



# 36

## Chinese Strategies Workshop

**Leonie McKeon – China-Educated Strategist**

### **About the 36 Chinese Strategies**

The 36 Chinese Strategies are crucial to understanding how to conduct business with Chinese people. Most Chinese people know and unconsciously use these strategies to negotiate.

The 36 Chinese Strategies, derived from Sun Tzu's – The Art of War are based on ancient Chinese wisdoms, which encompass highly developed negotiation skills that have acquired a global reputation as being some of the most effective in the world.

### **What you will learn from attending this 36 Chinese Strategies Workshop**

- How to react when the 36 Chinese Strategies are used on you by Chinese business people
- How you can use the 36 Chinese Strategies when negotiating with Chinese people
- The practical use of the 36 Chinese Strategies
- A structure you can use for negotiating in any environment

#### **In this 36 Chinese Strategies Workshop you also learn about:**

- 'Face'
- 'Guanxi'
- When 'yes' really means 'no'
- The significance of Chinese hierarchy
- Pronunciation of unfamiliar Chinese names

### **The Location**

Sage Hotel Adelaide offers a special accommodation rate to 36 Chinese Strategies Workshop attendees.

### **Your Presenter**

Leonie McKeon is the author of the series *The Dao of Negotiation: The path between Eastern strategies and Western minds*.

Available at  
[www.leoniemckeeon.com/books.html](http://www.leoniemckeeon.com/books.html)



### **Workshop details**

|             |   |
|-------------|---|
| Date & Time | Thursday 1 <sup>st</sup> August 2019: 9am – 4pm   |
| Location    | Sage Hotel Adelaide, 208 South Terrace, Adelaide, SA  |
| Cost        | \$680.00 (inc. GST, Workbook, Lunch, Morning & Afternoon tea)   |
| To Register | Email: <a href="mailto:leonie@leoniemckeeon.com">leonie@leoniemckeeon.com</a> or call +61 414 441 760 |

  
*Leonie McKeon*

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

*Cancellation policy* Workshop fees are non-refundable on cancellation or withdrawal up to 5 working days prior to the commencement this workshop.

