



## Eastern-Western Culture Difference over Domestic and Oversea International Competitiveness (IC)

While international competition has become domestic everyday, more and more businesses want to expand overseas market. However, many of them have paid big prices since they cannot compete, or manage overseas businesses. Culture differences not only affect communication, but also personal growth, management, custom care and macro legal-economical environment. At overseas, a foreigner may need to score 120 or above for the same project that a local person only needs 80-90 due to local xenophobia and discrimination. Without international competitiveness, businesses cannot swing efficiently in global market. It usually takes 2 generations to overcome the culture differences, With different tools, The Prince Synergy enables its clients learn much more, faster, and do better.

<b>Other Firms</b> (including Stanford)	<b>Etiquette &amp; Communication</b>			
<b>The Prince Synergy</b>	Included <b>+Personal development</b> <b>+personal charm</b> (oversea)	<b>Management</b> Impacts of cultural differences over management	<b>Customer Service</b> Impacts of cultural differences over customer service	<b>Macro Environment</b> Impacts of Law, culture & society over international competitiveness

### BENEFIT:

- I Understand the root differences in Eastern-Western culture;
- I Defense, cooperate and compete with global competitors efficiently (Domestic);
- I Know local risks and resources better than natives, and take care of overseas businesses (Overseas);
- I Enable employees from different cultures to work as team members, and unleash potential within.

### SERVICES:

#### 1. International Competitiveness Assessment

This is to assess participants' background, status and understanding of IC to develop efficient learning and practice.

#### 2. Executive 6Q Assessment

This is to evaluate weaknesses in personal executive competitiveness to enable individuals to carry more challenges. (Approximately 15+30min multiple-choice examinations, usually followed up with an assessment phone call)

#### 1. Eastern-Western Culture Differences over International Cooperation and Defense (Domestic)

#### 2. Get into US/China Main Stream, Take Care of Overseas Business (Overseas)

(5-10day hands-on training with presentation, case studies & practices, content see the comparison above)

#### One-on-One Consultation

Target individual's hard issues or needs precisely.

**Follow up:** Execution and new issues.

### ABOUT THE PRINCE SYNERGY

The Prince Synergy ([www.ThePrinceSynergy.com](http://www.ThePrinceSynergy.com)) is a consulting and coaching institution from Los Angeles, focusing on Competitiveness and Top Talent Management, whose mission is to help businesses and talents become/remain leaders in their field in the world, whose services are the integration of Medicine, Business and Law. The Prince Synergy beats Harvard in human capital optimization, has been fortunate to receive enormous press from Forbes and listed as a top expert in change management for CEOs. For more info, please contact us.



## 中西文化差异与 本土、海外国际竞争力 (IC)

在国际竞争越来越本土化的同时，越来越多的企业希望扩张海外市场。然而，不少企业因为无法有效竞争，或海外企业管理不当，而损失惨重。文化差异不仅影响礼仪、沟通，更影响个人发展、日常管理、客户服务、宏观经济、法律环境。对国际竞争力的影响。另外，因为当地的排外和歧视，一个当地人只需要 80—90 分的项目，外国人可能需要 120 分以上。缺乏国际竞争力，企业将难以融会贯通、游刃有余。常规学习可能要二代时间，运用不同工具，王者公司学习得更多、更快，干得更好。

其他咨询 机构(包括斯坦福 Stanford)	礼仪沟通 中西文化差异对 礼仪、沟通的影响			
王者公司 The Prince Synergy	包括 加个人发展 加个人魅力(海外)	日常管理 中西文化差异对 日常管理的影响	客户服务 中西文化差异对 客户服务的影响	宏观环境 经济、法律环境对国际 竞争力的影响

### 收获:

- \* 了解中西文化差异及根源;
- \* 更好地竞争、合作、防御(本土);
- \* 比当地人更了解当地的资源和风险, 管好海外业务(海外);
- \* 让来自不同文化的员工投身团队, 充分发挥。

### 服务:

#### 1. 国际竞争软实力测评

这个测评用以了解参与者的背景、国际竞争力的状态、对国际竞争力的理解，以便设置有效的学习和操练。

#### 2. 高管 6Q 测评

动态、量化地捕捉个人竞争力的隐患，以便更好地面对国际竞争中众多的挑战。  
(大约 15+30 分钟多选题问卷，通常伴随一个随访电话)

#### 1. 中西文化差异对国际竞争、合作、防御的冲击(本土)

#### 2. 进入美国/中国主流社会，管好海外业务(海外)

(5-10 天培训，讲座+实战练习)

#### 一对一咨询

有的放矢地解决个人难题或需求。

随访: 执行情况和伴随问题。

### 关于王者 THE PRINCE SYNERGY

王者 ([www.theprincesynergy.com](http://www.theprincesynergy.com))来自洛杉矶，致力于竞争力、高端人才管理，帮助客户走向/保持行业领先、世界领先，其服务是医学、商业、法律的整合。王者在人力资本优化上超越哈佛大学，有幸受到《福布斯》等的频频登载，被列为帮助总裁应变管理的顶级专家。如需更多信息，请联系我们。