

Gayle Cotton, Keynote Speaker & Emmy Award Winner



TOPIC TITLE: Global Business Etiquette: ‘Cultural Clues’, ‘Do's & Taboos’!

LENGTH OF TOPIC: 30-90 Minutes (Customization is available)

TOPIC DESCRIPTION: Explore the ‘Cultural Clues’ for developing successful relationships in today’s global business and social environment. Avoid those all too embarrassing ‘Faux Pas’, and learn to *bridge the cultural gap* in any culture. Understand the ‘Do’s & Taboos’ for Europe, Asia/Pacific, Latin America, and the Middle East. This is a *lively, interactive* presentation that will take you on a brief journey around the world to learn what everyone needs to know about ‘Global Business Etiquette’. Gayle highlights examples and blunders that often border on hilarity. The topic has tremendous take-home value, so have fun and enjoy the trip!

- **Multi-Cultural Communication:** *Is What You Say What You Mean?*
- **Email Etiquette:** *How ‘Intimate’ Is Your Email?”*
- **Cultural Clues:** ‘Do’s & Taboos’ for Global Business Etiquette
- **Paradoxes of the English Language:** *How Can a Wise Guy and a Wise Man be Opposites?*
- **Cultural Bloopers!** The Humorous ‘Faux Pas’

Gayle Cotton is a National Emmy Award Winner and the author of the Bestselling Book, ‘SAY Anything to Anyone, Anywhere! 5 Keys to Successful Cross-Cultural Communication’. She is President of Circles Of Excellence Inc., and a distinguished, highly sought-after keynote speaker and executive coach. She has presented for the United Nations, the World Health Organization, the U.S. government, and more than 50 Fortune 500 companies around the world. She has been featured on numerous TV shows including NBC News, Good Morning America, PM Magazine, Pacific Report, and PBS More. Gayle has the distinction of being the first American to be accepted as a member of the ‘European Marketing and Sales Experts’, and is a Certified Expert in the ‘Executive Foundation for International Communication’. She is a Faculty Resource for Young Presidents' Organization (YPO), World Presidents' Organization (WPO), Chief Executives Organization (CEO), and Entrepreneurs' Organization (EO).

An internationally recognized authority on Cross-Cultural Communication, Gayle educates, entertains, and inspires audiences with her fresh and unique approach. Giving new meaning to the concept of creativity and productivity, she is on the leading edge of business communication. She has won the respect of World Leaders, Ambassadors, and Executives around the world that turn to her for her expertise on global cultures and international business. Her vast experience living and working abroad has made her a ‘first choice’ request for international audiences!