



MEDIA KIT

TATY FITTIPALDI

Speaking
Engagement
Topics



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Speaking Engagements & Workshops Topics

(For speaking engagements at Conferences, Corporate Events, Television shows, and Podcasts)

Taty Fittipaldi delivers high-impact sessions designed for executives, business leaders, and decision-makers navigating the complexities of global leadership.

✔ **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: <https://payhip.com/b/OGhL4/>

✔ **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: <https://payhip.com/b/OGhL4/>

✔ **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/>

Audience Insights

(Who Is This For)

- ✓ **Mid-to-Senior Level Executives** – 5 to 20 years of experience, shaping corporate strategies and business outcomes.
- ✓ **High-Income Professionals** – Average household income of \$200K+, with at least a 4-year college degree.
- ✓ **Leadership-Driven Learners** – Focused on upskilling in advanced communication, business storytelling, decision-making, and stakeholder management.
- ✓ **Global Decision-Makers** – Often business leaders in matrix organizations who need to influence across teams, departments, and cultures.
- ✓ **Diverse, International Audience** –
 - Primary audience: 85% U.S.-based executives
 - Global reach: Clients from India, Brazil, East Europe, Canada, Australia, Thailand, Singapore, and Japan
- ✓ **Age & Gender Distribution:**
 - 75% between the ages of 22-45 (rising leaders & established executives)
 - 51% male / 49% female