
CULTUREWIZ – YOUR TRUSTED PARTNER FOR GLOBAL GROWTH AND INTERCULTURAL DEVELOPMENT

SYLVIA GONNER

Global Expert & Culture Wiz

I'm a global growth strategist and consultant, intercultural facilitator, trainer, speaker, and author.

I'm an expat, who has worked on all continents, speaks 6 languages, and has traveled to 70 countries.

Throughout my career working in global organizations and consulting for international clients, I've learned about people's cultures, ways of life, and different ways of doing business around the world.

I created CultureWiz to help organizations and individuals succeed in the global marketplace and to spread knowledge about better ways to work across diverse cultures.



WHO I AM

- International Management Consultant
- Intercultural Trainer and Speaker
- Global Mobility Facilitator

WHO I SERVE

- Non-Profits, Membership Associations, and Trade Organizations that are:
 - at the start, early stages, or mid-level phases of international growth,
 - with or without dedicated international strategies, and
 - small, medium, and large sized in terms of staff, infrastructures, and budgets.

WHAT I DO

CultureWiz facilitates your international journey

- Transforming Operations
- Opening New Markets
- Shaping Inclusive Mindsets

OVERVIEW

AS INTERNATIONAL MANAGEMENT CONSULTANT...

What I do: Position organizations for success with global growth.

Wouldn't it be nice to...

- circumvent common challenges and expedite global growth, and
- know how to globalize operations and penetrate new markets?

Imagine working with a partner who...

- adds value with proven techniques and custom support, and
- helps identify practical and impactful solutions to any global issue.

AS INTERCULTURAL TRAINER & SPEAKER...

What I do: Help teams and leaders thrive in a globally diverse workplace.

Wouldn't it be nice to...

- understand why people behave the way they do across the world, and
- collaborate and lead with ease across diverse cultures.

Imagine learning to ...

- effectively communicate, and build trusting relationships across cultures, and
- create a globally inclusive work environment.

AS GLOBAL MOBILITY FACILITATOR...

What I do: Expedite the success of expats and their partners moving and living abroad

Wouldn't it be nice to...

- adapt as painlessly and quickly as possible when moving abroad, and
- anticipate common issues to alleviate stress and complications.

Imagine working with a facilitator who...

- helps you cherish the experience, and
- supports you before, during, and after the move.

AS INTERNATIONAL MANAGEMENT CONSULTANT...

CultureWiz Facilitates Your International Journey

CultureWiz offers advisory services, training, and hands-on support in all aspects of international association management, global growth, and intercultural development.

HOW WE DO IT

1. Advisory Services

Sylvia Gonner is available on a monthly retainer as an advisor to support CEOs, Chairs, Boards, staff with advice, insights, suggestions, ideas, models, samples, and options to consider regarding any aspects of the organization's international management, growth, strategy, plans, operations, governance, structure, and line of products and services.

She will, to the best of her knowledge, answer any questions and provide guidance in her areas of expertise and be prepared to conduct research and consult with her network of contacts and peers for any additional information. Such services are available via email, telephone, or video conference calls. The number of hours per month and duration of the contract is subject to the client's needs and the advisor's availability.

2. Training Services

Utilizing her extensive international experience ranging in all aspects of association management, Sylvia Gonner has developed a training session for staff and volunteer boards, committees and task forces on **A Practical Approach to Global Growth**.

The session includes an overview of the benefits, common challenges, and pitfalls to avoid with going global and covers a list of leading practices, proven techniques, tools, and practical solutions that associations can deploy. It also reviews various methods to deploy globally inclusive processes within the organization. This interactive session of either 60-90-120 minutes is customized to the association's needs.

3. Hands-On Support

CultureWiz undertakes projects at the request of clients based on interest, expertise, and availability. Each project is customized based on the client's requests and needs, and priced based on the scope, duration and level of complexity of assignment.

