组件（半天）

帮助学员探索对方身上奇怪、恼人或者有魅力的文化元素，努力创造共同的目标和原则。这套互动式培训课程

- 列出了文化背景、历史因素和商业道德的框架
- 提供增强互相理解的实用方法
- 协助小组讨论
- 可快速实现互相尊重文化触发点
- 帮助双方达成共同的工作原则



## TRAINING KIT FOR CHINESE NATIONALS

### Module 2. Working with Dutch colleagues in a business setting (half day)

Develop awareness of Dutch business culture and its background in order to improve effective engagement with Dutch colleagues. This module

- assists Chinese nationals to dig through the first layers of typical Dutch actions and manners, Dutch etiquette and protocol on the work floor
- aims at understanding the origins of the 'Dutch way of thinking'
- provides practical tools on how to recognise and deal with a Dutch boss and/or business partner
- explains where and why differences between Chinese and Dutch thinking exists
- is essential in building effective means of mutual communication

## 为中国国民开发的培训课程组件

### 模块2. 在商务环境下与荷兰同事共事（半天）

培养对荷兰商业文化及其背景的意识，从而进一步提高与荷兰同事的沟通效率。本模块

- 有助于中国人初步挖掘工作场合典型的荷兰式行为方式、荷兰礼仪礼节
- 旨在理解“荷兰人思维方式”的起源
- 提供关于如何识别荷兰老板和/或商业伙伴并与之交往的实用工具
- 说明中荷两国国民思维方式之间存在哪些区别及其产生的原因
- 传授了双方构建有效的沟通方式的基本知识



## TRAINING KIT FOR CHINESE NATIONALS

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### Module 3. Developing business skills appropriate for the Dutch business environment (half day)

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Get to grips with some of the management and communication tools that are used in Dutch business practices in order to understand and implement them. This module

- compares Chinese and Dutch management and communication styles and skills
- helps to improve your communication, negotiation and influencing skills when dealing with Dutch nationals
- provides do's and don'ts, tips and tricks
- uses role play to showcase proper use of learned skills
- is crucial when dealing with Dutch suppliers, clients, colleagues and business partners, both in China and in the Netherlands

## 为中国国民开发的培训课程组件

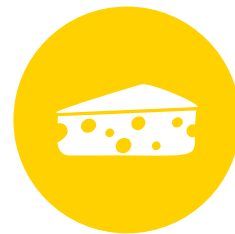
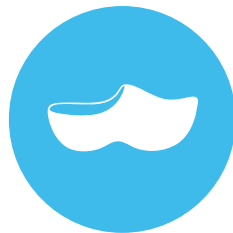
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### 模块3. 培养适合荷兰商业环境的商业技巧 (半天)

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掌握荷兰商业实务中使用的部分管理和沟通工具，从而理解并实施它们。本模块

- 比较中国人与荷兰人在管理和沟通方面的风格和技巧
- 有助于改善您与荷兰人沟通、谈判的能力以及说服他们的能力
- 提供行为规范，要点和技巧
- 运用角色扮演来演示正确使用所学技能的方法
- 传授了在中国及荷兰两地与荷兰供应商、客户、同事及商业合作伙伴交往的重要知识





## TRAINING KIT FOR CHINESE NATIONALS

### Module 4. Chinese Expat Training (full day)

Moving to The Netherlands will mean you'll come across a variety of typical Dutch institutions that are not necessarily easy to understand when you first enter the country. In this training we'll prepare you for

- the country: an overview of the economic and political systems
- the people: an introduction to the structure of society and its members plus an insight into the Dutch character, values and mores
- language: learn a few basics to ease into Dutch culture
- practicalities: Dutch tax system, Social Security, School system – how and where to find international or Chinese schools for your child, Public Transport, Shopping: what you can expect to buy in supermarkets and shops and where they differ from Chinese equivalents
- leisure: find out how and where you can relax and enjoy the Dutch environment
- social etiquette
- Dutch neighbours: what they would expect of you

