

Executive Chinese Language



Training your Team to Ride the Dragon

Created by

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It's training time, and the focus is Chinese for corporate China—a daunting task. It's not the 5,000 years of history, the vast culture or complicated writing system—no, most daunting is how to get you and your team's language skills from zero to proficiency with efficiency.

Options abound online, yet now the abundance is the complication. Which program to choose? Which one is best for corporate executive learners? Out of this virtual sea of resources, which ones are the best fit?

First off, let's be clear about the **primary corporate Chinese training objective**:

The acquisition of language skills and cultural awareness to effectively communicate and efficiently undertake work processes with cross-cultural counterparts.

Specifically, acquisition of these language skills:

- Writing and reading for translation and messaging via phone text, social networking and email
- Speaking and listening for in-person, video and conference call conversation...

...all of which need to be supplemented with other language skills (mainly pronunciation and vocabulary) and cultural awareness (the general and the corporate) ...

...that's the objective.

Traditionally, technical language skill and a bit of cultural awareness were deemed adequate for the success of cross-cultural correspondence. Within the social and cultural diversity of the corporate world, *effective use of language and culture is diminished if not accompanied by other skills and qualities*—soft skills, like communication, and qualities like professionalism.

Soft skills and professionalism are what I call *humanistic* skills, and they are *integral to corporate language training*.

My program **EXECUTIVE CHINESE LANGUAGE: TRAINING YOUR TEAM TO RIDE THE DRAGON** trains technical language skills and cultural understanding while seamlessly enhancing humanistic skills. This technical-humanistic approach comprehensively prepares corporate executives for the diversity of cross-cultural correspondence with China.

This comprehensive approach bears extra training results as well. Technical skill can get corporate learners certified in internationally recognized Chinese proficiency. Humanistic skill provides the professional foundation for effective cross-cultural collaboration *with any country*, not just China. For professional training needs, that's *less stones, more birds*.

Extra time is not needed either. **EXECUTIVE CHINESE LANGUAGE** is specially designed to be effective *and* efficient for busy full-on corporate execs and teams. Through **TRAINING YOUR TEAM TO RIDE THE DRAGON**, *learners can reach corporate Chinese proficiency in two years or less*.

This is possible in my program for two reasons:

1. A combined use of effective online resources & tried, tested and efficient learning methods.
2. A combined use of humanistic coursework & experienced coaching, that motivate and guide learners to proceed smoothly through the online adult learning process...

...and all organized into a structured curriculum tailor-designed for corporate executives.

EXECUTIVE CHINESE LANGUAGE is specially designed to be efficient and effective for busy full-on corporate execs and teams.

Like young learners, adults face new subjects and skills with inexperience, unfamiliarity and confusion. Yet, that is all done amidst the constant flux of responsibilities and events of a full adult life! This presents unique challenges to the adult learning process and success of professional language training...challenges that can waste precious time, energy and money.

Thus, this program includes **experienced coaching**. Through coaching switchbacks up the mountain of learning are quickly cleared away, learning curves shortened and trial and error setbacks eliminated—while learner motivation and focus are maintained.

Executive Chinese Language: Training your Team to Ride the Dragon is a multi-faceted online Chinese language training program.

- It trains general and corporate language skill proficiency and cultural understanding.
- It does this expeditiously with online resources, efficient learning methods and coaching.

Yet it's benefits liberally spill over...

- into soft skill development,
- into acquiring Chinese language proficiency certification,
- into cross-cultural professionalism enhanced for China, and any country in the world...

Executive Chinese Language *does more, effectively and efficiently.*



What We Teach

- Essential Mandarin Chinese Language Skills and Culture
- Corporate Mandarin Chinese Language Skills and Culture
- Humanistic Professionalism
- Structured Academic Curriculum

EXECUTIVE CHINESE LEARNING: TRAINING YOUR TEAM TO RIDE THE DRAGON prepares trainees to effectively interact with Chinese corporate counterparts in a general, technical and highly professional manner.

This two-year program forges a foundation of essential language skills and cultural understanding upon which solid pillars of proficiency in corporate language and culture are built. Stylizing this structure is language learning content fused with humanistic principles—which in turn enhance soft skills and business professionalism. Additionally, language proficiency levels rise along the ladder of the standardized proficiency test called the **HSK**.

Essential Mandarin Chinese Language Skills and Culture

- Chinese Pronunciation and Tones
- The System of Romanization, called *Pinyin*
- Listening Comprehension
- Speaking, Reading and Keyboard Writing

These are the basic skills forged soundly in Year 1.

Over the years, I have met many expats living in China long-term. Too many were either not cognizant, or were uncaring, of the basic mistakes they were making in their speaking, and it always left a bad taste in my mouth. Some will debate just how good, for example, pronunciation needs to be. For the corporate world though, those debates are insignificant. In cross-cultural professional dialogue, pronunciation is the freshly ironed business-suit of language. It makes the first impression...it quickly generates presence...*and as good pronunciation shows respect, it engenders it in turn.*

Mastering basic skills allows for their tactful, decisive and deliberate use, key for communication, collaboration as well as leadership. In crucial stress-test work situations, rock solid basics allow for high-quality performance—otherwise known as being *clutch*.

*Truly,
the basics are
never left behind.*

Let's take a peek at **EXECUTIVE CHINESE LEARNING's** Year 1 course curriculum:

Year 1 Curriculum	
Course Number	Course Name
Course 0	Pre-Course Prep
Course 1	HSK 1
Course 2	HSK 1+
Course 3	Forging Foundations I
Course 4	Ancient Chinese Professionalism I
Course 5	HSK 2
Course 6	HSK 2+
Course 7	Forging Foundations II
Course 8	Personalized Skills Practice
Course 9	Listening & Imitation I
Course 10	Listening and Imitation II

Corporate Mandarin Chinese Language Skills and Culture

With Year 1 under the belt, the linguistic and cultural foundation is primed for specialized technical learning in Year 2. That year will see some key changes:



Focused training on corporate Chinese vocabulary, phrases, sentence usages, idioms, translation and more to increase technical language skill.



Increased specialized content to improve cross-cultural awareness for corporate correspondence--such as the Chinese notion of face, the tendency toward reasonableness over reason, "hindsight bias" and more.



Further exploration into ancient Chinese principles to better soft skills and deepen professionalism...