CultureWiz Transforms Operations

We specialize in globalizing operations such as:

- Membership
- Communications
- Marketing
- Component Relations
- Governance
- Conferences
- Training
- Certifications

HOW WE DO IT

CultureWiz conducts a Global Readiness assessment, analysis, and issues recommendations that consist of:

- Review and analysis of current operations through:
 - discussion with CEO, COO, staff (as relevant)
 - review of relevant existing documentation, and
 - review of website and social media.
- Review of the organization/business unit's existing strategies, goals and objectives:
 - interviews with designated individuals or groups (as relevant)
- Provide client with a written list of recommendations that include:
 - proposed changes for implementation,
 - options to consider,
 - templates and tools to utilize, and
 - benchmarking models and examples.
- Provide client with a verbal presentation of the recommendations including possible:
 - presentation and Q&A session, and/or
 - discussion session with the board or relevant task force

CultureWiz Opens New Markets

We help organization prepare their offering to penetrate new markets.

- New Markets include:
 - geographic national, regional, or international markets, and
 - linguistic markets.
- Offerings include:
 - Membership Services
 - Conferences
 - Webinars
 - Training courses (online and in-person)
 - Publications
 - Certifications and Certificate programs
 - Training
 - Position Papers
 - Websites
 - Marketing material
 - Communication material

HOW WE DO IT

CultureWiz uses several methods to guide the process of opening new markets such as:

- A. **MARACA Target Market Expansion:** This is an assessment template that helps prioritize market expansion by analyzing:
 - a. MA - market availability
 - b. RA - real-time analytic
 - c. CA - customer addressability

- B. **5As Global Appeals Test:** This is a tool developed by CultureWiz that helps determine if offerings are suitable for a specific market by analyzing their:
 - a. Applicability
 - b. Acceptability
 - c. Accessibility
 - d. Affordability
 - e. Adaptability

- C. **Global Value Proposition:** Creating a Value Proposition developed specifically for a unique market or for the global marketplace. This creative work is done in collaboration with the marketing, communications, membership and other relevant teams or external parties.

CultureWiz Shapes Inclusive Mindsets

Understanding the impact of global cultural differences on working relations is critical for individuals and teams to operate effectively and efficiently in international settings.

A global mindset is an essential skill for people to build trusting relationships and operate with ease in today's interconnected world.

CultureWiz offers a variety of training options to help people acquire the knowledge and develop the competencies necessary to better:

- collaborate across cultures, and
- manage globally inclusive organizations.

HOW WE DO IT

(See below for details regarding Intercultural Training)

AS INTERCULTURAL TRAINER & SPEAKER...

Sylvia is an experience trainer and speaker with expertise in intercultural relationships and communication, global mindset competencies, and international diversity and inclusion.

Her training material combines renowned thought-leadership with her own personal experiences from traveling to more than 70 countries, working on all continents, and speaking 6 languages.

Training specialties offered by CultureWiz include a variety of international competencies for leadership, governance, events, member value proposition, communication, marketing, as well as diversity, equity and inclusion (DEI) initiatives.

WHO I TRAIN

Individuals and teams who:

- Manage global organizations.
- Manage international teams.
- Are on assignment abroad.
- Interact with partner, clients, members from different cultures.
- Have work across offices located in different countries.
- Are responsible for international strategies (including executives/boards/committees)

HOW I DO IT

1. Presentations & Training Sessions*

Topics available: (custom sessions available on demand)

- The Global Mindset Advantage
- The Power of Diversity & Inclusion
- Steps to Intercultural Inclusion in the Workplace
- Culture and Creative Marketing Considerations
- Taking Events Global - Virtual has no borders
- Global Competencies 101
- The Global Keys to a Strong Member Value Proposition
- A Practical Approach to Global Business Growth

Two formats available:

1. Conference/Webinar Sessions (45-60min) including interactive activities
 - This format is suitable for public offerings where participants are not connected
2. Team Sessions (60-90min) including engagement activities
 - This format is suitable for in-house offerings where participants are connected such as boards, volunteer groups, executive teams, company staff, etc.