## 为中国国民开发的培训课程组件

### 模块4. 中国侨民的培训（全天）

移居荷兰之后，您会遇到形形色色的典型荷兰习俗，这些对于初来乍到的外国人而言并不那么容易理解。在本培训模块中，我们将帮助您为以下各方面做好准备：

- 荷兰这个国家：介绍经济和政治体制概况
- 荷兰人：介绍荷兰社会结构及社会成员，帮助了解荷兰人的性格、价值观等
- 荷兰语：学习一些基本用语，轻松融入荷兰文化
- 日常事务：荷兰税制，社会保障，学制——如何以及从哪里为您的孩子寻找国际或中文学校，公共交通，购物：在超市和商店能买到什么，以及与中国超市和商店的区别
- 休闲：找到享受荷兰生活的休闲好去处
- 社交礼仪
- 荷兰邻居：他们对你的期待



## TRAINING KIT FOR DUTCH NATIONALS

### Module 5. Working with Chinese colleagues (half day)

Learn how best to cooperate, manage and develop solid business relationships within your company. This training module

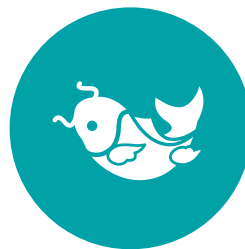
- explains Chinese codes of conduct and behaviour
- provides a tool kit to help motivate and activate Chinese employees
- offers an insight into how your leadership/guidance is best accepted
- discusses how conflicts can be managed appropriately, plus do's and don'ts to be considered

## 荷兰国民的培训课程组件

### 模块5. 与中国同事共事（半天）

学习如何在您的公司里实现最佳的合作、管理，并建立坚实的商业合作关系。本培训模块

- 说明了中国人的行为准则
- 提供一组工具包，帮助激励中国员工，提高其积极性
- 引导您了解如何让自己的领导力/指导得到中国员工的高度认同
- 讨论如何正确管理冲突，以及要考虑的行为规范



## TRAINING KIT FOR DUTCH NATIONALS

### Module 6. Communicating and negotiating with Chinese nationals (half day)

Learn how to adapt your communication style to reach your Chinese listener and improve negotiation skills. You will

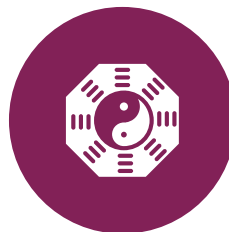
- learn about the influence of languages
- come to realise the effects of implicit and explicit communication styles,
- learn about the role of verbal and non-verbal communication
- understand the role of face in social and business environments, including do's and don'ts
- learn about effective negotiation tactics and strategies
- get a feel for appropriate table talk: which topics to address and which ones should be avoided
- learn what makes an appealing speech for your Chinese audience

## 荷兰国民的培训课程组件

### 模块6. 与中国人沟通与谈判（半天）

学习如何为打动您的中国听众而调整沟通风格并提高谈判技巧。方法是：

- 了解语言的影响
- 体会显式和隐式沟通的效果
- 了解语言与非语言交际的作用
- 明白社交和商务环境中表情的作用，行为规范
- 了解有效谈判战略和策略
- 席间谈话：什么话题可以谈，什么话题应避免
- 了解如何讲话才能打动您的中国听众



## TRAINING KIT FOR DUTCH NATIONALS

### Module 7. Soft Landing in China for Expats (half day)

To ensure you are well equipped to join forces with your Chinese team, but also to prepare your spouse and/or family about life in China, our soft landing module will provide ample information of what can be expected about work and life in China.