...resulting in a rich year of learning and training that looks like this:

Year 2 Curriculum	
Course Number	Course Name
Course 1	HSK 3
Course 2	HSK 3+
Course 3	Ancient Chinese Professionalism II
Course 4	Corporate China Dramas and Comedies
Course 5	HSK 4
Course 6	HSK 4+
Course 7	Ancient Chinese Professionalism III
Course 8	Reading and Writing with Computer Keyboard
Course 9	Corporate Chinese Translation
Course 10	Corporate Networking and Correspondence

A lot will be accomplished in two years. For more information on how exactly this will be done, course descriptions and other details are given below in the *How to Learn* section.

Humanistic Professionalism

Ancient Chinese wisdom permeates Chinese language and culture. Exploring it aids language and cultural learning while developing soft skills and corporate professionalism.

The strong global focus on science, tech, engineering and math are fueling training in skills related to IT, AI, robot and medical technology etc. Generally receiving less attention are the humanistic skills. Subsequently, those professionals whose skill sets include the humanistic soft skills and professionalism are of great value.

While training the language, **Executive Chinese Language's** coursework weaves in ancient Chinese principles, such as those of Confucius. All done through the learning of vocabulary, phrases, quotes, idioms and *in-depth studies of practical wisdom embedded in the meanings of many Chinese characters.*

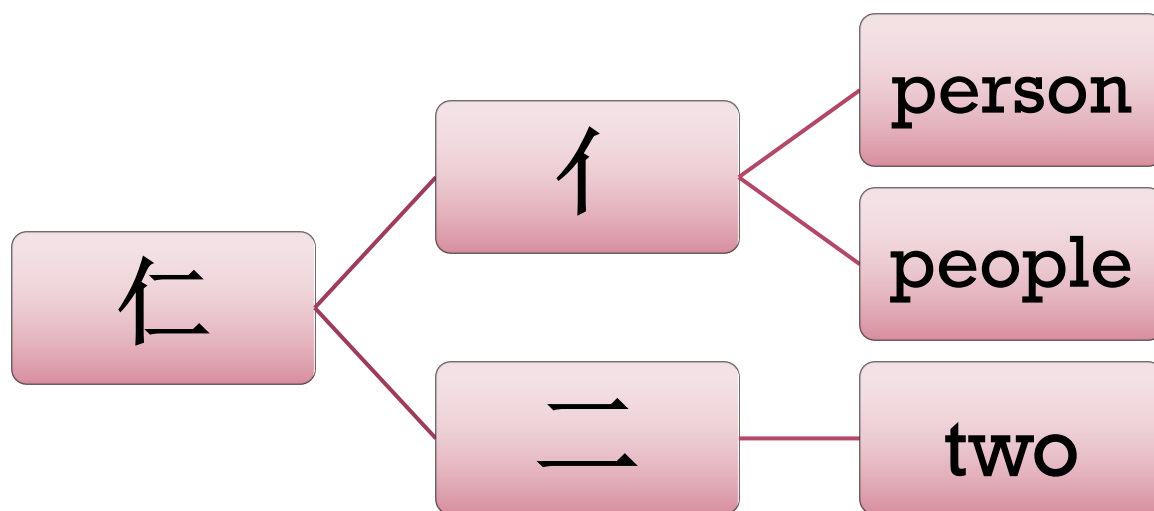
The Practical Wisdom of Chinese Characters

Executive Chinese Learning emphasizes raising awareness of humanistic skills. Wonderfully, awareness can be attained while learning Chinese vocabulary, which is done often through the analyzation and exploration of Chinese characters.

Chinese characters are a treasure trove of meaning—profound and practical. Seemingly put together only to represent pronunciation and/or literal meaning, *when characters are looked at through a philosophical lens, they become lessons and practical guides.*

Thanks to Confucius, one such lens is the principle that humans are *innately good*. Springing forth from this principle came a system of thought and social conduct that permeates East Asia and evolved into educating people to deal with other human beings from that *good* nature.

Let's look at an example of how **EXECUTIVE CHINESE LANGUAGE**'s coursework explores this principle to raise humanistic awareness to develop soft skills and professionalism while acquiring new vocabulary—*humaneness* 仁 Rén:



When it comes to humanity, it's all about people. Not I, not one, but you and I, we two. The approach for working with all things "we", and for professional communication, is to know and use humaneness.

Within the coursework, this type of Chinese character analysis leads to learning more vocabulary, phrases, sentence usages and conversation skills. General and corporate cultural points will be introduced, and humanistic skills and professional awareness will be raised as well—all guiding the trainee toward well-rounded proficiency in Chinese.

Structured Academic Curriculum

That guidance is based firmly on a curriculum that follows China's standardized proficiency test, the HSK. Acting as the bones of **EXECUTIVE CHINESE LANGUAGE**, the curriculum provides clear academic structure and a ladder system upon which language proficiency level clearly rises step by step. Upon that sound structure is placed the specialized learning content for corporate language, culture and professionalism as well as supplemental and powerful learning methods.

Year 1 will see learners through HSK Level 1 and 2. Year 2 will usher them through level 3 all the way to Level 4, and a vocabulary of 1200 words, at least. These numbers are based upon university students studying in class 2-3 hours a week, with another 2-3 hours outside of class.

HSK Level 2-4 Introduction

HSK- Level 2 (Vocabulary: 300)

These students have mastered 300 commonly used words and related grammar patterns. Examination candidates who reach HSK-Level 2 can communicate simply and directly on daily topics they are familiar with.

HSK- Level 3 (Vocabulary: 600)

These students have mastered 600 commonly used words and related grammar patterns. Examination candidates who reach HSK-Level 3 can complete basic communication tasks in daily life, study and work. If traveling in China, Level 3 can handle most communication tasks they encounter.

HSK- Level 4 (Vocabulary: 1200)

These students have mastered 600 commonly used words and related grammar patterns. Examination candidates who reach HSK-Level 4 can discuss a relatively wide range of topics in Chinese and are able to communicate with native speakers.

http://confucius.emory.edu/hsk_and_resources/hsk/about_hsk.html

Likely, the university students this standard is based on did not have the efficient learning methods taught in this program, making these results completely feasible for the full-time professional.

Remember, certification in the HSK can be attained by simply taking a two-hour test online at a nominal price. HSK certification is a nice addition to career portfolios as well as to the face of a team and company. It is also part of a work visa point system implemented by China to grade incoming foreign talent. The higher your level and, as expected, the higher the points—and the better the position, salary and benefits.