2. Training Workshops*

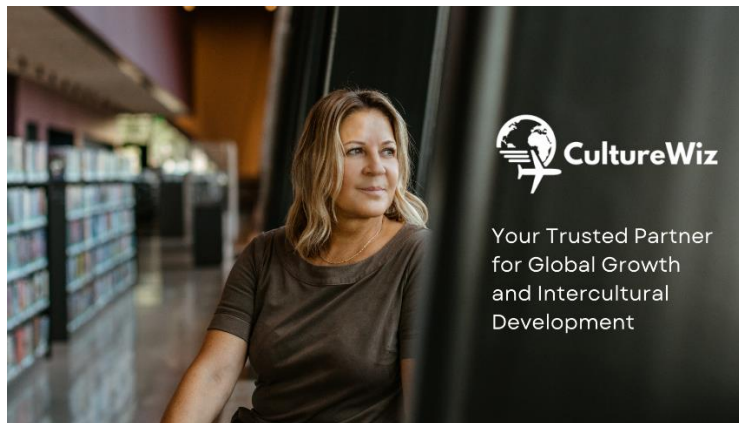
Global Diversity & Inclusion: The Key to Enhancing Trust, Communication and Results

Program Goals: Through active participation this workshop aims to create awareness of how implicit bias and cultural diversity impact relations and all business activities. Participants will learn ways to leverage international diversity and enhance effective communication and relationship-building across cultures. They will identify motivations, skills, behaviors, and leave with action steps to generate cultural diversity and inclusion at the personal, group, organizational, and global levels.

Program Formats and Durations:

- In-person: either 1 day (6 hours) or 2 half-days (3 hours each)
- Virtual: 3 set of 2 hours
- Pre-assessment, report and debrief available

*All programs are customized to the client's needs and the size of the group.



AS GLOBAL MOBILITY AND EXPAT FACILITATOR,,,

CultureWiz offers facilitation and support services to individuals moving and living abroad.

In April 2022, Sylvia will be a licensed facilitator for the [Adapt & Succeed Abroad](#) program and is accepting clients who wish to participate in this program. Adapt and Success Abroad assists expats and their partners who are moving and living abroad through a combination of on-demand video sessions that cover all aspect of expat life presented by the program creator and coach [Sundae Bean](#) and on-on-one consultation sessions with Sylvia Gonner.

CULTUREWIZ ORGANIZATION CLIENTS

- American Association of Orthodontists (AAO)
- Customer Experience Professionals Association (CXPA)
- The Global Association for the Attractions Industry (IAAPA)
- The Institute of Internal Auditors - Qatar (IIA)

PROFESSIONAL BIO

SYLVIA GONNER, CAE

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Sylvia Gonner, Certified Association Executive (CAE), founder and CEO of CultureWiz is a consultant, trainer, speaker, facilitator, blogger, and author specialized in intercultural relationship building, international management, global mindset and diversity, equity, and inclusion (DEI). She previously held the position of Global Vice President at The Institute of Internal Auditors (The IIA) Global Headquarters. Her 30+ year career (working within, and training/consulting for, a number of global organizations) comprises a solid track-record of successfully leading international growth strategies, facilitating intercultural relationships and communications, running multinational business operations, managing culturally diverse teams, and conducting in-house and public training on intercultural competencies.

Ms. Gonner speaks 6 languages, has worked on all continents, and has interacted with many cultures while traveling to more than 70 countries. She's a Certified Association Executive (CAE) with the American Society of Association Executives (ASAE) and holds a B.A. in Communication and M.A. in International Studies. She offers training and facilitation services to teams and individuals in intercultural relations, global mindset, and diversity, equity and inclusion (DEI) and one-on-one support to relocating expats. Her boutique consulting firm CultureWiz provides advisory services to organizations in all aspects of international management including business development, governance, marketing, communication, event management, stakeholder relations, advocacy, certification, and training.

She serves as a volunteer on ASAE's International Associations Advisory Council, wrote Creating Chapter and Affiliate Relationships in ASAE's Professional Practices in Association Management 4th Edition and is a frequent contributor of articles for ASAE's newsletter Association Now. Read Sylvia Gonner's blogs on her website www.theCultureWiz.com and connect with her on LinkedIn at <https://www.linkedin.com/in/sylvia-gonner-cae-2871a85/>

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