

How learning Business Chinese helped my career

In conversation with Julian Staples, Managing Director at JS Media Associates Ltd.



JOB EXPERIENCE

I have been working in the International Media Sales Consultancy sector for over 25 years. I currently work as MD of JS Media Associates Ltd where we sell advertising packages to corporate advertisers who wish to reach their target audience for a specific campaign.

With extensive international business and travel I have been fortunate to enjoy experiences in the USA, Europe, North Africa, Russia and Central Asia. I speak French, have a working knowledge of Russian, and have been studying Chinese for 5 months.

WHY LEARN CHINESE?

I've decided to start learning Mandarin as I have 2 Chinese clients. Therefore, I needed and wanted to make an effort to understand them both linguistically and culturally. During my travels, I found that even if you only know the basics of a language it does make a big difference. In the past British people have had a poor reputation for learning other languages, though this has changed more recently. On the contrary, I have always pushed myself to learn new languages and this has been a great motivation for myself.

BENEFITS OF TAKING A CHINESE COURSE

I've been studying Chinese Language and Culture for Business online for 5 months. The course offers a great combination of language and cultural competencies and was the perfect opportunity to tackle the language barrier with my Chinese clients. I usually travel a lot internationally and this means I am very busy. However, the CLCB online course offered the perfect flexibility and seemed to be the most efficient use of my time. Also learning Chinese in group classes is very beneficial as different people bring their experiences and this enhances one's learning process.

HOW DID CHINESE SKILLS HELP YOUR CAREER?

Having learned Chinese for 5 months it has already helped me establish basic conversations with my Chinese clients, who were very impressed and appreciated the effort.

I believe learning Chinese will become more and more beneficial in the near future, especially when reaching an Intermediate level. Learning a new language may take time, but I think there is no age limit to that provided that you are committed to it.

I have never been to China, yet. However, when I'll go I will make sure to prepare carefully beforehand in order to be able to use the knowledge learned so far and use it in a real context in China and with my business counterpart.

3 TIPS FOR CHINESE LEARNERS

- **Be patient:** when learning a new language you need to be patient with yourself and allow enough time to process all the information before applying them to real life.
- **Take your time:** learning a language is an ongoing process that may require a long time. You need to allow yourself enough time as results may not necessarily be visible after only a few months. However, if you are committed to learning you will soon see the benefits of it.
- **Exercise daily:** foreign languages may be easy to forget if you don't practice daily. A good way of keeping up with your linguistic knowledge is to learn something new every day. Even learning a few new words or sentences can make all the difference in the long term.

