



DAVID CLIVE PRICE

The Cross-Cultural Mentor

Maximizing International Growth Opportunities

As Featured in The Wall Street Journal



David is an International Cross-Cultural Mentor with 30 years experience of leading and advising businesses in both East and West. As a sought after advisor, respected author and inspirational speaker, David has worked with a number of global organizations from Fortune 500 companies to major financial institutions. His clients include Bank of China, Standard Chartered, Credit Suisse, Morgan Stanley, and many more.

David spent five years as strategic advisor and chief speechwriter for Asia for the HSBC Group in the run-up to the handover of Hong Kong, and much of his work over the past two decades has been mentoring CEOs and business leaders – particularly in the area of Cultural Intelligence (CQ).

He is multilingual in French, German, Italian and Cantonese and is a Member of the Pacific Basin Economic Council, a Member of the Global Speakers' Federation, a Fellow of the Institute of Sales and Marketing, and a Fellow of the Asia Scotland Institute. David holds a BA (Hons), MA and PhD in Renaissance Cultural Studies from Cambridge University.

Why David Clive Price is right for your business...

"Terrific and creative guy to work with! He has a wide knowledge of international business behavior."

- AIA Group

"Thank you so much for being our guest speaker at the Hong Kong conference and for entertaining our delegates in such a thought provoking way. Many delegates have commented how much they enjoyed your presentation."

- IAPA International Conference, Hong Kong

"Many thanks again for speaking at the Global China Business Meeting. I would be delighted to welcome you back!"

- Global Visions Community

"Your fascinating insights on international business made a strong impression on the delegates."

- Sector Marketing UK

"David's observations and insights on doing business overseas were highly instructive."

- Blueleaf Retail Group

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For more information, see www.davidcliveprice.com & www.davidcliveprice.com/speaker
[David's books on Amazon](#)



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BAMBOO STRONG™: CULTURAL INTELLIGENCE SECRETS TO SUCCEED IN THE NEW GLOBAL ECONOMY

A proven system to develop your Cultural Intelligence (CQ), with success strategies and inspiring examples from around the world!

If you want to succeed in the new global economy, then this is the book for you. The business leaders of today face extraordinary complexity, rapid change and increasing diversity in their markets and workforces.

And yet more than 90 per cent of global executives identify cross-cultural effectiveness as their biggest challenge. This book gives you the tools and confidence to transform your business and financial performance. In each chapter you:

- Discover the tried and tested resources you need: Learn the empowering CQ systems, strategies and insights in four key areas you must master to prosper in today's global economy
- Benefit quickly and easily: Gain maximum insights in minimum time from easy-to-follow stories, with an emphasis on problem-solving and adapting behaviour
- Develop your own cultural intelligence: Confidently navigate our multicultural workplaces and globalized world
- **Special bonus:** Get access to a Bamboo Strong Planner and mentoring programmes for situations when you need more help.

CQ® is a registered trademark of the Cultural Intelligence Center.

How We Can Help You

David Clive Price, a cultural intelligence (CQ) mentor and adviser to Fortune 500s and government agencies who has authored a number of books, shows you how to leverage CQ to build relationships, network, negotiate, manage and more across cultures.

Since 1995, David and his company's programmes have helped business leaders, multicultural teams, international negotiators and other global executives accomplish their goals, drive performance and maximize profits in all cultural environments. For more information, see www.davidcliveprice.com

Thousands of executives, business owners and professionals have achieved success thanks to the advice and systems in this book. Pre-order it now without payment at info@davidcliveprice.com and let them start helping you, too.

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BAMBOO STRONG™ MASTERMINDS & WORKSHOPS

Cultural Intelligence is the capability to relate and work effectively across cultures. It is based on years of scholarly research undertaken by academics globally spearheaded by the Cultural Intelligence Center in the US and Nanyang Business School in Singapore.

Business leaders, multicultural teams, international negotiators and other global executives in many sectors are adopting Cultural Intelligence as a key element of their personal and business growth.

Our Bamboo Strong™ masterminds and workshops aim to develop your Cultural Intelligence through the following:

Courage - your motivation and readiness to collaborate with others in a wide spectrum of cultural settings. It focuses on your ability to gain enjoyment from and reap the benefits of cross-cultural challenges in many contexts.

Exploration - the extent to which you understand how some cultures are similar to your own and how others are different. This involves knowledge of business and legal systems, family and social values, religious beliefs, as well as rules for verbal and non-verbal behavior.

Perspective - an ability to be aware of what's happening in a cross-cultural encounter and to plan effectively on the basis of your understanding to implement knowledge and new ideas.

