

Can You Avoid the Landmines in Today's Multicultural Business World



You have your thoughts, ideas, and agenda crystal clear in your mind, yet the minute you open your mouth to share it, something gets lost in the translation. You realize that what you wanted to say didn't really get across at all. They only heard half of it and, as a result, took the wrong course of action, setting your project back for weeks. Or worse, they completely misunderstood your words and actions and were offended, insulted, and felt undervalued.

This is how it feels to do business with employees, customers, and colleagues who don't speak your language or share your cultural beliefs! How can you better understand their needs in order to achieve results? How can you avoid sending messages you don't want to send? How can you give your company an outstanding reputation in the global marketplace? How can you turn this multicultural minefield into a real goldmine for your company?



Jinsoo Terry has the answers. Jinsoo arrived in this country as a Korean immigrant. She overcame cultural and language barriers to become a business leader and international celebrity. From her first job in America on the assembly line, Jinsoo worked her way up to Vice President of Manufacturing at a leading women's clothing company. There, she successfully managed a workforce which represented at least fourteen different countries and cultures and was instrumental in tripling the company's profit in just five years. She now owns her own company, Advanced Global Connections, which trains CEOs and business executives from around the world to expand their global thinking with her customized programs.

As an American executive and a second-language citizen, Jinsoo knows how it feels to be on both ends of the cultural divide and how you can successfully bridge that divide without having to learn another language. Through dynamic keynotes and workshops for your organization, she will share with you the insights, inspiration, and detailed practical knowledge you need to turn multicultural barriers into a force for growth and success – and how to have fun in the process!

For more info

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Book Jinsoo to deliver a keynote or workshop at your next event!

Jinsoo Terry, CEO, motivational speaker, and much more!

- Named by ABC-TV as one of the top 10 Asian Pacific Islander community leaders
- Presented with a Certificate of Appreciation for Achievement in Trade from the U.S. Department of Commerce for creating international trade opportunities
- Voted Most Influential Korean-American for Northern California by The Korea Times
- Received U.S. Commercial Service Export Award
- Selected as a member of a trade delegation to Africa representing America's top 100 businesswomen
- Selected as keynote speaker at ASTD 2006 International Conference – topic “Managing Your Multicultural Workforce”
- Star of her own 60-minute special on SBS national Korean TV
- Received 2006 Make Mine a \$Million Business Award for her success as a female entrepreneur

Motivational Keynotes

The moment Jinsoo steps on your stage, she will bring the unexpected. Energy + inspirational message + a live performance of Jinsoo's rap music = a room full of revitalized and motivated people ready to improve results! You'll be inspired by Jinsoo's unique struggle for success as a woman in Korea, her immigration to America, and her incredible act of reinvention as an American executive and motivational rapper. From these stories, Jinsoo shares 7 secrets that will show you how to overcome obstacles to become a leader, move from outsider to insider in any organization, leverage differences into strengths, and assemble a winning team to help you succeed!

Training / Workshops

The ABCs of Doing Business With Koreans: Learn the secret inner-workings of Korean business culture, so you can establish rapport, trust, and new business with Koreans. From networking and selling to making a speech, Jinsoo weaves her life story with lessons to guide you through the specific situations and problems you will encounter when dealing with Koreans in high-pressure business and social environments. Topics can be customized to address the following focus areas: doing business as a woman or minority with Koreans; marketing and selling to Koreans; manufacturing in Korea; recruiting Korean talent from abroad; managing and motivating a Korean workforce; and starting import/export relationships with Korean businesses.

Motivating Your Multicultural Workforce Through FUN Management: How do you get everyone to work on the same page when you don't understand what's going on in their heads? Working with immigrants or multicultural employees requires special skills as an executive, manager, trainer, team leader, or HR executive. In this workshop, you'll learn Jinsoo's unique FUN Management techniques for leveraging the power of cultural differences to make a difference in your company and team results. Learn how to: analyze cultural and communication differences in your team; develop trust with your multicultural team members; adapt management/leadership styles for cultural differences; create an individualized development and training plan that will maximize the unique talents of multicultural employees; and use humor and fun to encourage employee engagement and participation.

“I never thought anyone could make a business presentation this hilarious and better than most professional stand-up comedy routines. She even sang us a few lines from her new rap CD (“Song for Sisters”) on the topic of how non-natives can be successful in U.S. business. As one member said afterwards, ‘If all the programs are like this, I’ll come every time.’”

Sharon Gadberry, Ph.D.
President, National Association of Women Business Owners – SF Chapter

“Thank you for your outstanding presentation. You are obviously a most qualified and experienced speaker. I look forward to having you speak again in the near future.”

David Aviel, Professor, California State University

“Thank you so much for being a featured speaker for our KASS Series. Your program was outstanding! You gave everyone in attendance so many great ideas for getting their businesses started. You are so motivating and your style is very compelling. We can't wait to have you back.”

Jong Kim, Cal State Sacramento

“Jinsoo, your presentation for our minority CEOs was phenomenal. Your advice was practical yet powerful and full of information they can use immediately. I hope to see you in front of our groups again soon.”

William Huston, Minority Business Development Agency