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## DR MONI LAI STORZ

During the 20 years that she has been teaching and training, Dr Storz has gained extensive research experience in Asia, Australia and the USA. She has drawn on this to design and develop programs in Australia and overseas for both the private and public sectors. As an education and management consultant to industry and government bodies, Dr Storz specialises in accelerative learning, cross-cultural communications and Asian business cultures.

She pioneered the programs on culture awareness and cross-cultural communication skills for people participating in the Export Development Programs organised by Monash University's Centre for International Business on behalf of several state and federal bodies in 1987.

Dr Storz is a principal consultant of **Global Business Strategies. GBS** helps companies bridge the cultural gap in order to capitalise on the shift in world economies. **GBS** offers a variety of executive training programs in Asian business cultures and cross-cultural communication skills including accelerative learning workshops in Chinese Mandarin and Cantonese. It also provides a briefing service for individuals who require cross-cultural communication skills for Asia.

Dr Storz is the author of *Mind Body Power: The Self Help Book on Accelerated Learning*, Times Books International, 1989. Reprinted 1990 & 1993, and *Switch on Your Mind: Accelerative Learning Strategies At Work*, published by Allen & Unwin, 1997. Her latest publication is *Dancing with Dragons: Chopsticks People Revealed for Global Business*.

Dr Storz writes fiction and poetry as a hobby. Her first novel was *Notes to My Sisters*, published by Times Books International, Singapore 1993. Her collection of poems, *Artworks of the Soul* was released in Australia in 1997. Her most recent novel is *The Yin Yang of Loving*, which explores eastern and western notions of love and relationships. Her play *Our Man in Beijing*, an inter-cultural and bi-lingual comedy was premiered in 1999.

Dr Moni Lai Storz is truly a global personality. She was born in Asia, educated in Australia and now commutes worldwide for her multi-faceted profession that includes research, writing and consulting/training.

### WORKSHOPS

**"Understanding the NEW business Cultures of Asia"** is a unique seminar that offers you an opportunity to increase your chances of success when dealing with Asian people all over the world. It aims to give you deeper insight and understanding of Asian people and their business and social relationships. The seminar emphasises the deep-seated values and beliefs of these cultures rather than providing a list of ambiguous "do's and don'ts".

International speaker and world leading expert in this area, Dr Moni Lai Storz, will be your seminar presenter. Her seminars are practical, fascinating and above all, instructive. In this seminar, she reveals step-by-step how to do business with Asian people that will bring about more effective results.

Over 1,000 executives from leading organisations in Australia have attended this extremely popular seminar in the past 8 years.

Dr. Moni Lai Storz will be your workshop leader in this course. Dr Storz, born in Malaysia of Chinese parents, and educated in Australia is uniquely equipped to train Australian business people about cross-cultural competencies. Dr Storz is an associate of the Mount Eliza Business School, Melbourne.

She has over twenty years experience as a lecturer, public speaker, management trainer and consultant. Her list of many clients include BHP, Dow Chemicals, Kodak Asia-Pacific, Pacific Dunlop, Orica, EDS Australia, Rohm & Haas, Hewlet Pacard, Mt Eliza Business School, Singapore Broadcasting, Shell Malaysia and Hyundai Malaysia.

She was the principal consultant on cultural awareness and cross-cultural communication skills for people participating in the Export Development Programs organised by Monash University's Centre for International Business.

### **RATIONALE**

With Asia's current economic rate of expansion, there is little doubt that Australian businesses regard this region as a priority. When planning or doing business in Asia, the 'culture factor' is crucial for success. Asia consists of many and varied cultures and unless the right preparation is done, efforts can go totally unrewarded.

The '**Hands**' cultures of Asia include India, Malaysia, Indonesia, Thailand, Burma, Sri Lanka, Pakistan and Brunei. An enduring trait of these people is their use of the right hand to eat while their left hand is considered 'unclean'. Doing business with these people requires and understanding of their deep spiritual beliefs.

The '**Chopsticks**' cultures of Asia include Vietnam, Japan, Korea, Taiwan, Hong Kong, Singapore, China and the Chinese overseas who form the powerful economics of Asia. An enduring cultural trait of these people is their use of chopsticks and their adherence to the Confucianistic ethics of business.

### **CONCEPTUAL FRAMEWORK**

- ◆ What is Culture?
- ◆ The Four Forces of Behaviour
- ◆ The Cross-culture Encounter

### **VALUES AND BELIEFS**

- ◆ Religious Beliefs and Implications
- ◆ Philosophies affecting Business
- ◆ The Inner Circle

### **DOS AND DON'TS**

- ◆ Business Etiquette
- ◆ Social Etiquette
- ◆ Sensitivities and Stereotypes

### **CROSS-CULTURAL COMMUNICATIONS**

- ◆ Learning to Read Silences
- ◆ How Do We Sound to Them?
- ◆ How Do Asians Perceive you?
- ◆ Critical Incidents

### **BUSINESS AND MANAGEMENT STYLES**

- ◆ Developing Business Relationships

- ◆ Negotiate to Succeed
- ◆ Joint Ventures and Strategic Alliances
- ◆ Managing Asian Teams

#### **STRATEGIES FOR SUCCESS**

- ◆ Culturegrams of the Asian Nations
- ◆ Developing an Approach
- ◆ Case studies of Success and Failure