



MEDIA KIT

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Media & Interview Questions



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Q&A for Media & Interviews

About the Book - Mastering Business Storytelling

Q: What is your book about?

A: Mastering Business Storytelling is a strategic storytelling guide for global executives who want to elevate their leadership impact. It teaches business leaders how to craft compelling stories that inspire, influence, and drive success—not through vague inspiration, but by using clear frameworks, case studies, and real-world applications. This is a practical playbook designed to turn any leader into a success story.

Q: Who is this book for?

A: This book is designed for global executives, business leaders, and decision-makers who want to communicate with greater impact. Whether leading teams, negotiating deals, or delivering keynote speeches, storytelling is the secret to being heard, remembered, and followed.

Q: What problem does this book solve?

A: Many executives struggle to make their messages stick. They rely on facts and data alone, failing to engage, inspire, or drive action. This book provides leaders with a practical, repeatable framework for using storytelling strategically—whether to motivate teams, pitch ideas, or navigate leadership challenges.

Q: What makes your book different from other storytelling books for executives?

A: Unlike other books that focus solely on storytelling for meetings or speeches, *Mastering Business Storytelling* teaches executives how to integrate storytelling seamlessly into everyday leadership communication—transforming ordinary interactions into moments of influence, connection, and leadership.

Beyond teaching how to craft compelling business stories from scratch, this book equips readers to:

- ✓ Understand why and how storytelling drives influence in business.
- ✓ Explore the neuroscience behind storytelling and its effect on decision-making.
- ✓ Use storytelling as a leadership superpower to inspire action and enhance engagement.
- ✓ Reframe existing narratives for a more constructive and persuasive impact.
- ✓ Apply storytelling across leadership scenarios—from boardrooms to town halls to informal conversations.
- ✓ Learn from real case studies showcasing storytelling’s transformative power in leadership.
- ✓ Develop a personal catalog of impactful stories for business communication.
- ✓ Enjoy a visually engaging, light, and practical reading experience.

Q: What transformation can readers expect from this book?

A: Leaders who begin this book as transactional communicators will finish it as transformational storytellers. They’ll shift from simply giving instructions to inspiring action. Instead of just managing teams, they’ll become leaders that people want to follow.

Q: What's the single most powerful idea in this book?

A: With the right story, any leader can achieve anything. It's not about changing reality—it's about reframing the narrative strategically to align with what you want to achieve. When you know how to tell the right story at the right time, you become unstoppable.

Q: If you had to summarize the book in one sentence, what would it be?

A: "Every leader has a story—this book teaches you how to tell it in a way that inspires, influences, and drives success."

Q: Where can I purchase the book?

A: The book is available in paperback, Kindle, and ePub formats through Amazon, Barnes & Noble, and other major online retailers. You can also purchase it directly from:

[The Global Leadership Lab](#)

Q: Do you offer bulk purchases for teams or corporate training?

A: Yes, bulk purchases are available for companies and organizations. Special pricing and training packages can be arranged for corporate clients. For inquiries, contact [**bookinfo@coachingexpatriates.com**](mailto:bookinfo@coachingexpatriates.com)

Speaking Engagements & Workshops

Q: What topics do you speak on?

A: I specialize in topics related to:

✔ **Mastering Business Storytelling for Leadership and Influence**

How global executives can harness the power of storytelling to inspire teams, influence stakeholders, and drive action. This session covers practical frameworks, real-world examples, and strategies to integrate storytelling into leadership communication.

Content Sample:

✔ **Leading Multicultural Teams Through the Power of Storytelling**

How leaders can use storytelling to bridge cultural gaps, build trust, and create alignment in global teams. Learn how to craft and adapt narratives that resonate across diverse backgrounds and communication styles.

Content Sample:

✔ **The 10 Pillars of Advanced Communication for Global Executives**

An in-depth exploration of the 10 key pillars of effective leadership communication, from clarity and storytelling to persuasion and emotional intelligence. Discover how mastering these skills enhances influence and decision-making in international business environments.

