

# the winning strategies of Working with Japanese



with : **Lily Lau**  
Guru of Culture Dynamics



## Using Directive Communication™ Psychology to Gain Competitive Edge

What do Japanese want in their business partners? What is it that makes them want to do business with others and NOT with you? Do you REALLY need to speak Japanese to work with them?

### Lily C.L. Lau – GURU of Culture Dynamics

Recognized as one of the leading cross & multi-cultural speaker and trainer in Asia. With 18 years of consulting experience in giving advice to Japanese, she facilitates multicultural work settings between Japanese & Malaysians in managing and bridging gaps between the two cultures. Her training methods are a combination of established Japanese practices of breaking barriers, cultivating trust and creating synergies across cultures and environment to sustain the dynamics of teamwork and collaboration. She has completed numerous assignments among clients in Malaysia, Singapore, Dubai, China, Thailand & Indonesia.



**GURU of Culture Dynamics**

"Creating Synergies Across Cultures in Organisations"

## Overview

We often hear the many challenges faced by business persons in penetrating the Japanese market. Those who have been working with the Japanese have also identified some areas of difficulties in understanding and communicating with them. What's the secret? Is there any special formula? What are some hidden obstacles that we are not aware of? How can we read key messages that are not so often made explicit?

This workshop is designed for businesses persons and individuals who are in local companies, and are interested to learn the winning strategies in dealing with Japanese. Discover some of these methods which can be used to break barriers, cultivate trust and create synergies to gain a competitive edge.

## Objectives & Outcome

**A successful participant of this course will be able to:**

- Understand how Japanese think and act to win in business in order to gain competitive edge.
- Communicate understanding effectively and overcome cultural misunderstanding and miscommunication.
- Build trust and long lasting relationships with Japanese.
- Discover the do's and don'ts of Japanese business manners, Japanese communication, Malaysian killer words, what not to say and do.
- Discover your own brain processing style and how it can be used to influence results.
- Acquire strategies to break barriers, manage differences and create synergy for maximum benefits.

### Who Should Attend:

Managers, senior and middle management, supervisors, executives working in Japanese companies.

Business owners, individuals, entrepreneurs, SMEs, anyone who have business relationships or want to develop Japanese businesses.

### DAY ONE

- The East vs West Approach**
  - Discover the Delights, Puzzles & Irritations
  - What are the differences in the approach?
  - Understanding Culture
  - Discover the 8 sets of Cultural Dimension and the differences
  - Discover your own Cultural Dimension and how to apply to your benefits
- Introduction to Directive Communication™ Psychology**
  - Break your colored glasses syndrome and why you see only differences
  - Learn the principles of color brain processors and how your brains process information genetically
  - Discover your Colored Brain Communication type, strengths & weaknesses and how to capitalize on the strength through leveraging

### DAY TWO

- Japanese business manners & communication – Key Do's and Don'ts**
- The Winning Strategies to influence results**
  - How to negotiate successfully
  - How to boost sales to Japanese customers
  - Malaysians Killer Words...what not to say, what not to do
  - Application of Color Brain Dynamics to influence for competitive advantage
- Differences in management practices**
  - Case studies
  - Issues and managing differences in working with Japanese



register@directivecommunication.com - www.directivecommunication.com



# Registration Form – 2 BREAKTHROUGH DAYS on

## THE WINNING STRATEGIES OF WORKING WITH JAPANESE

For registration, kindly fill in the following form and return it via fax: (62-361)981654

or email: [register@directivecommunication.com](mailto:register@directivecommunication.com)  
or mail to Villa de Carmazzi, Lod Tunduh, Ubud, Bali  
Website : [www.carmazzi.net](http://www.carmazzi.net)

[www.directivecommunication.com](http://www.directivecommunication.com)

Company : \_\_\_\_\_  
Address : \_\_\_\_\_

Contact person : \_\_\_\_\_  
Tel : \_\_\_\_\_ Fax : \_\_\_\_\_

### Participants' details :

1. Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
H/P No. : \_\_\_\_\_  
2. Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
H/P No. : \_\_\_\_\_  
3. Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
H/P No. : \_\_\_\_\_

### Conference Details:

This course will be conducted for 2 days as follows:

City / Country : \_\_\_\_\_  
Date of Training : \_\_\_\_\_  
Time : 9.00am ~ 5.00pm

### Price:

US \$ 1,280.00

**Group Discount:** Enjoy a group discount of 10% for 3 or more delegates registered at the same time from the same organisation and with the same billing source

### Target participants:

Managers, senior and middle management, supervisors, executives working in Japanese companies.  
Business owners, individuals, entrepreneurs, SMEs, anyone who have business relationships or want to develop Japanese businesses.

### Package includes:

- a) Colored Brain Communication Cards
- b) CBCI assessment booklet
- c) Hard cover binder manual

### Methods of Payment

- For Singapore or Bank Draft made payable to Directive Communication (Asia) at:  
DBS Bank Singapore DIRECTIVE COMMUNICATION INTERNATIONAL (ASIA) PTE LTD  
ACCOUNT NUMBER : 048-901089-4 SGD  
SWIFT CODE : DBSSSGSG  
Mail payment together with this registration to  
9 Shenton Way, #04-01 Singapore 068813

**Cancellation of registration** must be made in writing via fax or e-mail at least two weeks (10 working days) in advance in order to qualify for a refund. However, a 30% will be levied to cover administration costs. The Company reserves the right to change the venue or postpone the course due to unforeseen circumstances.

For further inquiries, please contact at (62-361)977 536 or email [register@directivecommunication.com](mailto:register@directivecommunication.com)

\_\_\_\_\_  
(Authorized Signature)

\_\_\_\_\_  
(Company Chop)

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Date : \_\_\_\_\_

