



William (Bill) Sinunu

Enhancing global communications and understanding to build bridges and eliminate ethnocentrism

Testimonials

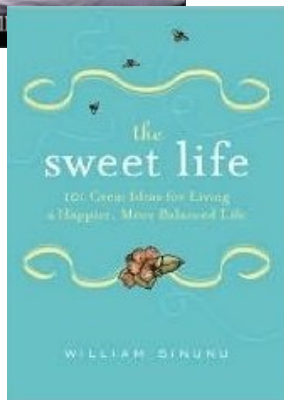
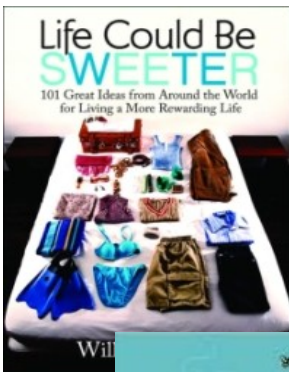
"Sinunu traverses cultures and individuals—and the outcome is a mosaic of thoughts and feelings that is at once both universal and personal. A rare feat."

—Tal Ben-Shahar, PhD, Professor, Harvard University

"Bill Sinunu invites you to participate in his worldly travels and consider the scope of a wildly diverse planet."

—Greg Kinnear, Actor & Academy Award Nominee

Bill's Books



Bill Sinunu is a multi-lingual citizen of the world who has lived in or traveled to over 100 countries on six continents. He is the author of two culturally insightful books, *Life Could be Sweeter* and *The Sweet Life*. He is also a University of Chicago-trained Master Facilitator and member of the National Speakers Association.

Bill works with professionals who want to create strong leadership teams in the global marketplace. His guidance helps organizational leaders avoid cultural gaffes (adversely impacting productivity, business relationships, and revenue) and build functional, profitable cross-cultural relationships. His signature programs include:

Global Bridges: How to Build Dynamic Inter-cultural Relationships—Fragile Markets, Falling Revenues, Economic Uncertainty. Gain the knowledge and tools to identify, establish and expand revenue streams by developing and building upon inter-cultural communication skills to better understand and relate to cross-cultural norms and business practices.

Global Americans: How American Norms and Values Impact Relationships in the Global Marketplace—American businesses are increasingly dependent on revenue generated abroad and respectful alliance are fundamental to success. A misunderstood comment or inappropriate gesture can sabotage trust, tarnish credibility and even destroy a lucrative relationship. With Bill's insights learn to intelligently interact with partners in emerging markets.

Global Niches: Filling Inter-cultural Communication Gaps—Downsizing, Restructuring, Competitive Divisions. Now more than ever is the time to focus on strategies that build strong teams and have a positive impact on the bottom line. This program details solutions that will develop cohesive groups and build inter-cultural communication skills.

Global Transitions: Systemically Transform Your Organization into a Global Entity—Forward-thinking executives focus on strategies that insure long-term viability and position. Bill offers a framework to help their organizations become successful global entities.

Global Best Practices—Restructuring, Inconsistencies, Confusion. Encourage innovation and improve your bottom line. Bill shows leaders how to use cross-cultural focus groups and the WeAre1 Model (a patented six-step process) to develop best-in-class service standards.

Global Orientations: Become Effective Abroad—Language Barriers, Unfamiliar Rules, Unique Bureaucracies. Employees working and traveling abroad, armed with Bill's tools and insights will navigate cultural obstacles and communicate effectively. This is a helpful and detailed guide to understanding cultural norms and practices.

These programs, delivered with Bill's wisdom and wit, help audiences to:

- ◆ identify and overcome culturally based stereotypes
- ◆ develop a universally accepted interactive skill set
- ◆ avoid costly cross-cultural gaffes and behaviors
- ◆ strategize to effect and sustain transformational change
- ◆ prepare individuals to encounter and manage culture shock, reverse culture shock, and cultural disorientation



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2200 WILSON BLVD., #102-364 • ARLINGTON, VA 22201-3324

PHONE: 703.243.1620 • WEBSITE: WWW.ESPARZASPEAKERS.COM