

BOOK REVIEWS AND INFORMATION FOR JOSEPH GRENNY'S *CRUCIAL CONVERSATIONS*

Review

"What a profound and timely book! Here is the cure for arguments and misunderstandings; for mediocrity and frustration. This book offers a wealth of principles and skills that will dramatically improve your career, your organization, and your relationships." Stephen R. Covey

Product Description

Foreword by Stephen R. Covey, Author of *The 7 Habits of Highly Effective People*

A PAPERBACK ORIGINAL

"Most books make promises. This one delivers. These skills have not only helped us to change the culture of our company, but have also generated new techniques for working together in ways that enabled us to win the largest contract in our industry's history."--Dain M. Hancock, President, Lockheed Martin Aeronautics

A powerful, seven-step approach to handling difficult conversations with confidence and skill

"Crucial" conversations are interpersonal exchanges at work or at home that we dread having but know we cannot avoid. How do you say what needs to be said while avoiding an argument with a boss, child, or relationship partner? *Crucial Conversations* offers readers a proven seven-point strategy for achieving their goals in all those emotionally, psychologically, or legally charged situations that can arise in their professional and personal lives. Based on the authors' highly popular DialogueSmart training seminars, the techniques are geared toward getting people to lower their defenses, creating mutual respect and understanding, increasing emotional safety, and encouraging freedom of expression. Among other things, readers also learn about the four main factors that characterize crucial conversations, and they get a powerful six-minute mastery technique that prepares them to work through any highimpact situation with confidence.

From the Back Cover

"Most books make promises. This one delivers. These skills have . . . generated new techniques for working together in ways that enabled us to win the largest contract in our industry's history." *Dain M. Hancock, President, Lockheed Martin Aeronautics*

Learn how to keep your cool and get what you want when emotions flare.

When stakes are high, opinions vary, and emotions run strong, you have three choices: Avoid a crucial conversation and suffer the consequences; handle the conversation badly and suffer the consequences; or read *Crucial Conversations* and discover how to communicate best when it matters most. This wise and witty guide gives you the tools you need to step up to life's most difficult and important conversations, say what's on your mind, and achieve positive outcomes that will amaze you. You'll learn how to:

- Prepare for high-impact situations with a six-minute mastery technique
- Make it safe to talk about almost anything
- Be persuasive, not abrasive
- Keep listening when others blow up or clam up
- Turn crucial conversations into the action and results you want

Whether they take place at work or at home, with your neighbors or your spouse, crucial conversations can have a profound impact on your career, your happiness, and your future. With the skills you learn in this book, you'll never have to worry about the outcome of a crucial conversation again.

BOOK REVIEW AND INFORMATION FOR *INFLUENCER*

Product Description

An INFLUENCER motivates others to change.

An INFLUENCER replaces bad behaviors with powerful new skills.

An INFLUENCER makes things happen.

This is what it takes to be an INFLUENCER.

Whether you're a CEO, a parent, or merely a person who wants to make a difference, you probably wish you had more influence with the people in your life. But most of us stop trying to make change happen because we believe it is too difficult, if not impossible. We develop complicated coping strategies when we should be learning the tools and techniques of the world's most influential people.

But this is about to change. From the bestselling authors who taught the world how to have *Crucial Conversations* comes *Influencer*, a thought-provoking book that combines the remarkable insights of behavioral scientists and business leaders with the astonishing stories of high-powered influencers from all walks of life. You'll be taught each and every step of the influence process—including robust strategies for making change inevitable in your personal life, your business, and your world. You'll learn how to:

- Identify a handful of high-leverage behaviors that lead to rapid and profound change.
- Apply strategies for changing both thoughts and actions.
- Marshall six sources of influence to make change inevitable.

Influencer takes you on a fascinating journey from San Francisco to Thailand where you'll see how seemingly “insignificant” people are making incredibly significant improvements in solving problems others would think impossible. You'll learn how savvy folks make change not only achievable and

sustainable, but inevitable. You'll discover why some managers have increased productivity repeatedly and significantly-while others have failed miserably.

No matter who you are, or what you do, you'll never learn a more valuable or important set of principles and skills. Once you tap into the power of influence, you can reach out and help others work smarter, grow faster, live, look, and feel better, even save lives. The sky is the limit...for an *Influencer*.

“You don't have to be a manager to realize that no one likes being told what to do. Yet lectures are still the main way we try to get people to change their behavior. Fortunately, social learning academics have been studying alternatives for decades. Patterson and his fellow consultants have now collected their findings in this engaging, example-rich book. The key message is hardly new, but it has gotten more sophisticated: Managers need to get out of the way and facilitate, not manage, the process of change for employees. They can do this by offering vicarious experiences, restructured environments, peer pressure, and frequent tests-all geared so that people embrace the change as authentic to them, not imposed by an outsider. Missing are only success stories of organizations that persuaded managers to drop their controlling habits and choose to be mere facilitators.”-John T. Landry, *Harvard Business Review*

From the Back Cover

Here's what some of the world's most influential people are saying about *Influencer*.

“AN INSTANT CLASSIC! Whether you're leading change or changing your life, this book delivers.”

-Stephen R. Covey, author of *The 7 Habits of Highly Effective People*

“Ideas can change the world-but only when coupled with influence-the ability to change hearts, minds and behavior. This book provides a practical approach to lead change and empower us all to make a difference or a change in society.”

-Muhammad Yunus, 2006 Nobel Peace Prize Winner

“Influencing human behavior is one of the most difficult challenges faced by leaders. This book provides powerful insight into how to make behavior change that will last.”

-Sidney Taurel, chairman & chief executive officer, Eli Lilly and Company

“If you are truly motivated to make productive changes in your life, don't put down this book until you reach the last page. Whether dealing with a recalcitrant teen, doggedly resistant co-workers, or a personal frustration that 'no one ever wants to hear my view,' *Influencer* can help guide in making the changes that put you in the driver's seat.”

-Deborah Norville, anchor of “Inside Edition” and bestselling author