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Internationally recognized for its unique methodology, *Spaeth Training*, powered by Sunwest Communications, is a copyrighted methodology developed by strategic communications and crisis management expert Merrie Spaeth. *Spaeth Training* incorporates the significance of both word choice and nonverbal cues to transform how clients think about communication.

Leveraging an abundance of relevant, real-world examples, this hands-on training approach provides the tools to give clients a competitive advantage as they seek to influence and drive action with their most important stakeholders. Upon completing a *Spaeth Training* course, clients are well positioned to navigate the most difficult of communication scenarios, whether that's in front of a camera, on the witness stand or at the podium with stockholders, stakeholders or employees.

Merrie Spaeth will lead Sunwest's portfolio of communications training services:



**MERRIE SPAETH**  
Founder, *Spaeth Training*

Merrie has a unique background in media, government, politics, business and entertainment. She is a thought-leader in communication theory, a master of executive coaching and acknowledged as one of the most influential communication counselors in the world. Before founding Spaeth Communications in 1987, Merrie was a producer for ABC's 20/20, a speechwriter for the legendary founder and chairman of CBS, William S. Paley, and was assigned to FBI Director Judge William Webster while serving as a White House Fellow. All of this culminated into her roles as director of public affairs for the Federal Trade Commission, and ultimately her appointment as director of media relations at the White House in the administration of President Ronald Reagan. Merrie is a sought-after public speaker who provides strategic communication counseling for companies and executives across the globe.



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## OUR MISSION

To help our clients find their unique voice and use it as a powerful communications tool for the betterment of our world.



#reputationmatters

Founded in Dallas more than 40 years ago, Sunwest Communications helps companies and brands build trust, increase visibility and reach business goals through strategic marketing and public relations initiatives. One of Texas' leading public relations firms, Sunwest develops tailored, strategic solutions that drive audience behavior for clients spanning industries and geography. For more information, visit [sunwestpr.com](http://sunwestpr.com).

Dallas | Fort Worth | Frisco  
[sunwestpr.com](http://sunwestpr.com)  
[info@sunwestpr.com](mailto:info@sunwestpr.com)