

# TRANSPACIFIC COMMUNICATIONS

华莲公共关系公司



**Dottie Li** 李铁君  
*Managing Director* 总执行官

Dottie Li was born and raised in China. She was a newspaper reporter before coming to this country. Her background in the U.S. includes five years as a producer at C-SPAN, the national public affairs television network. She later became a corporate spokesperson for Inova Health Systems, a large corporation with 11,000 employees. She has worked as a public relations firm executive and as a communications director for several large non-profit organizations. In addition, she worked for The White House from 1997 to 2001, traveling around the globe handling media issues.

The *National Journal* called her one of “Washington’s Movers and Shakers” in 1996.

Li co-founded TransPacific Communications, a boutique public affairs and communications firm serving government agencies, corporations, associations and non-profit organizations. Utilizing her extensive media background and international exposure, Li provides media and cross-cultural communications training for foreign-born professionals. She is very active in the Asian American community and has conducted numerous seminars, workshops and presentations. Her work was featured on *Voice of America’s* live television program and several publications.

Li is a graduate of the University of Mobile in Alabama and Hefei University in her native China. She is a member of the Asian American Journalists Association.

## Speaking Engagements

- Federal Asian American Pacific Council Leadership Conference
- National Oceanic and Atmospheric Administration, Department of Commerce
- U.S. Department of Agriculture
- Job Corps (DOL) Western Region Conference, San Francisco, CA
- One-Stop Conference, Anaheim, CA
- National Job Corps Association’s Policy Forum, Washington, D.C.
- Federal Asian Pacific American Council (FAPAC)
- Voice of America
- Leadership Education for Asian Pacifics, Inc. (LEAP)
- The R. H. Smith School of Business, University of Maryland, College Park, MD
- JP Morgan Chase Corporation
- Georgetown University, Washington, D.C.
- George Washington University, Washington, D.C.
- George Mason University, Fairfax, VA
- University of Delaware, Newark, DE
- Minot State University, Minot, ND
- Equal Justice Works Annual Conference
- Attorneys Conferences
- Hefei University, Hefei, Anhui, China
- Hefei Journalism Professionals Association, Hefei, Anhui, China
- U.S. Coast Guard Headquarters, Washington, D.C.

## An Overview of our Cross-Cultural Communications Training

Our program is designed to provide people from other countries/ cultures, notably those of Asian-Pacific background, the skills they need to succeed in American society – personally and professionally.

A nation of immigrants, America has welcomed more foreign-born professionals than ever in the past decades. Some of the country's top scientists, researchers and doctors are not native born, and many more are taking on roles as executives, managers and highly skilled technical professionals.

However, many of these foreign-born professionals struggle to overcome the day-to-day cultural and communications barriers standing between them and their career goals. What is often lacking is an understanding of cross-cultural interactions and the ability to

practically implement such knowledge. A successfully assimilated immigrant knows that this is a crucial part of “making” it in American culture and society.

The purpose of cross-cultural communication skills training is to provide the ability and resources APAs require to help them succeed with their new life in America. Conversely, we provide the skills and resources to American-born staff who extensively interact with people from other cultural backgrounds.

This training program has been successful among professionals in academic, business, government and non-profit organization settings because it is tailored to the specific cultural needs of individuals. We can customize a program just for you.

Basics covered in TransPacific Communications cross-cultural training include (but are not limited to) the following:

### Accent Modification/Reduction

- Understanding speech production (of American English)
- Common mistakes made by accented foreign-born speakers
- Stress, intonation and rhythm
- Selected grammar structures
- Communication activities

### Speaking Without Fear

- Conversational skills
- Common mistakes made by accented foreign-born speakers
- Informal speeches/talks
- Formal speeches and presentations

### Manners and Etiquette

- Table manners
- Business etiquette
- Dress for success
- Making friends at work

### Writing Skills

- Understanding grammar and style
- Common mistakes made by non-native writers
- Rules, exceptions and common sense
- Choosing words (vocabulary)
- Effective use of idioms and phrases

### Management /Leadership Skills

- Motivation and involvement
- Team building – relationship and trust
- Stress and energy management

### Networking

- Identify and remove stumbling blocks to networking
- Effective networking tools
- Secrets to networking

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