That certification is a very nice cherry on top of all the offerings of **EXECUTIVE CHINESE LEARNING (ECL)**. A structured program enhanced by powerful learning methods and ripple effect benefits for soft skills and professionalism—all done efficiently in two years.

ECL

Executive Chinese Learning: Training your Team to Ride the Dragon



Why ECL Excels Over Other Online Programs

First, **specialized**. As you will see in the reviews of other online programs below, none solely focus on corporate professional training like ECL.

Second, **efficient**. ECL's structured curriculum and its dynamic learning methodologies expedite achieving "China" proficiency in two years, or less, depending on learner effort.

Third, **multi-faceted**. Along with language skill and cultural proficiency, multiple soft skills and professionalism are developed.

Now, to the reviews. Let's see what some good programs out there are offering, what they can do and yet ultimately how they fail to meet the demands of an online corporate Chinese training program.

ChinesePod

This is a golden oldie of online Chinese learning. ChinesePod has developed a robust volume of video content covering a variety of topics with extra learning aids and features. Edited into smaller chunks, video content serves modern and busy learners alike. Possibly due to all of their video content, they have chosen to veer from academic structure. This may be appealing to general learners, at least early on, but it becomes an obstacle in the virtual world of self-learning where clear learning objectives are vital. Jumping around the world of Chinese language and picking up a few things here and there? ChinesePod works. Going course by course toward customized professional training goals? That's ECL.

User Reviews

“The primary use for ChinesePod is as a listening resource. This is the minimum everybody needs, although you could of course get it somewhere else. All the other features are extras that might come in handy depending on your situation and what your goals for learning Chinese are, but they are not essential...It’s not a complete program for learning Chinese and don’t think for a second that you will master the language just by using these lessons. This review is written with that in mind. Regarded as a listening companion, it’s awesome; but as a complete solution for learning a language? Of course not.”

[HTTPS://WWW.HACKINGCHINESE.COM/CHINESEPOD-REVIEW/](https://www.hackingchinese.com/chinesePod-review/)

“It’s not a progressive course. You may want to follow a course or textbook to make sure to avoid random gaps in your knowledge.”

[HTTPS://WWW.ALLLANGUAGE RESOURCES.COM/CHINESEPOD-REVIEW/](https://www.alllanguageresources.com/chinesePod-review/)

Chinese Zero to Hero:

This is as close as you’ll get to a textbook without actually being one. I used this course to pass the HSK 3 and 4 exam within 1 year. Prior to this, I was completely Mandarin illiterate.

Chinese Zero to Hero (Z2H) really brings structure. Courses are designed to follow the HSK, with customized workbooks based upon the test. For this reason, their curriculum has become the *bare bones* of the ECL program, offering clear learning progression all the way up through HSK’s standardized levels 1-6. That does not mean that Z2H is a comprehensive Chinese language learning program:

Con:

- *Its goal is helping you pass the HSK tests. So it doesn’t cover everything and some people may find it to be not thorough enough.*
- *Doesn’t have enough practice outside of the HSK textbook, I would’ve liked more oral/listening practices.¹*

If you are a full-time student, one year can get you to HSK 3 and 4. Thoroughness, corporate specialization, and learning general and corporate Chinese culture are major gaps in Z2H. No matter though, ECL stops the skill and cultural understanding gaps, paints over them with corporate centric coursework and adorns them with efficient supplemental learning methods.

Chinese4u.us

This is another HSK integrated program, though currently less developed than Z2H as it’s still developing a complete HSK coursework. Its main difference is it doesn’t use the same textbook

¹ <https://www.alllanguageresources.com/review-online-course-chinese-zero-to-hero/>

(or any at all) and it goes farther towards being a more comprehensive approach to learning than Z2H. Which is not the most desirable to all:

The content may be overly covered. For a beginner, it may be better to learn some topics “well enough” instead of mastering every detail.

If you’re just looking to pass an HSK test, some other courses might get you there faster but won’t give you as strong of a foundation”

And this is an important point for the corporate learner. Clearly, only the right amount of the basics and specialized skills is what is needed, as there is no time to overdo it.

Ninchanese

Ninchanese aims to bridge science-fiction and gaming with academic learning. Courses are based on the HSK curriculum. It invites learners to progress through levels via a story-world and game. This, and incentivizing high game scores, may get some learners to use more time learning and the youthful energy of the program is palpable, even magnetizing. It does fall short in couple of important areas:

One major downside is that the audio and sentences use text-to-speech and are not recorded by an actual person. In most cases, the audio still does a good enough job but sometimes the pronunciation and flow of the sentences is a problem.²

While course content is thorough, for the purpose of corporate proficiency it is too in depth, costing time and energy. In addition, human recordings are crucial for pronunciation and listening, which then need to be practiced extra on one’s own. In light of the youthful energy and science fiction world, corporate Chinese content would be at the level of basic introduction at best.

Yoyo Chinese

One of the most established and recognizable online programs out there, Yoyo is great for general learning. For the corporate learner where communication and first impressions are so important, Yoyo’s video-based pinyin chart is a great resource for learning and honing pronunciation.

Although it’s loads of video content and well-structured courses are inviting it is not integrated with the HSK. Yoyo also runs the risk of too much thoroughness on skills and content they choose to teach. If that is desired, great, if not, the learning process becomes slow and inefficient.

² All italicized user reviews on this page come from these online reviews:

<https://www.alllanguageresources.com/chinese-for-us/> and

<https://www.alllanguageresources.com/ninchanese-review/>

These days programs and apps offer resources galore, accessible like never before. Yet, no program is a one-stop solution. What about reading skills? Download the app *Chairman's Bao*...and what about writing? Download *Skritter*. Both great, but just more pieces floating aimlessly in the virtual space of general language learning. *No program is hitting the bull's eye for corporate training.*

ECL has gone into this burgeoning world of innovative resources to create a *specialized* program with methodologies that result in *efficient* training which saves time, energy and money—training which ripples out into *multi-faceted* professional development—

none of which you are going to find anywhere else on the web.

Is it even necessary to learn another language when an AI translation app can be used?

While we are exploring online innovation, I wanted to address the above question.

Four things to be aware of:

- Mistranslations are still an issue
- Misunderstanding culture hinders understanding language
- Miscommunication increases costly risk in corporate situations
- Knowing a foreign language is an easy way to develop respect

There are still accuracy issues with the apps out there, and those increase depending on subject, accent and clarity of speech. Most everyday topics will be fine with an AI translation app. Even then though, without cultural awareness, confusion will likely occur—like when Chinese return your “Hello” with the common greeting “Have you eaten?”...or you run into the *un-translatables*, or words that cannot be directly translated because they are purely part of the foreign culture.

