

Gayle Cotton, Keynote Speaker & Emmy Award Winner



TOPIC TITLE: SAY Anything to Anyone, Anywhere! 5 Keys to Successful Cross-Cultural Communication

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

TOPIC DESCRIPTION: This lively and interactive topic is based on Gayle Cotton's Bestselling Book, 'SAY Anything to Anyone, Anywhere! 5 Keys to Successful Cross-Cultural Communication'. Differences are the spice of life! But cultural differences can also be the source of embarrassing blunders and miscommunication in the workplace, and for business and social travelers alike. We must manage preexisting cultural expectations, understand cultural sensitivities, avoid conflict, and sidestep offending someone due to cultural differences -- albeit *unintentional*. The strength of any multicultural relationship depends entirely on the ability to effectively communicate, and to build trust and rapport in person, on the phone, and by email. To do this, we need to understand how words, tonality, and body language vary with every culture. This presentation will increase your self-awareness, help you adapt your style, and enable you to be proactive in multi-cultural relationships. It's Gayle's *most requested topic*, and has lots of humor and take-home value!

- **Key One:** Create *Proactive* Communication and Avoid Reactive Communication
- **Key Two:** Rapport Secrets to Bridge the Cultural Gap
- **Key Three:** Organize Productive Interactions
- **Key Four:** Strategies for Relationships
- **Key Five:** Success Leaves Clues... Do's & Taboos

ABOUT GAYLE:

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 keynote speaker and executive coach. She has presented for the United Nations, World Governments, and more than 50 Fortune 500 companies around the world. She has been featured on numerous TV shows including NBC News, BBC News, Good Morning America, PM Magazine, Pacific Report, and PBS. Gayle has the distinction of being the first American accepted as a member in the 'European Association of 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 Cultural Science, 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!

Gayle travels world-wide from business bases in the U.S. and Switzerland. She presents on the topics of Cross-Cultural Communication, Diversity, Interpersonal Communication, Executive Leadership, Presentation Skills, Sales and Negotiations, Teambuilding, and Time Management.