



Leadership in International Education Program

-- Empirical experience CHEER Foundation

Dr. Mandy Cao
CEO CHEER China



Table of Contents

- ★ Introduction CHEER Foundation
- ★ Introduction CHEER International Program
- ★ HR challenge
- ★ What is leadership and how does it work?
- ★ Conclusion



Our website

★ www.cheereef.com



Our Mission

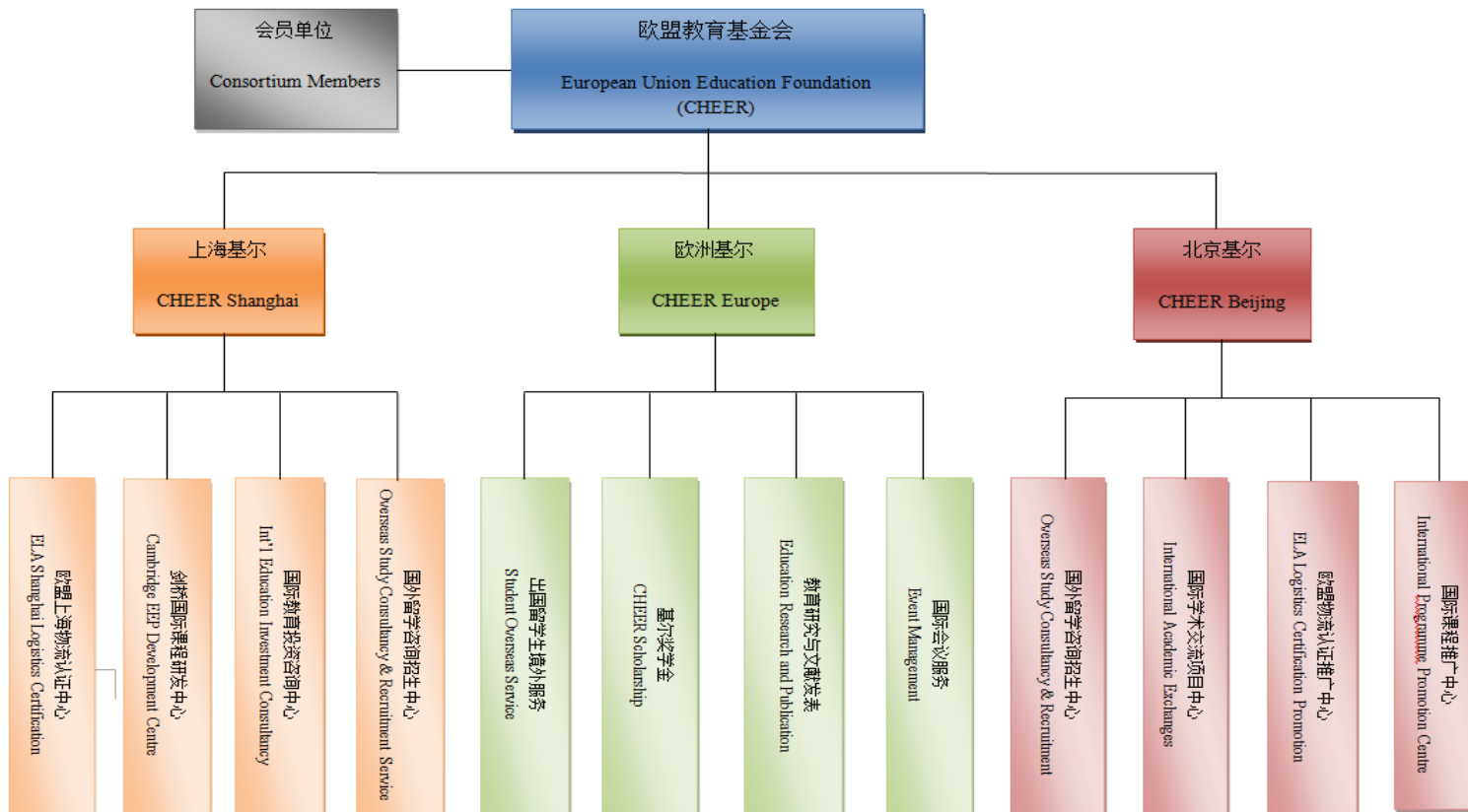
- ★ Building up the biggest consortium in education and research in China and European Union
- ★ Representing education interests and values for its members to encourage and support the cooperation between Chinese and overseas institutions
- ★ Establishing a substantial network to promote members' interests in academic exchange, recruitment, joint education programs, vocational education training and research cooperation
- ★ Consulting services to help Western universities and schools identify their targets in China, and to help Chinese education institutions and governmental organizations find overseas cooperation projects



