

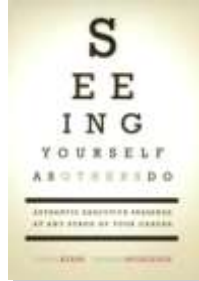
“Seeing Yourself as Others Do” is now available ...

... on Amazon.com or www.SeeingYourselfAsOthersDo.com. We are getting very positive feedback including 5 star reviews on Amazon. One of the Amazon professional reviews said, *“This is an easy read, well-paced and completely applicable to where you live. Time spent thinking about these concepts can have a dramatic effect on your personal and professional relationships.”*

Tom Duffbert, Amazon Top 100 Reviewer

Part of our mission in writing the book was to reach more people with the valuable lessons that have helped so many in both their professional and personal lives. Over and over our clients tell us, *“If only I had known this ten years ago.”* We believe the book will help many with valuable lessons that have helped our coaching clients.

One of our clients recommended *Seeing Yourself as Other Do* (SYAOD) to a leading technology consulting firms in India with over 11,000 employees. The firm liked the book so well that they added SYAOD to their recommended reading list for their consulting practice leadership development courses. They thanked our client for sending the book and said,



“It gets a thumbs up from me as a great book to read for professionals and serves as a nice catalyst for personal transformation. The thing that I really liked was the practical advice and the 'how to' tips available throughout the book; which makes it an interesting read; and also a good reference guide to drive the change in behaviors.”

We need your help spreading the word. Thanks!

Innovation and Effective Communication ...

Innovation is choiceful change that builds the future by combining ideas in new, valuable, and useful ways. People’s willingness to innovate is strongly rooted in trusting relationships and interpersonal com-

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July 2008

**Gulf of Mexico and Europe are waiting for the lucky few ...**

We are currently scheduling individual coaching sessions for the fall in Europe and the winter in beautiful Longboat Key, Florida.

By combining engagements, we have successfully taken our individual coaching sessions to Europe. We’re able to save travel time and dollars for our European clients. We will be continuing our annual coaching in Florida in January. We want our newsletter subscribers to be able to have first chance to enroll. Great coaching in great places ... enroll now!

Cost effective coaching ...

Our *Focused Change Process*, introduced last year, is proving a very cost effective and successful approach for the targeted coaching (see our website for criteria). The Perception Choices Leader Package is actually lower price than last year. We have also enhanced our Executive Presence and C-Level Coaching packages with guaranteed results. Our powerful coaching packages now range from \$5,900 to \$34,900 to customize to the needs of the client.

→Continued from page 1 Innovation (continued)

munications. The ability to listen and truly understand others with differing perspectives is needed to create innovative ideas. The ability to influence and persuade at many levels makes it possible to move from idea to reality.

Knowledge Manager Magazine noted, “**Leaders need to improve the emotional engagement level and collaborative productivity of their teams. To compete more effectively on a global scale, organizations will have to improve collaborative working productivity and innovation management both within their own organization and with an increasingly complex web of partners. They need to be faster in conflict resolution, communication and enabling the leveraged organization.**”

Procter and Gamble CEO A.G. Lafley, in his book on innovation, *The Game Changers*, speaks of how using 4 C’s and an O (curiosity, connectedness, collaboration, courageousness and openness) “...allows you to make unlikely connections to solve wickedly hard problems on the fragile front end of innovation.” P&G has staked its future growth on the ability to stimulate innovation while maintaining quality. Skillful cross-functional communications is key.

We believe innovation is built on trusted connections and skillful communications. In an increasingly virtual world of business activities and communities, trust is even more difficult to build at a distance. At Change Masters, we see trust as both emotional and task oriented. These are the skills that individuals and organizations need to build to master change through innovation. The future of innovation is built on individuals who choose to improve their interpersonal skills and connection with others to create new ideas that build the future.

Mike Jensen, retired Vice President, Global Research and Development at P&G said, “*If you can listen and really hear what’s going on with barriers to innovation that people perceive, success is often right in front of you. The answers are always there – allowing things to get expressed in a way that’s more interconnected gets you the innovation you desire. The work of Change Masters creates a far better level of communication and listening to take place, and allows a different presence to show up so people can open up to you faster.*”

We are proud to be a part of helping P&G be more innovative both through presentations and individual coaching of key leaders. Carol Keers has presented her seminar, “**Powerful Communication of Ideas and Experience - Persuasion, Perception and Executive Presence**” to a variety of leaders in the United States and Europe. The seminars have been highly rated for content, delivery, and results. Participants have reported outcomes promoting innovation to be:

- Learning to be clearer helps to remove barriers and increase speed of innovation.
- Effectiveness in communication cuts swirl and rework.
- **Understanding the other person’s point of view is key to relevance when influencing with top management.**
- I am just about to start a new role in a new country. Being more aware of how what I say may be perceived by others - especially a different culture - is going to help me find my feet.
- More effectively communication with others helps you to jointly define a win-win situation, enabling more productive discussions/interactions and better end results for the business.



Change Masters® Events

In addition to giving birth to the book, we've been busy with a number of other projects and events such as:

- Kathy Rainey has joined Change Masters as an executive coach. She has extensive experience in human resources and coaching leaders. We are proud and delighted to have her committing to our mission.
- Tom Mungavan recently presented the TIE Network of Global Entrepreneurs on "The Art of Coaching in Business".
- Carol Keers presented a very successful seminar in Europe in June to 25 top research and development leaders at P&G. The topic was "Persuasion, Perception and Executive Presence - Powerful Communication of Experience and Ideas." using global influence from Thunderbird University.
- Carol Keers will be presenting several presentations in the United States, France, Belgium, and Switzerland on topics related to the book *Seeing Yourself as Others Do*.

Sample Book Endorsement

"I have always appreciated and admired the practical yet proven, effective yet efficient coaching offered by the professional people at Change Masters. Now many of the teachings from Tom's and Carol's years of successful work have been put into one place for the benefit of anyone who reads this book—including those of us who could use a 'refresher' from time to time."

Steve Weeks
Vice President, Strategic Planning, Tennant Company

We hope you will find this newsletter helpful and interesting. We appreciate your comments or questions to info@ChangeMasters.com. If you know of others that would like to be added to the newsletter subscription they may go to <http://www.changemasters.com>. If you would like to be removed from future newsletter messages, please reply to this message (newsletter@ChangeMasters.com) with the word "REMOVE" in the subject line.

Low cost team building ...

Consider using the *Seeing Yourself as Others Do* for team and staff development. A company president used our book as a team building exercise and reported, "*We've read several great books as a group, Good to Great, Winning, Wisdom for the Busy Leader. [We used your book and] the team absolutely loved it and wanted to work on a chapter a month until it's complete. Once the senior leadership group completes a chapter, they want to take it directly into their departments, so they will follow that discussion each month. You hit them right between the eyes. Of all of the books we have read, I thought it was most interesting how often the group brought up personal (rather than just professional) examples of a particular challenge. The interactive conversation approach keeps everyone equal, it invites vulnerability and the discussion is more creative, which helps to build trust on the team.*"

We have created a *Group Book Read Guide* to facilitate a quick and easy discussion of the SYAOD book with questions similar to the ones used by this president. Our approach allows you to read and discuss the entire book in three hours or you can spread the discussion over multiple periodic meetings. The Guide is available to you when you purchase a box of 20 books at a discounted rate. You can contact us at info@ChangeMasters.com or call the number below.

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