



DR DEBORAH SWALLOW

LEADING AUTHORITY ON INTERCULTURAL COMMUNICATION

Developing Cross Cultural Communications - with Executives Around The World

“Language is what we hear. Culture is how we understand.” Dexter Moscow

Dr Deborah Swallow is an Executive Coach, Business Consultant and Expert on Intercultural Communication, Cultural Diversity and International Business Practices. She has been enlightening, enthusing, educating and entertaining business audiences for over ten years in thirty two countries. She has become a sought-after keynote speaker and conference/seminar presenter.

Deborah has a unique ability to translate a serious and powerful message about cross cultural differences and their impact on an international organisation's brand image and bottom-line. She delivers easy-to-grasp concepts that can be immediately used in the workplace, ensuring a positive difference is made not only to the performance of a business working with international partners, along with the people resources within, but also to the performance of a brand.

In today's competitive global market, the cost of getting it wrong runs into millions. When you get it right, individuals and organisations alike can gain an authentic competitive edge and win in international markets. Deborah Swallow shows you how.

PLAYING TO WIN: Developing CULTURAL INTELLIGENCE to raise your game in international markets

“Helping executives discover a greater understanding and deeper insight of how our associates in different cultures, think, feel and react is an essential part of a business persons' communication tool-kit in our global economy. PLAYING TO WIN - developing cross cultural intelligence to raise one's game in international markets IS the competitive edge required today. It can prevent costly mistakes!”

NEW KEYNOTE FOR 2009/2010

PLAYING TO WIN - developing cultural intelligence to raise your game and win in international markets

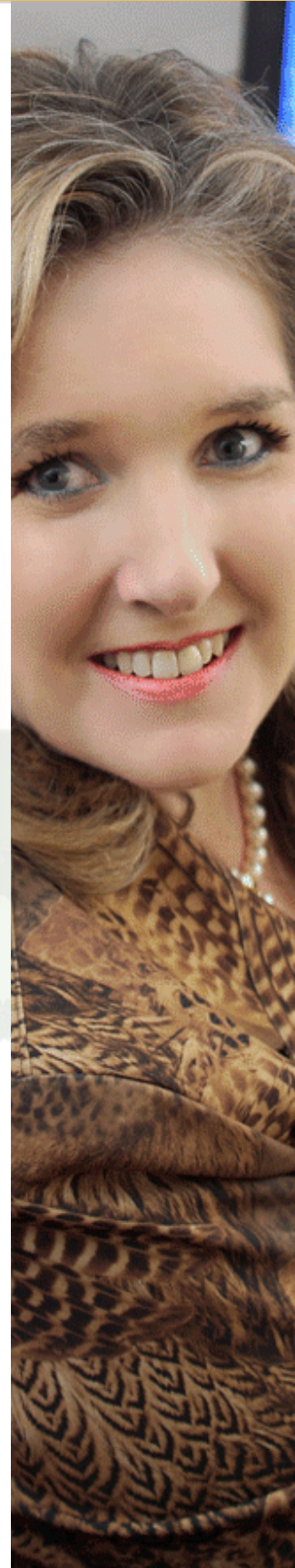
NEW CONFERENCE & SEMINAR PROGRAMME FOR 2009/2010

PLAYING TO WIN (for conferences, seminars and plenary workshops):

- The Seven Relationship Dangerpoints in International Business
- Selling on an International Stage
- Delivery Customer Service Excellence Across Cultures
- Developing Cultural Intelligence
- High Performing Globally Distributed Teams
- Embracing Cultural Diversity for Improved Organisational Performance
- Managing People in a Multi-Cultural Environment
- Communicating Across Cultures
- International Meeting Skills
- International Negotiation Skills
- Presenting & Pitching to International Audiences

Dr Deborah is happy to create and deliver bespoke presentations and keynotes.

“Be the change you want to see in the world.” Mahatma Gandhi





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TESTIMONIALS

“WOW! What a presentation! It was fantastic. I’ve never heard anyone deliver such complex issues in such an innovative way.” Dr Leena Ojala, World Authority on Core Competence (Finland)

“Deborah delivers in a relaxed style but at a good pace - excellent structure, great clarity and easy to follow. Overall - enjoyable, lively and enlightening.”

Jeffrey Hebden, Product Management Manager, Motorola (UK)

“This presentation is essential for all managers living in today’s dynamic, global world.”

Miljenko Tumpa, President, Raiffeisen Leasing, (Croatia)

AUTHOR

Dr Deborah is author of: *CultureSHOCK! Finland* - a survival guide to customs and etiquette; *Communicating Across Cultures* - the key to successful international business communication; *Surviving and Thriving as an International Manager*; and *Make More Sales with Better Presentations* – the essential guide for doing business abroad .



COACHING CLIENTS INCLUDE:

Mencap (UK), Euro Tunnel (France), Nokia (Finland), Philips (Germany), SEED Foundation (Hungary), Garanti Bank (Turkey), Raiffeisen Leasing (Romania), Norsk Hydro (Norway), Finnish National Road Association (Finland), American Express (Middle East), Barclays Business Banking (UK), Barclaycard (UK), NATO, The Red Cross (Geneva), The Ministry of Foreign Affairs (Norway, Croatia, Macedonia and Malawi), World Health Organisation (Geneva) and Interactive Intelligence (Sweden).

“The embracing of culture in all its diversity ‘as a resource rather than a threat’ is essential for responding to the demands of a global market economy, for reaping the full benefit of cross-border alliances, and for enhancing organizational learning”

Schneider and Barsoux

TESTIMONIALS

“Your skill to describe complicated matters simply is significant. You really know your stuff.”

Juha Holopainen, Director, FINRA Finnish National Road Association (Finland)

“Great delivery style. Very good interaction, very experienced speaker (PRACTICAL experience, too) - optimal use made of limited time.”

Dr Michael Kuhn, Vice President Technology Strategy, Philips (Germany)

“BOOK Debby. BOOK Debby!!! I took away an immense amount of both valuable and practical information that I can now relate to my own business. I would recommend Debby to any business that is looking for that competitive edge.”

Quiller Hawkins, Director, Sprint Communications Systems (UK)

TO BOOK DR DEBORAH SWALLOW

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