In this training we will prepare you for

- the country: an overview of the economic and political systems
- the people: an introduction to the structure of society and its members plus an insight into the Chinese character, values and mores
- language: learn a few basics to ease into Chinese culture
- practicalities: School system – how and where to find international schools for your child; public transport; shopping and leisure
- social etiquette
- Chinese neighbours: what they would expect of you
- dealing with personnel

## 荷兰国民的培训课程组件

### 模块7. 荷兰侨民在中国的软着陆（半天）

为了确保您已经为加入您的中国团队做好充分准备，同时也为了帮助您的配偶及/或家人为中国的生活做好准备，我们的“软着陆”课程模块将提供充沛的信息，讲解中国工作和生活中可能遇到的情况。在本培训模块中，我们将帮助您为以下各方面做好准备：

- 中国这个国家：介绍经济与政治制度概况
- 中国人：介绍中国社会结构及社会成员，帮助了解中国人的性格、价值观等
- 中文：学习一些基本用语，轻松融入中国文化
- 日常事务：学制——如何以及从哪里为您的孩子寻找国际或中文学校，公共交通，购物和休闲
- 社交礼仪
- 中国邻居：他们对你的期待
- 人际关系处理



## TRAINING KIT FOR DUTCH NATIONALS

### Module 8. Training the Dutch trainer

Selling complicated non-Chinese equipment to Chinese clients requires meticulous and clear training in order to ensure products are maintained and serviced properly. But due to language and cultural barriers, occasionally, mutual misunderstanding can hamper technical and maintenance instructors to educate their Chinese customers or staff effectively.

In this module Dutch trainers are taught how they can adapt their training to fit Chinese workers' educational background using different didactic methods and tailored approaches.

- Insight in the education system
- Expectations towards the role of the teacher
- Understanding how Chinese perceive and digest information
- Chinese learning methods
- Chinese testing methods
- Stimulating interactive conditions and discussion

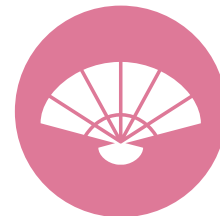
## 荷兰国民的培训课程组件

### 模块8. 培训荷兰培训师

向中国客户销售非中国产的设备，需要经受细致而明确的培训，才能确保产品得到正确的维护和保养。但是由于语言文化的障碍，双方的误解不时会妨碍技术和维修讲师对中国客户或员工进行有效培训。

在本模块中，荷兰培训师将学会如何根据中国员工的教育背景，运用不同方法和度身定制的手段调整培训工作。

- 深入了解教育制度
- 对教师角色的期望
- 了解中国人理解和消化信息的方法
- 中国人的学习方法
- 中国式考试方法
- 模拟互动场景并讨论



## COSTS IN RMB

- The tailored modules incorporate two trainers and are applicable to 1-4 participants.
- Typically one half-day module costs RMB 9,500. Full-day trainings cost RMB 18,500.
- It is also possible to combine three modules into a full-day training to your liking.
- Additional participants cost 2,000RMB per person.
- Fees do not include venue, local subsistence and domestic travel expenses in China.



## 学费

- 这些定制的课程模块由两位培训师主讲，适用于1到4名学员。
- 一般一套半天的模块收费9,500元人民币。全天的培训课程则收费18,500人民币。
- 您也可根据自己的喜好将三个模块合并到一次全天的培训中。
- 每增加一名学员，学费增加2,000人民币。
- 学费不含中国场地费、本地膳食津贴和国内差旅费。



## TRAINERS

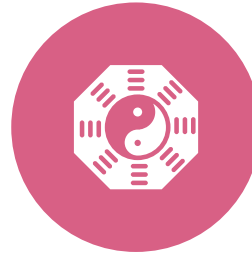
Lilian Kranenburg and Lianne Baaij are both Dutch nationals and sinologists and have ample experience in giving intercultural trainings to business professionals in the Netherlands and China. Their goal is to train participants to manage intercultural expectations so as to become effective communicators in an intercultural (working) environment.



## 培训师简介

黎涟与白莲都是荷兰籍汉学家，在中荷两地为商务专业人士提供跨文化培训，有着丰富的培训经验。

他们的目标是训练学员管理跨文化期望，从而在跨文化（工作）环境中成为有效的沟通者。



## ABOUT LILIAN KRANENBURG

Lilian Kranenburg has an MA in Sinology from Leiden University (1986). She is a communications consultant and business culture trainer. Key motivating actor behind setting up ChinaMoves (2008) is to bring nuance in thinking among Western audiences about China's position in the world today.

