



## ***Awareness Is Power® Going Beyond Boundaries!***

### **LEADERSHIP TRAINING with the Chinese Delegation**

In 2010 Bayley & Bender broke new ground in the Leadership and Personal Growth Seminar arena when we worked with what may have been our most challenging group of clients ever; a mix of blind and partially sighted individuals. The goals of the seminar remained the same of course, but the method of delivering the product to the participants had to be creatively modified to reach each and every person, always a goal of Bayley & Bender. We confronted the challenge head on, made the adjustments needed and had one of the most fruitful, intriguing experiences in the company's history. The experience gave B&B the additional experience and a new level of expertise in custom-crafting seminars for whatever a client might call for.

When I received an email from Keith Segerson, (Managing Director of the Mason Enterprise Center at George Mason University), asking if I was interested in doing a Leadership Seminar for a Chinese Delegation, I was definitely intrigued. Teaching a Chinese Delegation sounded very exciting!

*I then realised that this would be a delegation which did not speak English - and I certainly don't speak Chinese!*

Not one to shrink from a challenge, I was put in touch with an interpreter and moved ahead with Bayley & Bender's newest challenging project. Li, my confident and comforting interpreter, was, I must say, a primary reason for our success. Although I am used to quarterbacking our operation, his "Just be natural and leave the rest up to me" comment and attitude put me at ease despite my hesitancy. Ironically, this was a new area for Li as well. The nuanced style of a Bayley & Bender Leadership Seminar was quite a bit different than the cut and dry business seminar interpretations Li was accustomed to. We worked on the opening several times and quickly became in sync.

The other major challenge we faced was the translation of our materials into Chinese. A substantial element of our Awareness Is Power® Leadership Seminar is a customized report for each participant. The fact that we recently had to "translate" our seminar into Braille for what turned out to be a very successful seminar for a group of unsighted persons made the translation required for this project seem less daunting. All of the reports, workbooks and related materials had to

be translated from English into Chinese before we could move ahead with the seminar's preparations.

#### ***Fast Forward...***

The seminar begins on Thursday morning October 14, 2010. Everyone was lined up to enter the room. They had huge smiles on their faces and as they entered the room I shook their hands and said Ni Hao, (Ni Hao means Hello). The energy was already flowing. Soft gentle music was playing as they entered the room. Camera flashes were going off from every direction as I shook each member of the Delegation's hand.

I began speaking and Li translated, as I turned on special music and began talking about walking down a gorgeous white powdery sandy beach. It's a blue sky morning and the sun has just popped out from behind the clouds. The energy I intended to generate was clearly not lost in the translation because the delegation was really getting into the story. Our chemistry was so natural that on the first break of the first day several participants inquired if we were partners that regularly worked together! Boy did that help set a positive tone for the rest of the 4 day experience. And that is exactly what it was an experience!

I continued to tell the story, and at the end I pulled out a 'treasure chest' which was full of all the tools they needed to become some of the most successful leaders in the world. Their eyes got big and they made a noise like - WOW! - however the word was not WOW! But that let me

*Continued...*







know conclusively that we were all closely in sync; and that's the way it was for the next four days. We bonded, we laughed, we danced, we joked, we interacted, we had fun, we were serious and we all learned from each other. It was one of the most incredible experiences I have ever had. Li said several participants told him, "*Pat has so much energy, how are you able to keep up with her?*"

The seminar was a great success. The rating was 4.95 out of 5.0. We broke through barriers, both language and cultural and there was such great interaction and exchange among us all. I knew a couple of phrases, hello and thank you. They would teach me Chinese and I would teach them English. Every day I would go around the room and say their names - which I really butchered the first day. They taught me how to say their names with the correct accent and they applauded my efforts to get them right.

By day four I was asking them questions and Li was of course translating. They were giving the answer in Chinese and before Li would translate I asked him to let me tell you what they said and I told him what I thought they said and he said to me - you are right, that is exactly what they said. It was amazing. Then I gave the group an instruction and before Li had a chance to translate, they did it. It was a very incredibly powerful experience. Li said, "*They could see in my expression and hear the passion in my voice*".

It came through somehow. One of the tenets of our seminar is: "It doesn't matter how many paths are shut down, you have the gift to channel your energy and ideas to others around you. It is a feeling seminar. You don't always need the words to understand. One way or another you can feel it. I never realized this, but after these four days I realized and understood it. You have to see it to believe it does work."

At the end of the seminar on day four we had a graduation and they chose the presents they wanted. We gave them a copy of my book. They stood in line for me to sign my book and then as they were leaving they said in English - I am going to miss you. Please come to Beijing. What a gift, truly a sensational experience!

**See what our client thought about our session:**

Pat Bender, with Bayley Bender, Inc. designed, produced and presented one of the best programs on professional leadership ever offered through George Mason University's Mason Enterprise Center. And...she succeeded even when the audience didn't speak English! As the director of the Mason Enterprise Center, we receive numerous requests for

professional training from foreign delegations - especially Chinese. We work with delegation leaders and interpreters to ensure that all our programs are designed and presented in a way that fully meets the requirements of each group. As a result, our experience within the Mason Enterprise Center is extensive.

When we had a request to host a delegation from Beijing looking for a 5-day leadership training program, we contacted Bayley & Bender. Pat Bender, showed up ready to meet the challenge. She worked to translate her materials, design a program to both meet expectations and time constraints, and even practiced with the local translator prior to the delegations arrival. She was diligent and professional. **THE DELEGATION LOVED HER.** And the delegation loved her program. Each and every evaluation rated the program and Ms. Bender's work as perfect! It is difficult to work through a translator - especially, interactively with a group. However Pat Bender did a tremendous job and has already been contacted by representatives in China for follow-on work in Beijing in June. I highly recommend Ms. Bender and Bayley & Bender for all of your development, team building, organization, and leadership training needs."

Respectfully offered,

**Keith B Segerson**

Executive Director, The Mason Enterprise Center Network,  
George Mason University

