

About the Lecturer

Hongbing Iris Cai is the Founder and Director of Positive Speaking, strategic consultant and international speaker.



She lectures on 'Business in Chinese-Chinese language and culture for beginners' which uses a combination of language, culture, and ancient wisdom to provide insights and practical applications into conducting business with Chinese people. She has taught in the Great China Club of London Business School and in a number of blue chip companies since 2009.

As Chinese business culture expert and Mandarin teacher, Iris participated in a weekly programme 'On the Money' on BBC Radio 5 LIVE from February 2011 to June 2014.

Her consulting work specialises in strategy for the China Market, clients include The Royal Mint. With many successful case studies about helping British companies export to China, her advice also influences the UK government to set policies helping SMEs export to China.

Iris received a Mu-Lan Achievements Award, which celebrates Chinese women's achievements in the UK at the House of Lords in 2009, in honour of her dedication and contribution to cultural bridge building between the UK and China. Iris was invited to attend Queen's Garden Party in Buckingham Palace to encourage her effort of enterprise promotion and public service in May 2012.

From 1999 to 2009 Iris worked as a finance professional for several international advertising companies. Iris was a Finance Manager at WPP Group in China, and also Saatchi & Saatchi China from 1999 to 2003. In 2003 she transferred and worked for its UK group until 2009.

From 1990 to 1999 Iris worked as Assistant to the Group CFO of a China PLC company Midea, the main producer and exporter of home appliances in southern China (with £10billion revenue in 2013). In 1998 Iris took one year work break to go to university to study business English full time. Iris was born in Beijing, educated in Xi'an with majoring in accounting and then worked in Guangzhou China. Iris now lives in London.

Students feedback

Iris is able to understand business school students' needs and design the content for them. This course is a combination of Chinese language, culture, and ancient wisdom, providing insights for students interested in doing business or working in China. We received very positive feedback on the lecturer and the course. Students describe her as a passionate, creative, and diligent lecturer and the course as an informative, interesting, and inspiring one. We really appreciate Hongbing Iris Cai's talent and passion in promoting the Chinese language and culture to the UK. ---- Jenny Huang Training and Communication VP, China Club of London Business School

Good atmosphere, positive environment, effective teaching techniques, logical presentation of statement; logical sentence structure helps.

Fantastic! I found her engaging and passionate. She found ways to make the material interesting & had a very clear structure, made it easy to understand.

Excellent and intense teaching method including audio files for home study and study materials!

Including lots of Chinese culture together with language learning is an excellent idea and worked very well.

I have a greater appreciation of Chinese culture that will help with my work and a good base in the language should I wish to continue learning.

Iris made it a lot easier to follow. Her cheerfulness made me forgot I had already done a busy day at work! She wants us to learn, her book keeping to break down the idea that Chinese speaking is not a difficult as it seems.

I have a wider awareness of Chinese culture and language. I think I am beginning to understand how it would favourite with the business world.

All around the world, there is lot of excitement about knowing more about dragons country. Having the best source of information is very important while understanding the culture and language of Mainland China. I sincerely believe that the book by Hongbing Iris Cai perfectly serves the purpose.

She explains the nuances of Chinese culture in such a way that the reader not only enjoys reading but also gets excited to explore more. She is a storyteller and an excellent teacher. Iris explains and suitably designed course content in such a way that learning becomes easy and fun. I have made a good progress in just 10 lessons. I was rather lucky to meet Iris at London Business School. Her book on this topic is a very useful reference for everyone who aspires to learn mandarin especially for business people.

*I would strongly recommend this book to all those who want to know more about China and I also wish all the success to Iris and her team in this great cause of introducing China to the world. ----- Mahesh Dumbre Business Development Manager
Tata Consultancy Services Limited MBA from University of Hong Kong in collaboration with London Business School*

Thanks a lot for taking a wonderful session on Chinese language this evening. We thoroughly enjoyed it and learnt a lot about Chine and its culture. I will be interested in joining further classes and would be grateful if you can let me know the schedule. Once again, thanks a lot for the wonderful work you are doing and my hope is that it continues for many more years and benefits millions like me! ----- K S Badri Narayanan The Sloan Fellowship of London Business School

A journey of a thousand miles must begin with the first step.

Dao-the Way 550 BC