ChinaMoves identifies and analyses communication hurdles between Western and Chinese clients and helps to solve them. Lilian's work focuses on preparing and counselling clients with the development of their entrepreneurial activities in China through business culture trainings. She has been a regular visitor to China from 1983 and has enjoyed navigating between both cultures ever since.

## 黎涟简介

于1986年毕业于莱顿大学，获得汉学硕士学位，是一名沟通顾问兼商业文化培训师。2008年，建立了ChinaMoves，主要目的启发西方受众对中国在当今世界的地位进行细微思考。

ChinaMoves识别并分析中西方客户之间的沟通障碍，帮助他们加以解决。黎涟的工作重心在于为客户提供咨询服务，通过商业文化培训帮助他们为在华创业经商做好准备。她从1983年起一直经常访华，至今已在两种文化之间游刃有余。





## ABOUT LIANNE BAAIJ

Lianne Baaij has a BA in Chinese Language from Maastricht University of Applied Sciences (1991) and an MA in Sinology from Leiden University (1994). She is a sworn interpreter-translator Mandarin and a certified trainer. Lianne has followed many different paths to master working with Chinese people.

She worked in positions like area manager China in a trading firm, translator and trainer at a communication agency and sales manager with a Chinese airline. During her career Lianne has developed her intercultural skills of doing business with Chinese nationals and she is a fluent Mandarin speaker. In 2004 she started China Access, a professional translation and training agency, with a wide portfolio of satisfied customers.

## 白莲简介

白莲于1991年毕业于马斯特里赫特应用科学大学，获得中文学士学位，并于1994年获莱顿大学汉学硕士学位，同时她还是经宣誓的普通话口译/笔译员，是经认证的培训师。在她的职业生涯中，白莲曾通过多种不同途径掌握与中国人共事的技巧。

通过担任贸易公司的中国区经理、公关公司翻译及培训师以及中国航空公司的销售经理，她培养出与中国人做生意的跨文化沟通能力，并让自己的中文水平更上一层楼。2004年她创立了China Access，一家专业的翻译及培训公司，拥有广泛的客户群，深获客户好评。



## CONTACT INFORMATION 联系方式

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### ChinaMoves

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Mob 手机 +31 (0)6 22 11 54 86

E-mail 电子邮箱 [lilian@chinamoves.com](mailto:lilian@chinamoves.com)

Website 网址 [www.chinamoves.com/crossculturalcoaching](http://www.chinamoves.com/crossculturalcoaching)

ChinaMoves 

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### China Access

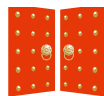
Lianne Baaij 白莲

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E-mail 电子邮箱 [info@china-access.nl](mailto:info@china-access.nl)

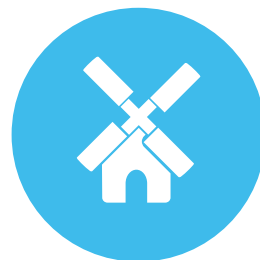
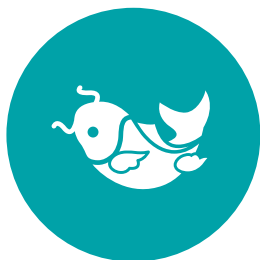
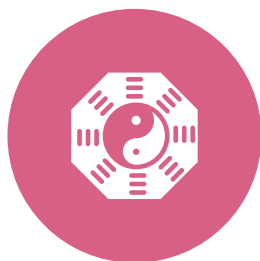
Website 网址 [www.china-access.nl/nl/trainen/cross-cultural-coaching](http://www.china-access.nl/nl/trainen/cross-cultural-coaching)



China Access

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ChinaMoves 中速

 China Access