Our Organizational Culture

- ★ Quick Learning
- ★ Hard Working
- ★ Initiative Taking
- ★ Critical and creative thinking

Organizational Structure





Introduction to our international Program

- ★ SDP (Skills Development Program)
- ★ WLSA curriculum



Aim of SDP

Jointly developed by CHEER and CIE

Prepare Chinese students better to study at
global universities

Five skills





WLSA Curriculum

- ✓ Three years senior program
- ✓ Quality-oriented
- ✓ Skills-based
- ✓ Individual attention (Advisors)
- ✓ All-round development
- ✓ Interactive teaching

The challenge

- ★ Recruitment and management of Teaching Force (combination of Chinese and Foreign teachers)
- ★ Management team—logistics and administration (cooperation with key middle schools)
- ★ Dealing with parents and students expectations



Recruitment and management of foreign teaching force

- ★ Reliable teachers sources, the website or friends recommendation?
- ★ Strict interview/selection procedure
- ★ Job orientation and teacher training
- ★ Incentive system



Management team (cooperation with key middle schools)

- ★ Partner SoE
- ★ Good reputation
- ★ Rich resources (teacher, student)
- ★ Reasonable facility
- ★ Bureaucracy



Dealing with parents and students expectation

- ★ The tiger mother and Wolf father
- ★ Difficulty to switch between Chinese traditional education and western request
- ★ Knowledge based to skill based
- ★ Cultural events
- ★ Social activities



What is leadership and how does it work?

- ★ Motivating a group of people to act towards achieving a common goal.
- ★ Essentials of inspiration and preparation.
- ★ Effective leadership is based upon ideas, but won't happen unless those ideas can be communicated to others in a way that engages them.



Difficult when West meets East

--Intercultural communication

- ★ How do people think and know
- ★ What is achievement?
- ★ Relation to time and spiritual issues
- ★ The self
- ★ Organization of society



How do people think and know

- ★ Does knowing come from concepts or experience?
- ★ Does knowing come from asking questions or mastering received wisdom?
- ★ Does knowledge have limits?
- ★ In what patterns do people think?



What is achievement?

- ★ Is doing important or is being important?
- ★ Are tasks done sequentially or simultaneously?
- ★ Do results or relationships take priority?
- ★ Is uncertainty avoided or tolerated?
- ★ Is luck an essential factor or irrelevant?
- ★ Are rules to be followed or bent?

Relation to time and spiritual issues

- ★ Is time linear or cyclical?
- ★ How is time understood, measured, kept?
- ★ Do humans dominate nature or nature humans?
- ★ Are divine powers or humans at the centre of events?
- ★ Is change positive or negative?



The self

- ★ Is the basic unit of society collective or individual?
- ★ Obligation and indebtedness, burdens or benefits?
- ★ Age: is seniority valued or discounted?
- ★ Are women equals or subordinates?



The organization of society

- ★ Group membership: temporary or permanent?
- ★ Displaying emotion
- ★ Shaming or causing guilt
- ★ Rules of etiquette, i.e. form, is it important?
- ★ Personal matters, private or public?
- ★ Patterns: horizontal or hierarchical?
- ★ Approach to authority



Conclusion

Leadership is a never-ending job!