## About Leonie McKeon

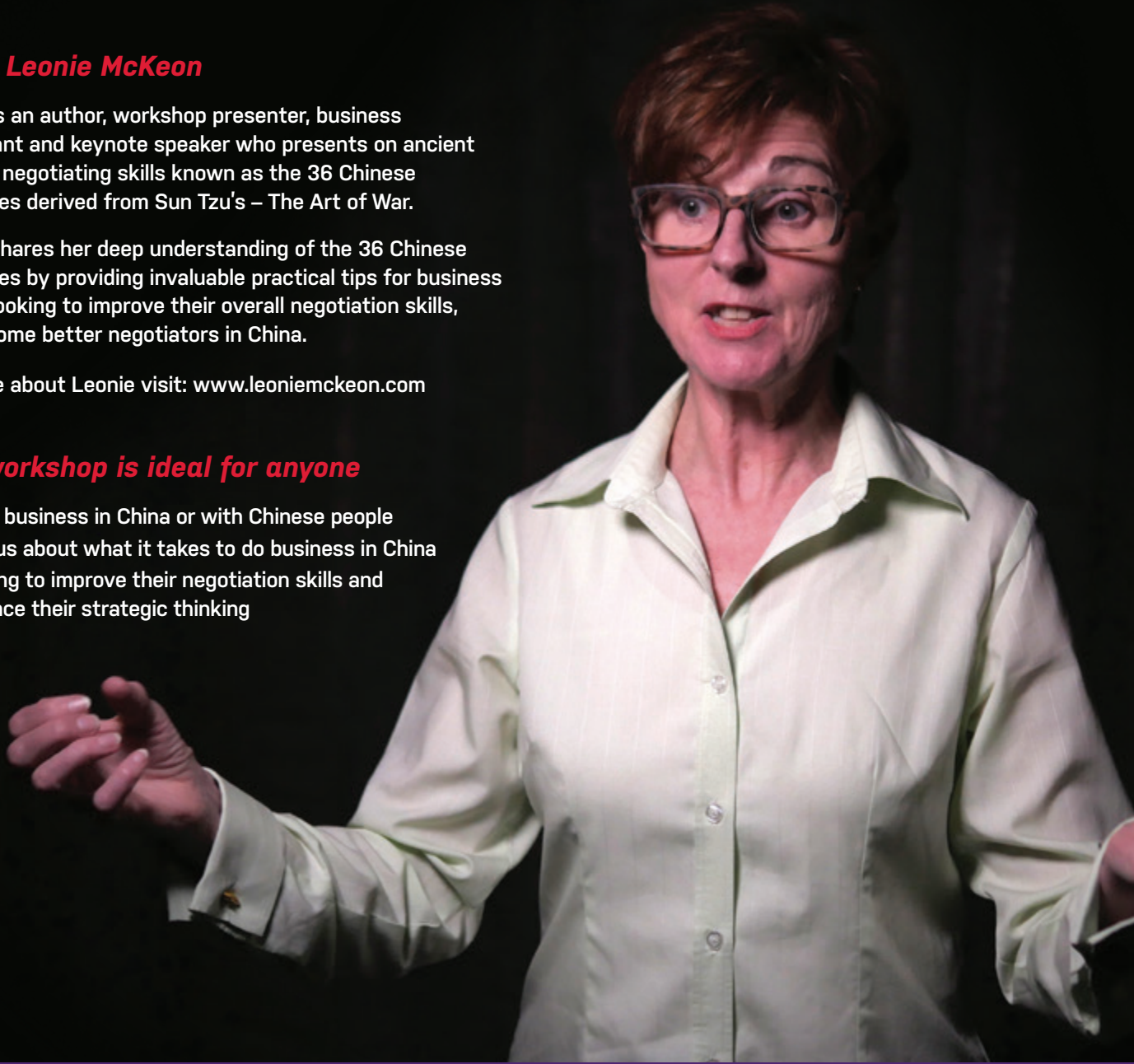
Leonie is an author, workshop presenter, business consultant and keynote speaker who presents on ancient Chinese negotiating skills known as the 36 Chinese Strategies derived from Sun Tzu's – The Art of War.

Leonie shares her deep understanding of the 36 Chinese Strategies by providing invaluable practical tips for business people looking to improve their overall negotiation skills, and become better negotiators in China.

For more about Leonie visit: [www.leoniemckeeon.com](http://www.leoniemckeeon.com)

## This workshop is ideal for anyone

- Doing business in China or with Chinese people
- Curious about what it takes to do business in China
- Wishing to improve their negotiation skills and enhance their strategic thinking



## What people say about Leonie...

### **WINES BY: GEOFF HARDY**

*I can't tell you how much you have given our family and me personally through your insights about the 36 Chinese Strategies. Understanding how the 36 Chinese Strategies are applied in Chinese business culture was the lightbulb moment which has led to such revenue growth, opportunities and personal growth. This has been one of the great, exciting professional and personal journeys and achievements of my life. Thanks again.*

**Richard Dolan, CEO,  
WINES BY: GEOFF HARDY**

### **Australian American Fulbright Commission.**

*Leonie's The Art of Negotiation – 36 Chinese Strategies derived from 'The Art of War' workshop delivered at the 'Australian Institute of Company Directors' challenged conventional thinking.*

**Peter de Cure, Chairman,  
Australian American  
Fulbright Commission**

### **HATCH, Western Australia**

*Leonie's 36 Chinese Strategies workshops are invaluable.*

*The workshops were eye-opening and had the right amount of humour and personal stories to keep our attention.*

**Denis Pesci, PDG Hub  
Director, Western Australia**

### **CPA Australia**

*I've had the privilege of hearing Leonie McKeon's insights into doing business in China through the '36 Chinese Strategies'.*

*What I found fascinating was that through bartering in marketplaces, the Chinese develop from an early age the skills and techniques they need to get a better deal.*

**Langdon Blight,  
General Manager SA,  
CPA Australia**