



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## **Sondra Thiederman, Ph.D.**

*Travels from:* California

*Fee Range:* \$5,001 - \$7,500

Sondra Thiederman is one of the nation's leading experts on workplace diversity, cross-cultural business, and bias reduction. As President of Cross-Cultural Communications, a San Diego-based training firm, Sondra has 25 years experience as a speaker, trainer, and author helping professionals in Fortune 500 companies, public sector organizations, and dozens of associations find ways to successfully navigate our increasingly diverse workplaces.

Since receiving her doctorate with an emphasis on cross-cultural studies from UCLA, Sondra has helped hundreds of groups develop solutions to their cross-cultural and diversity leadership challenges. Among her clients are such leading organizations as General Motors, Xerox Corporation, Pfizer Pharmaceuticals, Marriott Corporation, the Mayo Clinic, Century 21 Real Estate, American Express, The Federal Reserve Bank, Motorola, and AT&T.

Sondra has also addressed notable associations including the Arthritis Foundation, the Mortgage Bankers Association, the American Society of Association Executives and the American Immigration Lawyers Association. In addition, she has served as consultant to the University of California and the American Cancer Society and has been appointed by Elizabeth Dole to serve on the Diversity Cabinet of the American Red Cross.

Sondra has extensive media experience including mention in such national publications as *The Wall Street Journal*, *The New York Times*, *The Los Angeles Times* and *USA Today*. She is published in professional journals ranging from *T&D* to *Real Estate Today* to *Association Management*, and has written on diversity for the web site *Monster.com*. She is the author of four books including the award-winning *Profiting in America's Multicultural Marketplace* and, most recently, *Making Diversity Work: Seven Steps for Defeating Bias in the Workplace*.

### ***Most Requested Programs...***

- Bias-Free Leadership: Your Competitive Advantage
- "Gateway Events" : How to Turn Diversity Tension into Diversity Dialogue
- The Business Case for Diversity: It's Right, It's Smart and It's Profitable
- The Impact of Bias on Innovation and Performance: The Problem, the Solution
- Resolving the Diversity Paradox: From Differences to Commonalities
- Is "Guerilla Bias"<sup>™</sup> Making War on Your Organization?
- Bias- Free Sales: Your Key to the Close
- Bias-Free Customer Service: The Key to Business Success
- Getting "Culture Smart"<sup>™</sup>: Skills for Doing Business Across Cultural Lines