



Jo Ann Piña, Ph.D.

Dr. Jo Ann Piña is one of the most acclaimed experts in cross-cultural communication in the country and she has the only Values based model for understanding cross-cultural communication. She works with leaders who want to have more influence with their multi-cultural co-workers and customers. Dr. Jo's extensive experience is literally a "Who's Who" in the industry. She is a former professor and counselor at Montgomery College and corporate trainer for Anthony Robbins. Dr. Jo is on the graduate faculty at Johns Hopkins University, a certified Meyers-Briggs trainer, a mediator and an executive communication coach. She is the Vice-Chair of the Diversity PEG for the National Speakers Association and on the Board of the National Speakers Association's Los Angeles Chapter. She is the only Latina Ph.D. in the National Speakers Association.

Through her work, you discover how to:

- **Understand values of contrasting cultures and the impact those values have on communication styles so you can lead more effectively**
- **Adapt to cultural differences in body language, eye contact and handshakes so you can motivate more successfully**
- **Influence and persuade gracefully in a multicultural environment**
- **"Lead up"— influence your boss and your boss's boss**
- **Uncover the unwritten, unspoken rules for success in your organization**

Call Dr. Jo Now

To engage Dr. Jo as a keynote speaker, workshop provider or consultant to get your company or organization moving toward even greater success utilizing your most important asset – your multicultural workforce.

Dr. Jo Ann Piña

Creating Influence and Power Through Cross-cultural Communication

Companies and corporations lose billions each year because their leaders and managers are not culturally competent. Dr. Jo Ann Piña provides the missing piece for real success in this age of multicultural, dual gender workplaces. Your power and influence actually increase when you understand a culture's unique values and how specific values impact beliefs and behavior. With Dr. Jo's cross-cultural communication model, you are able to read the subtleties of communication and get across the cultural gap by choosing an approach that speaks directly to another person's core values. Her stimulating, information-rich speeches, workshops and consulting are all aimed at getting across your message, enhancing results... and best of all increasing your influence and profits.

"Dr. Jo, it is not only your magnetism that keeps audiences at rapt attention when you make a presentation, it is your ability to establish an almost instantaneous rapport with an audience. At this event, you did it again! Moreover, your high energy level is contagious; there is no time to get bored if Dr. Jo is around. Your content is so stimulating, you are bombarded with comments, questions, and stories. But no matter, you handle those with aplomb and still manage to remain pretty close to established time frames. Amazing!!!"

*C. Sylvia Proctor, Secretary
NOVA Chapter NFBPA*

"Dr. Jo, your presentations are so informative, energetic, motivational and most of all fun. You took us from no presence to a powerful presence. We only wish we had access to you all of the time. You are a small, but powerful package."

*Kimberly Robinson,
Director New Leader Program*

"Fabulous, Dr. Jo! Your keynote stirred us to understand how Hispanic values drive behavior and influence communication styles in the workplace. Your dynamic message was just what we needed to bring a better awareness of the Hispanic community within the meetings and hospitality industry. Our participants said you were 'challenging and exhilarating' with 'fantastic energy and delivery!'"

*Margaret Gonzalez
President & CEO
International Association
Hispanic Meeting Professionals*

"Your expertise and instructional skills in communication, coaching, cross-cultural communication and diversity made a major contribution to the success of several nation-wide multi-media training programs for over 7,500 to 10,000 employees, supervisors and managers. Whether it is one-on-one coaching of troubled managers or 300+ in a hotel ballroom, your content, delivery, energy and ability to inspire others distinguishes you as 'simply the best!'"

*Ben Alexander
ACT, Inc.*



Call Now

To engage Dr. Jo as a keynote speaker or consultant to get your corporation or organization moving toward greater influence and success utilizing your most important asset — your multi-cultural workforce.

Dr. Jo tailors workshops, seminars or speeches geared to your organization's specific needs.



Author of Cross Talk Series
and Founder of Cross Talk Institute

Among her most popular presentations are:



• **How To Influence And Persuade Your Multicultural Customers And Co-Workers**

Dr. Jo brilliantly bridges the communication gap between Anglo Americans, African Americans, Hispanic/Latino Americans, and Asian Pacific Americans. Cultural, ethnic and gender programming often give words and actions completely different meaning to people of different backgrounds. In today's multi-cultural, multi-ethnic, dual-gender work environment, we may all be speaking the same language, but we certainly not communicating. With Dr. Jo, you will discover the secrets to understanding cross-cultural communication.



• **Getting Across... Your Message, Your Ideas, Your Meaning**

Hispanics are now the largest minority group in America. Dr. Jo can guide you and your staff to understand Hispanic/Latino values to better influence and motivate your Hispanic co-workers. By understanding Latino Cultural Values, you will discover what drives behavior such as communication style and spending behavior to better capture your share of the surging \$580.5 billion Hispanic/Latino spending market.



• **Under-The-Table Rules: Unwritten Corporate Secrets Every Leader Must Know**

Find out in this entertaining session, corporate secrets that every leader must know — those unspoken, unwritten corporate norms that can derail your career or propel it forward. Accelerate your leadership ascent by uncovering those unwritten, under-the-table-rules for success.

• **Leading Up: How To Influence Your Boss and Your Boss's Boss**

Learn how to influence and persuade leaders by understanding their leadership profile and decision-making priorities. Dr. Jo coaches you to effectively "lead up," influence your leaders and get the results your desire.

• **Secrets to Creating A Sensational Elevator Speech That Powerfully Markets ...You**

Your ability to powerfully speak who you are is a shortcut to distinction. It puts you in the limelight and raises you well above the crowd. New proprietary software can have you producing multiple elevator speeches in just minutes. Attend this session and discover the secrets to marketing your message powerfully and communicating with excellence while building your wealth.

Dr. JoAnn Piña