When technical and nuanced accuracy is desired, risk of miscommunication exponentially grows, and in certain corporate situations just how crucial is clarity? There you are negotiating a deal in person, collaborating on an important project, or even just sending a message on China's largest social networking app WeChat. You type or speak into the app, translation comes up, *you can't read it*, hand it over or send it to your counterpart... and you get a much different reaction than you were expecting. Plus, you can't be sure right away what even was lost in translation. Awkward, frustrating...time wasting.

AI translation technology and devices are still evolving though, as can be seen with translation earbuds. There is one more thing to keep in mind: *respect*. Communicating at a proficient level to counterparts in *their* language generates a substantial degree of near-automatic respect. This in turn substantially aids the development of mutual trust. Two things that are priceless in any professional collaboration and whose development can use any and all assistance.

How to Learn ECL

Remember that thoroughly learning Chinese is not an issue. The focus for corporate learners is simply to attain basic and technical proficiency in language skills and relevant culture.

Certainly, the better learners can do that the better for their careers and their company. Of course, the more efficient a language program can do this the better. The question is *how does ECL achieve efficient learning while being effective?*

Executive Chinese Learning Specs

Ok, let's look at **ECL** in more detail. The program specs include:

- HSK Structured Curriculum
- Powerful Information Retention Method
- Creative Memorization Techniques
- Highly Efficient Language Practice Methodology
- Exclusive Media Content for Corporate Chinese Learning
- Humanistic Coursework Based on Ancient Chinese Wisdom
- Experienced Coaching and Exclusive Group Support

HSK Structured Curriculum

For the purposes of studying an HSK structured curriculum there is no need to design another one. **ECL** employs the good curriculum offered by Chinese Zero to Hero (Z2H). Their courses train most of the basic skills and transmit general culture while of course prepping learners for the HSK proficiency test.

It is upon this framework, or “bones” of the program, that **ECL** then adds the organs, skin, face and hair via

- methodologies and techniques,
- knowledge and content,
- and coaching and support.

Powerful Information Retention Method

To be clear, in this program memorization and retention mean two different things. Simply put, after *memorizing* something, it then needs to be **retained**. Memory research shows this is a problem, with 75-80% of absorbed information lost in two days. *That is a learning, and an efficiency, problem.*

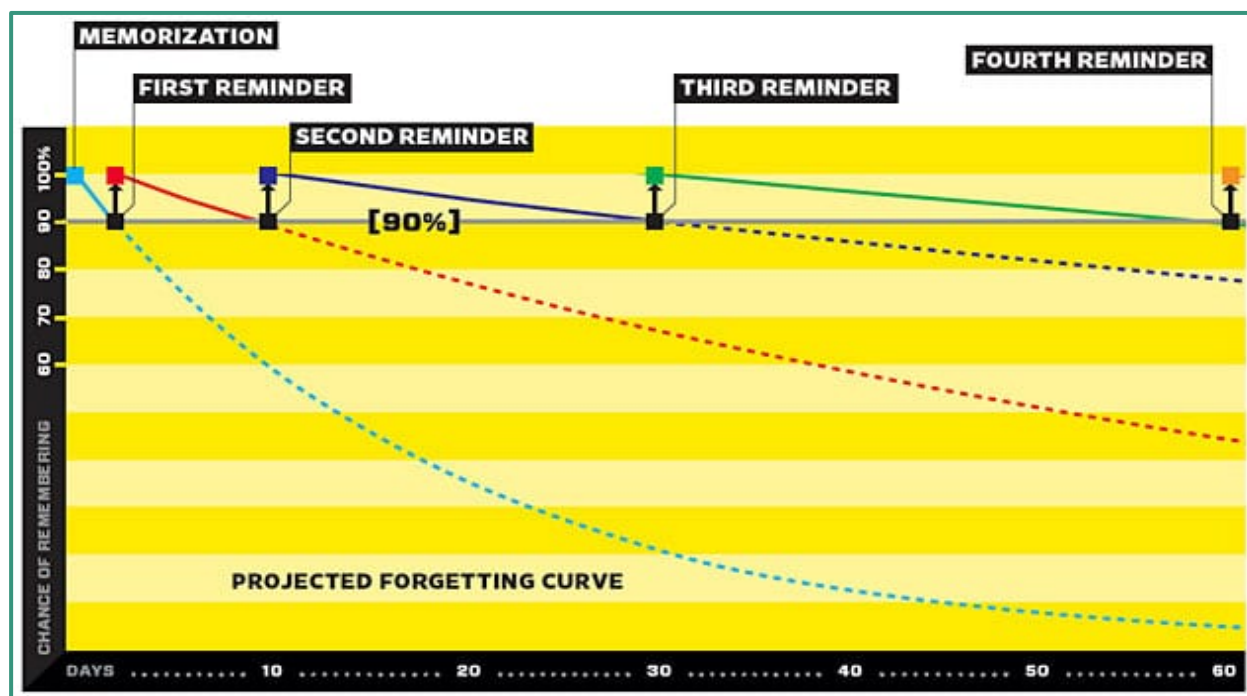
One part of efficient learning is not wasting time *already invested*. You take the time to memorize vocabulary and then forget it. Who has time to go back and do it all again from scratch?

Certainly not the average adult, not to mention the corporate executive. Retention is vital. Now, what about *retaining* the memorized content for weeks, months and even years? All a near impossible task if memorized in the traditional way. Enter...

Spaced Repetition Learning

Traditionally, when learning new vocabulary, for example, flashcards (or a flashcard app) are used. For each study session every card is reviewed with sessions take place as frequently as needed until all words are mastered.

Once learned, not all information is *retained* equally. Some is easier to retain, some is not. The mistake made is to use equal time to review everything. Research indicates that information is best recalled when reviewing it at spaced intervals according to when it is about to be forgotten. For difficult stuff, more frequent reviews, and less frequent reviews for easier stuff. This is called *spaced repetition learning*.



Time between reviews increases as information is easier to recall while avoiding the forgetting curve.

This is a much more efficient way to learn, with efficiency increasing exponentially when using apps that use spaced repetition software (SRS). The brain's retention ability is unlocked, allowing information to be retained with less review time—time that is then used to learn more new information. Absolutely huge for an adult professional learner.

