



Watsuyo 信光夏次 Lipschutz

# Fee Schedule 2026



## Keynote Speaking

Partnering with Natsuyo as your keynote speaker includes much more than a talk. I'll collaborate with your team before, during and after the event to help you make it a great experience.

### Package Options

#### Package A - \$18,000 (in-person) | \$15,000 (virtual)

Includes

- 45-60 minute keynote speech (including Q&A) and ground & air travel within 1500miles from NYC
- Unlimited pre-conference call with your team to prepare for the event and ensure that what I'm delivering matches your goals for the conference
- A post-conference call to review how my keynote impacted your audience, discuss next steps, and if appropriate, refer a few professional speakers for client's next event
- Modified slide deck made available for participants
- Free e-book, "The 6C's of Strategic Storytelling" as a downloadable gift to all attendees
- (If allowed) TalkaDot evaluation result shared with the event organizer
- Modified slide deck made available for participants
- (If applicable) 1-minute promo video to promote the event by Speaker. This video can be used by Client's website, social media, emails, and other marketing channels.
- (If applicable) Promotional article of this event on Speaker's blog and social media
- 5 copies of Natsuyo's book, "Uncover Your Message: The 3-Step Process for Presenting Your Ideas Effectively and Persuasively, Globally and Locally" by Routledge for the event organizing team, and option to purchase additional copies for audience members for a discounted rate of \$35 (retail \$44.99).

#### Package B - \$20,000 (in-person) | \$17,000 (virtual)

Includes

- Everything in Package A
- Up to 50 signed copies of Natsuyo's Book (option to purchase more at \$35 each)
- Record a custom promotional video that you can use to generate excitement for the conference. This video can be used by Client's website, social media, emails, and all other marketing channels.

#### Package C - \$30,000 (in-person) | \$25,000 (virtual)

Includes

- Everything in Package B
- 60-90 min workshop immediately followed by keynote on the same day
- Up to 100 copies of Speaker's book. (Option to purchase more at \$35 each) and sign copies of books on site.
- Unlimited corporate subscription of E-learning program, "The Art of Persuasive Speaking in Global Business" Intro course and Master course (see course details: <https://natsuyolipschutz.us/elearning>)

## Optional Program

### Deep Dive Training/Workshop

This program can follow the keynote

**Purpose:**

Following the keynote, a workshop can be customized for a deeper, hands-on dive into the practical skills behind The Culture of One™. Workshop topic could focus on global team facilitation skills, active listening and GOOD questioning technique, global presentation skills, or cross-cultural assessment and discussion. A workshop equips participants to immediately apply the concepts introduced in the keynote to their real cross-cultural or cross-functional challenges.

**Participants:**

Open to both those who attended the keynote and those who did not.  
Ideal for leaders, managers, and teams working across cultures, functions, generations, or communication styles.

**Program Details:**

All formats are fully customized. A detailed agenda will be proposed after meeting with your training/head of L&D team.

Options:

- 60 - 90 minute workshop, immediately followed by keynote
- Half Day (3 - 4 hours, could be scheduled on the same day as keynote, or a later date)
- Full Day (6 - 7 hours, scheduled for a later date)
- Two - Three Full Days (scheduled for a later date)

Customization

Program design—including case studies, exercises, and applications—will be shaped based on your goals, team dynamics, and organizational context.

### Fees

Fees vary depending the number of days, and the amount of customization.  
Typically, a full day fee with minimal customization is \$18,000.

## Optional Program

### Follow-Up Advisory Program

This program can follow the keynote or training

#### Purpose:

- To ensure that participants fully apply the insights and skills gained from the keynote or training to their actual work, thereby promoting individual behavioral transformation.
- To identify and address new challenges or obstacles that emerge when applying these skills in real business situations, and explore potential solutions together.

#### Participants:

Individuals who have previously attended our keynote or training programs.

#### Program Details:

1. Two online semi-private advisory sessions (60 minutes) and one online private advisory session (45 minutes) per month: Total of three online sessions every month.
2. Participation is voluntary and flexible – participants may join as often as or as little as they wish. However, it is highly encouraged that each participant attends at least twice in the 6-month period.
3. Continuous support over a minimum of 6 months up to 12 months to help solidify behavioral changes and measure progress.
4. Main focus areas include but not limited to:
  - a) Reviewing progress on each leader's cross-cultural communication effectiveness and ensuring accountability.
  - b) Sharing practical challenges and exploring concrete solutions.
  - c) Deepening and applying the learnings from the keynote or training.

### Fees

**\$1500/month**

Minimum 6 months commitment required. Up to 12 months. After the initial contracted period, client may renew contract for 3 month increments.)

# ABOUT

## Natsuyo N. Lipschutz, CSP, MBA

### Cross-Cultural Facilitator

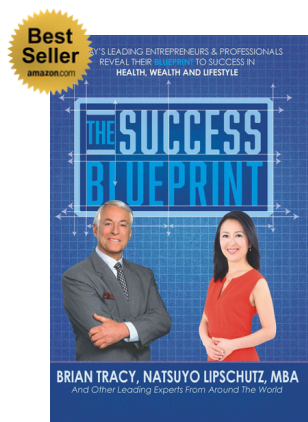


Natsuyo is an international keynote speaker, cross-cultural facilitator, best-selling author, and the first Japanese to earn the prestigious Certified Speaking Professional (CSP®) designation in the National Speakers Association's history. She works with global leaders to transform culturally diverse teams into high-performance powerhouses by mastering communication, presentation, and facilitation across differences. A Japanese native and New Yorker at heart, Natsuyo learned firsthand that success in one culture doesn't guarantee success in another. This realization ignited her mission to decode and transform cultural differences into strategic advantages. Through dynamic keynotes, Natsuyo shares powerful narratives and her signature 3-step process—an actionable framework to break through barriers, harness individual strengths, and cultivate cultural harmony that drives team performance. Natsuyo doesn't just deliver strategies—she reshapes mindsets, equipping leaders and teams to thrive in today's interconnected world.

## Connect with Natsuyo

- [speaker@NatsuyoLipschutz.us](mailto:speaker@NatsuyoLipschutz.us)
- [NatsuyoLipschutz.us](http://NatsuyoLipschutz.us)
- [calendly.com/natsuyo/30min-discovery-call](https://calendly.com/natsuyo/30min-discovery-call)

## Published Author



## What Clients Are Saying...

*"Natsuyo is a born storyteller, able to craft just the right vehicle into which she weaves a message further amplified by the tale she tells. By the end of the talk you're fully invested in the topic and you become so engaged that you have no choice but to continue traveling down that road on your own. By marrying emotion and logic Natsuyo is able to transport her listeners where she wants them to go. That is a gift."*

- Kevin Crowell, President Asia Business Group, Inc.