Performance - focuses on the appropriate verbal and physical behavior for diverse cross-cultural situations. It develops your ability to 'flex' mentally, to avoid miscommunication and to create trust.

Cultural Intelligence is more than a methodology for registering cultural differences. It's a proven system to enhance your ability to communicate, network, negotiate and lead in culturally diverse workplaces across our globalized world – including virtual teams.

Whether opening up new markets, adapting global business models for local markets, serving customers across a number of cultures or negotiating across borders, Cultural Intelligence can make all the difference to your performance.

The emphasis on cultural diversity also encourages leadership agility, creativity and innovation.

Bamboo Strong™ Benefits

Our Bamboo Strong™ masterminds and workshops increase your ability to navigate new cross-cultural challenges and to think on your feet in new business or daily life situations. The aim is to encourage a 'bamboo mindset' rather than to ask participants to learn detailed lists of recommended behavior for individual cultures. This enables you to flex successfully in new multicultural encounters.

Bamboo Strong™ Action

Our Bamboo Strong™ masterminds and workshops are dynamic and interactive. We ask participants to go beyond their daily assumptions and habits in activities that disrupt their normal ways of thinking, their emotions and their behavior, reflecting the real challenges and conflicts of intercultural encounters. In addition, we encourage our participants to use their own lives and businesses as examples in order to enhance their process of self-discovery.

Customized For You

All our Bamboo Strong™ masterminds and workshops are designed to your requirements and in addition offer insights and success strategies from David's new book, **Bamboo Strong: Cultural Intelligence Secrets To Succeed In the New Global Economy**.

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KEYNOTE & SEMINAR

BAMBOO STRONG CULTURAL INTELLIGENCE SECRETS TO SUCCEED IN THE NEW GLOBAL ECONOMY

We live in an Age of Globalization, where workforces are becoming increasingly diverse, new cultures and markets more accessible, and cross-cultural challenges daily multiply. Instead of hiding behind the known or giving in to confusion, we need to **Dare** more, **Explore** difference, and **Profit** from clear strategies to succeed in the global marketplace.

Based on his bestselling book, David Clive Price's keynote **Bamboo Strong** is perfect for busy people who want more than another lesson in behavior and etiquette.

Consistently voted as "exceptional", **Bamboo Strong** challenges audiences to be more effective in the diverse workplace, when dealing with multicultural teams at home, and communicating with colleagues and customers in new markets.

Motivational, instructional and thought provoking, this content-rich keynote is a stimulating experience for any audience. Business leaders, professionals, executives and negotiators have all acclaimed Bamboo Strong with enthusiastic ovations. Will your audience be next?

WHAT YOU WILL LEARN

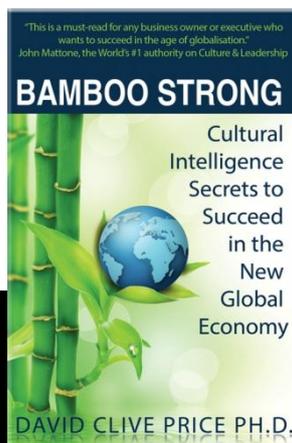
DARE – Develop your motivation and readiness to collaborate with others in a wide spectrum of cultural settings (**this is what your audience actually does**)! Achieving this inner drive continues to challenge stressed out leaders and confused team members.

EXPLORE – Understand how some cultures are similar to your own and others are different. Learn how to read verbal and nonverbal language and to "flex" in new cultural encounters.

PROFIT – Plan effectively on the basis of your new understanding to communicate, network, negotiate and drive profits in culturally diverse workplaces across our globalized world.

*"You entertained the delegates in such a thought provoking way. Thank you so much."
IAPA International Conference, Hong Kong*

David's new book "Bamboo Strong" is a great addition to your **delegate** package.



"David has a deep knowledge of international business, a great sense of humour and a lively, entertaining approach." Nigel Collett, Managing Director, Gurkha International

David Clive Price PhD is an international business growth speaker who inspires and entertains audiences with his acclaimed Bamboo Strong™ programmes using Cultural Intelligence (CQ)*.

David's goal is to inspire and develop outstanding performance in high-growth overseas markets and in a multicultural setting at home. His approach is highly practical. He shows audiences the exact steps to achieve success and then motivates them to take inspired action.

David's keynotes and seminars always offer outstanding benefits:

- **Opportunity** – new perspectives on how to sharpen your competitive mindset by developing your CQ
- **Empowerment** – providing the CQ secrets and tools to unlock new markets and ways of doing business
- **Growth** – converting mistakes into rocketing success in dynamic markets such as China and the rest of Asia
- **Profit** – new intercultural confidence reflected on the bottom line!