This is an integral part of **ECL's** efficiency. With SRS-powered app technology, spaced repetition learning dramatically boosts mastering of pronunciation, the Romanized writing system known as "pinyin," and, wonderfully, over 3,000 of the most commonly used Chinese characters and words and hundreds of useful sentences.

It took me years to learn that much as I hadn't discovered spaced repetition learning. Not so for Mr. Wolfe. He is a student of Chinese I instruct in **Blue Marble University's** *The China Program*. He was fortunate to come upon SRS apps early in his learning and reflected on what he is accomplishing (my emphasis added):

"I did start using [the app] to review the 3000 Chinese characters. With the iPhone version, I'm able to add 20 new words per day, which means in 150 days I will be exposed to all 3000 characters."

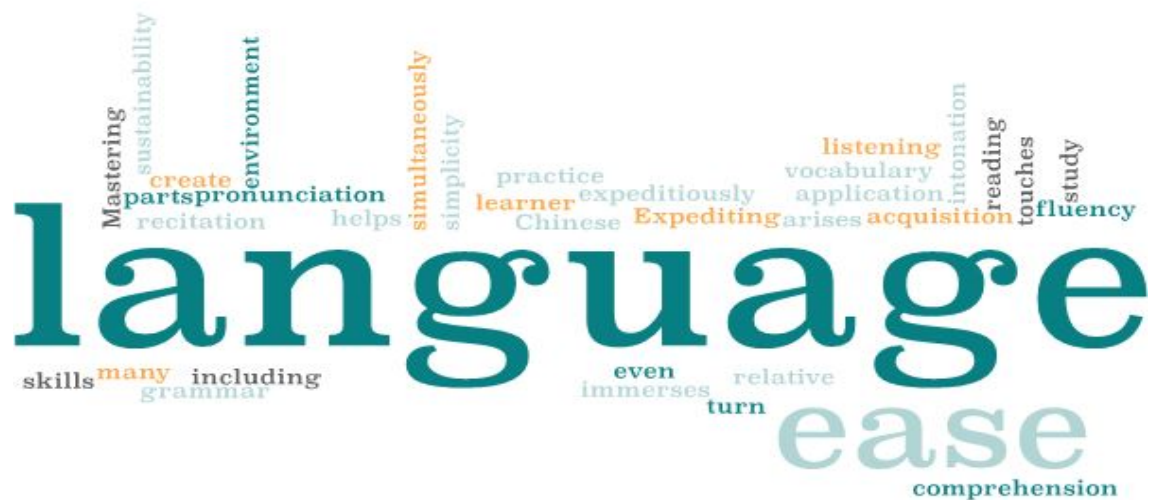
Right now, I'm primarily focused on pronunciation of the character (recognition) and secondarily on meaning. I've made it through just over 300 characters. The app also cycles through other characters.

*While this is not the exact method I would have designed for learning the characters, I am certain it will be effective, and **it requires no programming on my part, which is very attractive.***

His update four months on showed he had covered 1,100 words with over 80% retention. Though not at the rate he estimated, that's nearly 900 words retained. By a full-time working professional, studying a second language curriculum in his spare time, that's moving along at a good clip! This is due to SRS. It is the reason I can believe one scholar of Chinese language I know of who says he has retained 20,000 words, with only 30 minutes of review a day!

Highly Efficient Language Practice Methodology

Good methods used in the right way can expedite any process. They don't need to be complex or even cutting-edge innovation, because effectiveness and efficiency is what matters—and so much the better if they are simple and easy. One such method that aids memorization and retention, calms and focuses the mind for study and work *and* develops language skills and cultural knowledge is **recitation**.



From **EXPEDITING THE MASTERING OF CHINESE**, a study of mine on recitation for language acquisition:

Its application simultaneously touches so many skills and parts of language, including pronunciation, intonation, grammar, vocabulary, fluency, reading comprehension and even listening. It expeditiously immerses the learner in the environment of language and does so with relative ease. *That ease arises from its simplicity which in turn helps to create sustainability of study and practice*, something so important for the lengthy learning venture that learning a language is.

In this day in age, the simplicity and ease of recitation is extremely refreshing, while its ripple-effect benefits have that spill-over quality so characteristic of **ECL**. Also, from the study:

...for beginners specifically, by at least learning a text's pronunciation and then reciting it, an early leg up on improving language level can be attained quite early as pronunciation and fluency **quickly approach authenticity**. For more advanced learners who may be focusing more on a subject of study rather than solely on language, **recitation of a related text is very valuable for refining language skills and grasping [technical] content meaning**.

Once pronunciation is mastered, recitation practice can begin immediately—as will happen early in Year 1. Recitation will then become a foundational practice method exercising most of the basic skills. It will reinforce acquisition of vocabulary, phrases, grammar, sentence structures and cultural and humanistic content. It's crucial to quickly mastering basics.

In Year 2, where specialized skill practice and content will increase, recitation shifts into a supplemental position, evolving into a method of learning the corporate side of Chinese skills.

When it comes to the ease of recitation, *it's not a question of being able to get a language, it's only a question of putting in the work*.

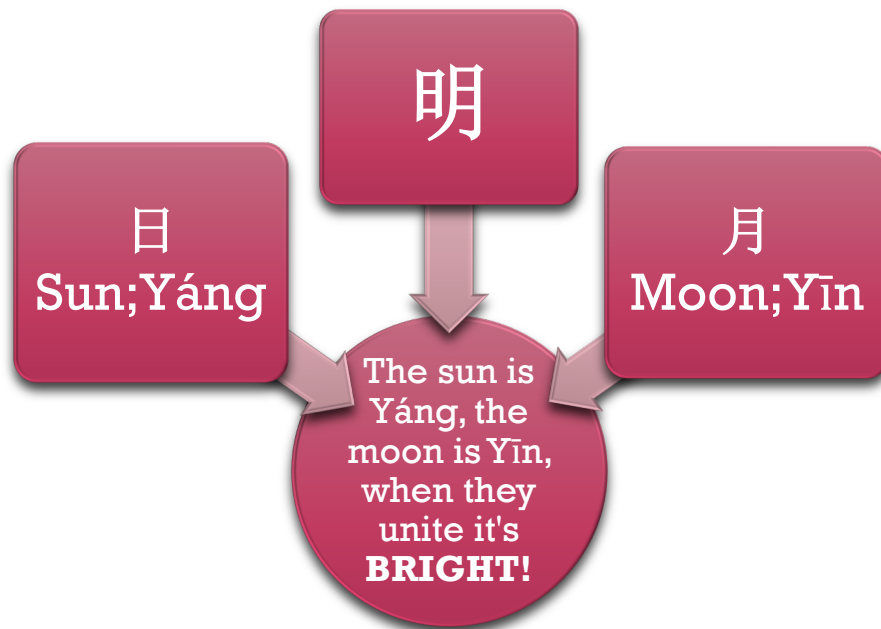
Creative Memorization Techniques

Despite the dynamism of spaced repetition learning and recitation, the initial step of memorization, and the work needed to do it, can't be avoided. This doesn't need to be a constant grind though. **ECL's** multi-faceted approach to learning again shines as the soft skill of creativity is exercised through memorization techniques.

