

Carlos A Merla

“Leadership is an event which brings notable attention worth repeating.”



CARLOS MERLA is an Accredited, Master Certified Executive Coach, and Executive Trainer. He has 30+ years’ experience in the corporate world, developing sales and technical organization across the globe.

He retired from the Microsoft Corporation as the International Services Director, managing Central US, Latin America and then, SE Asia.

At the Microsoft Irving campus, Carlos was the Diversity Lead coordinating and delivering cultural events and seminars.

In addition to serving in a leadership and advisory role to technology consulting firms, Carlos is the founder and leader of **“Core Events Executive Coaching.”**
www.coreevents.com

He has authored two books – one on Leadership titled, *“The Core Events of Leadership,”* and his recent book, *“Core Events of Cultural Awareness.”*



Topic: Building Cultural Awareness and Competency

**Speaker: Carlos Merla
Master Certified Executive Coach / Trainer**

In this very interactive session you will learn the importance of understanding culture, and how to become fully aware of the diversity of cultures around us. We all live and work in a culturally diverse world and many times we neglect the opportunities and possibilities it offers us.

You will learn how cultural awareness, knowledge and skill creates your cultural competency, and how to use this skill for personal and business development.

What you will learn:

- **The impact from “cultural profiling.”** - How perceptions are made based on how people look, and, how people look at you.
- **Foundations of culture identity.** – Defining Traditional Cultures, Subcultures, and Universal Cultures.
- **Critical aspects of cultural competency** – Building your knowledge of cultural awareness, knowledge and skill.
- **Creating a “work culture”** – Key elements of developing a diverse work culture.
- **“Core Events” of Cultural Awareness** – universal lessons of cultural awareness delivered through entertaining but revealing stories.

Workshops and Speaking Engagement:

Rates vary due to size of audience and duration of speaking time. All engagements are modified to meet your association or company needs.

Speaking Engagement: Minimum time needed is 45 minutes - 1.5 hours.
Workshops: Standard workshop is an eight hour session.

Participants receive a signed copy of **“Core Events of Cultural Awareness,”** *Tales of Cultural Competency and a Proud Latino Heritage.*