Content Sample:

✓ **High-Context vs. Low-Context Communication: A Leader's Guide to Global Success**

Unravel the complexities of high-context (implicit, relationship-driven) vs. low-context (explicit, direct) cultures and their impact on communication. Gain actionable strategies to adapt your messaging and avoid cultural misunderstandings.

Content Sample:

<https://www.coachingexpatriates.com/communicating-in-high-and-low-context-cultures/>

✓ **The Art of Avoiding Miscommunication in Multicultural Teams**

Miscommunication is one of the biggest challenges in global teams. This session breaks down the common pitfalls, cultural biases, and practical solutions to ensure clarity, collaboration, and alignment in cross-cultural business settings.

Content Sample: <https://theleadershipnest.com/podcasts/ep-020-the-science-of-miscommunication/>

✓ **The Power of Validation & Recognition: Igniting Employee Motivation, Effort, and Retention**

Recognition isn't just about praise—it's a strategic leadership tool that directly impacts employee motivation, engagement, and retention. In this session, discover how validation and recognition shape workplace culture, influence performance, and strengthen team commitment. Learn practical strategies for delivering meaningful recognition across different cultural and professional contexts to create a high-performing, loyal workforce.

Content Sample: <https://theleadershipnest.com/podcasts/ep-009-the-power-of-validation-recognition-igniting-motivation-effort/>

✓ **Financial Acumen for Non-Finance Executives: Mastering the Language of Business**

Understanding financial concepts isn't just for CFOs—every leader makes decisions that impact the bottom line. This session demystifies key financial principles (ROI, profit margins, financial KPIs, and strategic budgeting) so non-finance executives can confidently interpret financial data, align their decisions with business objectives, and communicate more effectively with finance teams and stakeholders.

Content Sample:

https://www.coachingexpatriates.com/finance_acumen_essential_financial_knowledge/

✓ **The Psychology of Focus and Clarity: Elevate Productivity, Communication, and Decision-Making**

In an era of constant distractions, the ability to manage focus and gain clarity is a leadership superpower. This session explores the neuroscience of focus, practical strategies for personal and team productivity, and the 5 Powers of Clarity—a framework to sharpen decision-making and communication. Learn how to map clarity, eliminate noise, and create an environment where high performance thrives.

Content Sample: <https://www.coachingexpatriates.com/the-5-powers-of-clarity-gaining-clarity/>

Content Sample: <https://www.coachingexpatriates.com/focus-management-the-science-behind-the-8-focus-strategies/>

Q: Do you offer customized keynotes or workshops for companies?

A: Yes, I tailor keynotes and workshops to the needs of your leadership team, company, or industry. Sessions can be conducted in-person or virtually.

Q: How can I book you for a speaking engagement?

A: To inquire about availability and rates, please reach out via press@coachingexpatriates.com. Provide details about your event, audience, and desired outcomes.

Q: Do you offer executive coaching for leaders who want to improve their storytelling skills?

A: Yes, I offer executive coaching to help leaders develop their personal and business storytelling skills for presentations, meetings, and leadership influence. Learn more [\[here\]](#).

General Press & Media Inquiries

Q: How can I schedule an interview with you?

A: For media inquiries, podcast appearances, or interview requests, please contact press@coachingexpatriates.com with details about your publication, audience, and preferred format.

Q: Do you provide expert commentary on business leadership and storytelling?

A: Yes, I regularly contribute to thought leadership discussions on leadership, communication, and corporate storytelling. I am available for expert commentary in media articles, podcasts, and business panels.

Q: How can I stay updated on your latest work?

A: You can follow me on:

- Taty's LinkedIn: <https://www.linkedin.com/in/tatyanafittipaldi/>
- Company's LinkedIn: <https://www.linkedin.com/company/coaching-expatriates/>
- Instagram: https://www.instagram.com/taty_coaching_expatriates/
- YouTube: <https://www.youtube.com/channel/UC05ntvrpmb55hsEgC93zfiA/>
- Twitter: <https://x.com/CExpatriates/>
- Subscribe to my newsletter: <https://www.coachingexpatriates.com/subscribe/>

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