Mnemonic Devices

Sometimes when learning a language, you just have to grind things out, while other times a shift in approach transforms the grind into a flow. Creativity powers that shift. **ECL** guides learners to boost the memorization of Chinese characters, words, phrases, sentences and more by creating memorization aids, known as mnemonic devices. Here is an example of such a device created to aid memorization of a Chinese character 明 míng, meaning *bright*. First the character

itself on top, then the meaning and associations of its parts, followed by the mnemonic device in the circular shape:



Chinese Character Writing

The question of whether or not to learn Chinese handwriting is a debatable topic. For all intents and purposes, corporate executives do not need to when keyboard writing suffices. For learning, memorization and retention however, knowing how to write a Chinese character is very useful. It enriches learning, increases neural activity, sharpens the mind and imitates a meditative state³ while deepening mental impressions. Handwriting a character engages the body and eyes, transforming it into a kinesthetic and visual learning aid. Simply say it aloud while writing and the character becomes an audio-visual-kinesthetic learning aid trifecta—*impressive*.

For simply using handwriting as a learning method, grasping the fundamentals is enough—how to write the strokes, the stroke order and the meaning of the most common parts of characters, or *radicals*. This doesn't take long either as it is woven right into other parts of the curriculum and expedited by the SRS app. Handwriting becomes another method in the learner's toolbelt, handy at any time to aid the learning process.

ECL coursework puts the focus on Chinese writing with keyboards. When reading, writing or translating there will be those characters that you've seen before but just don't stick. At that time, break out the pen and "draw" it stroke by stroke, until it's impressive.

³ <https://www.forbes.com/sites/nancyolson/2016/05/15/three-ways-that-writing-with-a-pen-positively-affects-your-brain/#5e70a7745705>

Exclusive Media Content for Corporate Chinese Learners

To really boost the learning process for corporate learners, **EXECUTIVE CHINESE LANGUAGE: TRAINING YOUR TEAM TO RIDE THE DRAGON** includes exclusive boots-on-the-ground learning videos. These videos are shot on location in authentic business situations and have been



安家 I Will Find You a Better Home—TV series about China's real estate industry.

plugged into the coursework. They provide engaging, specialized content from the types of corporate situations learners can draw from to make their Chinese more authentic. Plus, they are just the situations in the future they might even find themselves in.

Additionally, the burgeoning Chinese TV and movie industry will be tapped. With the growth of the industry has come an increase in corporate world TV series and movies—perfect for learning authentic technical language and all-around language practice too.

Humanistic Coursework Based on Ancient Chinese Wisdom

To aid the development of language skills, cultural awareness and professionalism—humanistic principles drawn from ancient China's systems of thought are intermittently explored. Confucius's thought is one such system. Chinese idioms galore, articles on and offline, speeches, formal and informal writing and more are often incorporate his principles, they are valuable linguistic and cultural learning aids.

Those principles also provide clarity, reduce stress and are fantastic behavioral guides for interaction with family, friends and professional colleagues. Their pragmatism and usefulness spills over into aiding cross-cultural communication and collaboration with corporate China. They support humility, respect, tolerance, patience and more. These are all vital for developing mutual trust in general, yet specifically, in China, when dealing with

- face,
- its version of pc-culture or
- the tendency to be reasonable rather than rational, often at the expense of quality.

Note Confucius's form of information gathering:

"Zi Qin asked Zi Gong: "When our teacher [Confucius] arrives in any country, he invariably finds out everything about its government. Does he seek this information? Or is it given to him?"

*Zi Gong said, "Our teacher gets it by being **cordial, upright, courteous, frugal, and humble**. His way of getting information is quite different from that of other men."*

To see when all the above will be learned along with all names and course descriptions, here is the complete curriculum:

ECL Year 1 and 2 Full Curriculum

Year 1 Curriculum		
Course Number	Name	Description
Course 0	Pre-Course Prep	Sign up to Chinese Zero to Hero, Download Spaced Repetition Learning (SRL) and Dictionary Apps
Course 1	HSK 1	Chinese Zero to Hero (Z2H) Level 1 is begun in this course.
Course 2	HSK 1+	Z2H Level 1 study continues, and SRL practice begins with supplemental vocabulary acquisition (continuing the entire year.)
Course 3	Forging Foundations I	Foundational practice of pronunciation, listening and Chinese character recognition is begun.
Course 4	Ancient Chinese Professionalism I	Humanistic coursework begins to explore professionalism. All-around skills are exercised via recitation. Creative memorization with mnemonics is learned and applied.
Course 5	HSK 2	Z2H Level 2 is begun in this course while all SRL practice continues.
Course 6	HSK 2+	Z2H Level 2 continues with the addition of common sentence memorization to SRL practice (continuous).
Course 7	Forging Foundations II	Atop vocabulary, foundational practice of reading continues and listening comprehension begins.
Course 8	Personalized Skills Practice	Tailored according to learner needs and requests, basic language skills are further honed.
Course 9	Listening & Imitating I	The power of imitation is harnessed to exercise listening comprehension and authentic speaking via online resources.
Course 10	Listening and Imitating II	Listening and imitation continue along with all supplemental SRL practices to round out basic skill development and conclude the first year.

