

# MEET SHELLY BRYANT

As a top tier China Strategy Insider, Shelly helps leaders, brands, and institutions navigate cultural complexity across China and Southeast Asia.

With a background in literary translation, cross-cultural communication, and strategic storytelling, Shelly brings rare insight into how trust, narrative, and nuance shape business and branding success in the region.

Through TL Global Insights, she advises clients ranging from multinationals to boutique consultancies on messaging, relationship-building, and cultural fluency.

## CHINA STRATEGY INSIDER

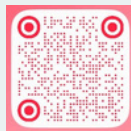
### MEDIA FEATURES



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# WHAT SETS *Shelly* APART FROM OTHER CHINA VOICES



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01

## **She doesn't just speak the language—she decodes the worldview**

Shelly goes beyond translation to expose the invisible assumptions that derail Western strategies in Chinese contexts. She shows how misalignment often starts before the first word is spoken.

02

## **She explains trust as a system, not a sentiment**

Using frameworks like the CSI Trust Matrix™, Shelly reveals how guanxi, role perception, and timing work together to shape real trust—and why many professionals mistake politeness for partnership.

03

## **She makes cross-cultural storytelling actionable**

From marketing copy to leadership narrative, Shelly shows how storytelling with Chinese characteristics can align brand identity, audience psychology, and long-term trust-building.

04

## **She bridges the gap between mainland and diaspora**

Shelly's lived experience across Singapore, Shanghai, and Southeast Asia allows her to surface subtle but critical distinctions between how different Chinese communities interpret tone, power, and positioning.

05

## **She knows that cultural intelligence is strategy, not a soft skill**

For Shelly, cultural intelligence isn't about being "polite"—it's about reading the room, aligning signals, and anticipating misinterpretations before they happen. That's what makes her approach strategic.

**Shelly is the go-to expert for keynotes, workshops, and training on:**

- **China–Southeast Asia Cross-Cultural Strategy**
- **Trust-Building Across Cultures**
- **Storytelling for Global Teams and Brands**
- **Cultural Intelligence (CQ) for Leaders**
- **Narrative as Strategic Infrastructure**



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