

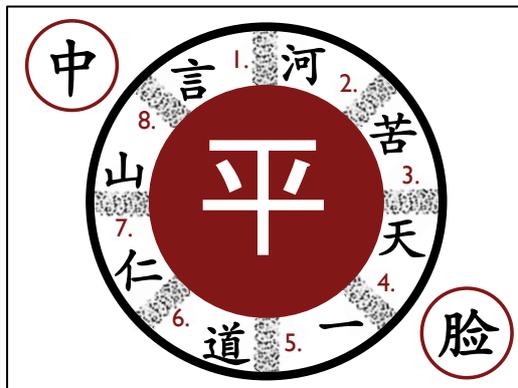
“Ping”

The simple, practical key to successful business engagement with China

The world is changing – through globalisation, technology and the rise of China. Globalisation means our welfare is no longer independent of but rather inter-dependent on what happens in other countries, especially China. Technology means that jobs that were once secure are becoming obsolete, and businesses that once seemed titanic are sinking. The rise of China means that the political and economic systems of the West can no longer be relied upon with certainty.

To adapt to these changes so that we can face an uncertain future with confidence instead of fear, we need a paradigm shift. “Ping” takes inspiration from China and provides a practical blueprint for achieving that shift in 3 simple steps, one of which is broken down into 8 points of finer detail. The blueprint is summarised in the diagram below. This book explains what this blueprint looks like in practice, and shows how it is a re-orientation rather than anything more technical that is the key to the bottom-line results of the minority of Western business that are engaging successfully with China in the 21st century.

Access China provides training to expound this blueprint and consultancy to help businesses to apply it in their specific context.



1. All of us think as if we are the centre of the world, and none of us are. But we are the centre of our world (**中 means ‘centre’**).
2. When our worlds collide, rather than weighing each other by our own standards, we need to dynamically engage with each other (**平 means ‘balance’**).
3. The more we build our counter-part up in their world, the more they raise us up in our ours (**脸 means ‘face’**).

There are 8 dimensions to achieving this dynamic engagement:

1. **River (河):** What is their journey in which I am just a moment?
2. **Bitterness (苦):** Where is their pain and how can I relieve it?
3. **Heaven (天):** What is the bigger picture and are we aligned with it?
4. **One (一):** What is it that unites us and how can I strengthen it?
5. **Way (道):** How do they counter-balance me and how can I embrace it?
6. **Role (仁):** What is my role and how can I add more value to them through it?
7. **Perspective (山):** What do they see which I cannot, and how does that help us?
8. **Process (言):** How are they thinking and what can I learn from it?

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