Year 2 Curriculum

Course Number	Name	Description
Course 1	HSK 3	Chinese Zero to Hero (Z2H) Level 3 is begun in this course and all SRL practice continues.
Course 2	HSK 3+	Z2H Level 3 continues and SRL practice of corporate Chinese vocabulary begins.
Course 3	Ancient Chinese Professionalism II	Humanistic coursework deepens its exploration of professionalism. All-around skills are exercised via recitation and creative memorization.
Course 4	Corporate China Dramas and Comedies	Listening comprehension, authentic vocabulary and fluency are practiced via imitation of corporate-centric Chinese TV shows.
Course 5	HSK 4	Z2H Level 4 is begun in this course while all SRL practice continues.
Course 6	HSK 4+	Z2H Level 4 continues.
Course 7	Ancient Chinese Professionalism III	Humanistic coursework deepens its exploration of professionalism. All-around skills are exercised via recitation and creative memorization.
Course 8	Reading and Writing with Computer Keyboard	Keyboard writing in Chinese is introduced and exercised alongside reading skills.
Course 9	Corporate Chinese Translation	Keyboard writing in Chinese is continued via corporate Chinese translation exercises.
Course 10	Corporate Networking and Correspondence	Chinese apps WeChat and Alibaba are used to make professional connections for correspondence in Chinese about industry-related topics.

Experienced Coaching and Exclusive Group Support

Despite all the online innovation and virtual opportunities available for learning Chinese, **ECL** knows that it is vital to include person-to-person interaction in the process. This is done by *coaching and group support*.



A nice touch of convenience, though still far from the best when...



...compared to the skillful touch of an artist.
Yet, that can't compare to...



..."made with love."
Truly, there's nothing like the **human touch**.

Coaching

Through periodic interactions via email or WeChat, time-wasting confusion and trial and error are all but eliminated for learners. Along with providing support for any minor issues (like which dictionary app is best for Apple devices) coaches help maintain learning direction, motivation, focus and discipline.

Let's say for example that after a couple of courses, it becomes clear that the learner is a perfectionist, adding unnecessary stress and worry to learning (and life)—in comes the coach, guiding, and possibly reminding them a few times, to focus on attaining proficiency, not perfection.

Coaching saves time and energy, plus it allows for a tailored approach to each learner. A personalized tweak, sometimes even just a small one, can make all the difference to the learning process. One skill is excelling, another needs more work—a coach knows this and can adjust coursework and learning methods appropriately.

With regards the rich lives of adult learners, **ECL's** coaches understand that learning is a holistic affair, involving many working, mutually influential parts beyond the studying. To maximize learning short and long-term, it helps greatly if those parts are in good shape and in harmony with each other. Drawing from the vast resource that is Chinese culture, information and tips ranging from studying postures to food, exercise, stress and more are included in the syllabuses. A healthy and happy learner is a better more efficient learner.

Group Support

Valuable support doesn't stop with coaching. **ECL** also enlists community support. With access to an exclusive group chat on WeChat, overseen by an **ECL** coach, learners mutually aid each other. In this way they naturally employ the powerful methodology of "teaching to learn." Even after just the first course, learners can begin to help newbies, creating a virtuous cycle of reinforced learning by teaching.

.....

Looking back at the question that started this section:

HOW DOES ECL ACHIEVE EFFICIENT LEARNING WHILE BEING EFFECTIVE?

HSK Structured Curriculum

Powerful Spaced Repetition Learning

Creative Memorization

Simplicity and Ease of Recitation

Corporate-centric Course Content

Humanistic Principles that Enhance Professionalism

Coaching and Group Support...

THAT'S HOW ECL ACHIEVES EFFICIENCY, EFFECTIVELY

Elevate Professionalism via Ancient Chinese Wisdom

Whether it be holiday blessings in a Chinese counterpart's email, an idiom used in a status report or an unnatural and lofty name of a restaurant you see one day in Chinatown—they are all influenced by ancient Chinese wisdom. The deeper its principles go the more parts of life are affected—and one of those affect parts is *professionalism*.

For a multi-national corporate executive, the increasing complexity of domestic and global diversity in the workplace is no minor issue. Through a developed awareness of the principles inherent in Chinese idioms, quotes, characters, slang and more, simple and practical perspectives that elevate professionalism can be had.

One aspect that will receive such perspective is...

Leadership

子曰：为政以德，譬如北辰，居其所，而众星共之

The Master said: “If you govern with the power of your virtue, you will be like the North Star. It just stays in its place while all the other stars position themselves around it.”

Now, let's get a little background here before moving into how such a quote is integrated into **ECL's** language learning coursework.

All stars don't actually orbit the North Star. It is right in line with the North Pole axis, so as the Earth rotates the North Star appears to not move. This doesn't affect Confucius's insight though, as the star became an apt visual expression of something he had already observed and verified.

The quote originally relates to statesmanship, yet its guidance is suited for anyone in, or heading toward, a leadership role. Executive presence and having one's directives willingly adhered to by colleagues and counterparts, well, important leadership qualities. According to Confucius these are not trained or accumulated from *outside* the leader, they are instead *unlocked from within*. In other words, it is not a matter of who has leadership, it is a matter of who has tapped its source within.

This profound perspective provides an alternative strategy toward leadership development. As the attractive power of a star is gravity, that power in a human being is *virtue*. This shift in focus moves the basic question from “how can I become a better leader?” to “how can I become a better person?”—a shift toward a less self-centered approach necessary for leading of others.

Just to be clear, this is not just dreaming of lofty ideals. Appliers of this perspective do exist, like highly accoladed⁴ Japanese entrepreneur and philanthropist, Dr. Kazuo Inamori:



Dr. Kazuo Inamori

When talking about his taking Japan Airlines from bankruptcy to profitability, he had this to say:

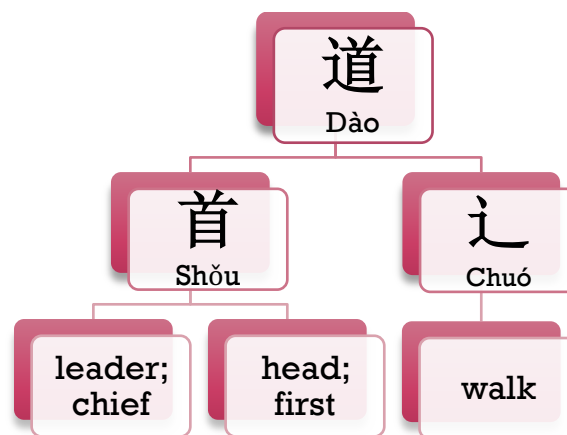
“When I first came to JAL, I told executives that we have to state the management’s philosophy and share that with everyone at the company. I also told them we don’t need many statements. One thing we need to say is that the management’s goal is to pursue the happiness of all employees, both physically and mentally... That was what it all came down to. It wasn’t for shareholders, and it wasn’t for executives. It was for all the employees working at the company. We put that at the very beginning of our philosophy statement. ‘This is your company, and it’s goal is to make all of you happy.’”⁵

Within **ECL**’s coursework, principles such as the above are explored through language. Specifically, through the *breakdown, analyzation and explanation* of certain Chinese characters that provide professional perspective.

Continuing on with Dr. Inamori, many Chinese would say he is a “good person” (好人). Some would say that because of his humane behavior “he has Dao” (他有道).

Here is an example of **ECL** Year 2 coursework, exploring professionalism via one of the most recognized and contemplated Chinese characters, Dao (道).

Character Breakdown



⁴ <https://www.businesswire.com/news/home/20191202005276/en/Kazuo-Inamori-Global-Entrepreneur-Philanthropist-Receives-Honorary>

⁵ <http://www.theintrapreneurclub.com/dr-kazuo-inamoris-philosophy-of-business/>

Character Analysis

Dao, also translated as **Way**, contains two parts: the **head/leader** atop **walk**. **Walk** implies **movement**, while the whole character implies *movement in, along or according to a certain Way*.

Character Explanation

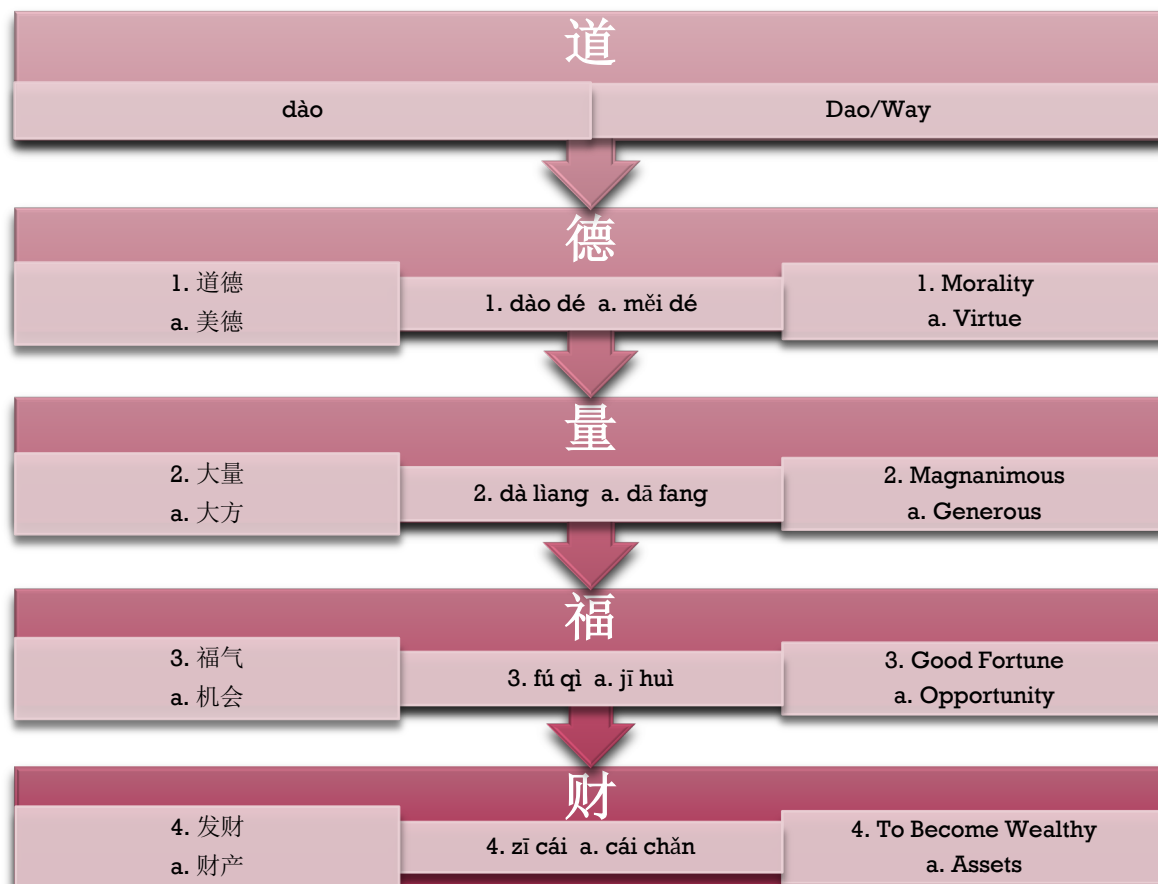
To explore **Dao**, look to another source of ancient Chinese wisdom, Laozi. Within his system of thought, **Dao** is the enigmatic source and returning place of *everything*. How then is that **walked** with? In other words, how is a leader to utilize this principle?

Laozi's famous text, **DAODEJING**, gives us our answer right in the title. The title's literal translation is "The Classic of Dao and **Virtue**." There it is. That's how a leader aligns their **head**—their purposes, motivations, thoughts and solutions—with **Dao** and thus naturally exudes executive presence, tapping that fundamental source of leadership quality.

An example of a mnemonic device: **A leader's head is on the Way**

Vocabulary Acquisition

Now, let's acquire some new words as well as see the results of leadership done according to Dao:



With new vocab under the belt, watch this unfold step by step. When **a leader's head is on the Way** then they are thinking, speaking and acting **morally** in every possible way for the company. This naturally leads to **magnanimous** efforts to afford the best possible working

conditions for employees. The company then experiences the *good fortune* of, for example, having employees who are proactive and a company culture that is productive and innovative. This all results in crucial opportunity—say to attract and keep talent, and of course land clients and projects, increasing company *profits*.

Corporate Dialogue

Dialogue available in **ECL's** Year 2 coursework.

.....

This is just a peek at how professionalism is explored while learning language. The above is learned after completing HSK level 3 when learners have ample language skills and cultural understanding to explore the content and *elevate their professionalism*.

Executive Chinese Language: Training your Team to Ride the Dragon is a multi-faceted Chinese language training program.

- It trains basic and corporate language skill proficiency and cultural understanding.
- It does this expeditiously with online resources and dynamic learning methods.
- It does this with the supportive human touch of coaching.

Yet it's benefits liberally spill over...

- into soft skill development,
- into acquiring Chinese language proficiency certification,
- into cross-cultural professionalism enhanced for China, and any country in the world...

Executive Chinese Language *does more, effectively and efficiently.*



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