

2024 RIGHTS GUIDE

CONNECTING
PEOPLE AND IDEAS
TO CREATE A WORLD
THAT WORKS FOR ALL



Berrett-Koehler
Publishers

Berrett Koehler Publishers - Spring 2024 Titles



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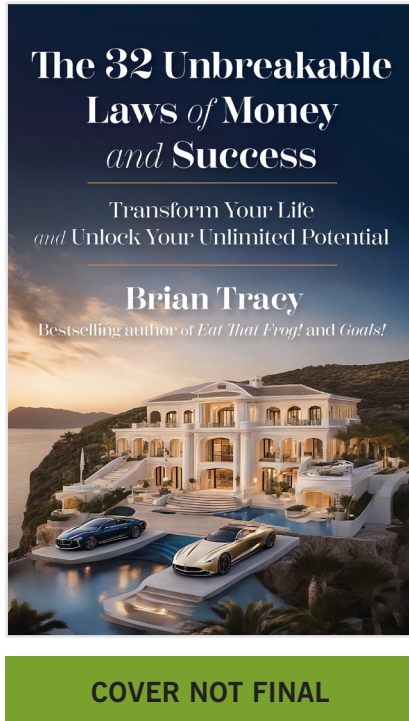
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**Berrett-Koehler
Publishers**

Connecting people and ideas
to create a world that works for all



COVER NOT FINAL

ON SALE 6/4/2024
Announced 1st Print: 5,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523007004 / \$22.95/\$29.95

BISAC 1: Business & Economics - Personal Success
BISAC 2: Business & Economics - Personal Finance - Money Management
BISAC 3: Self-Help - Motivational & Inspirational
Page Count:232 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- Major launch event with Brian Tracy promoted to author's email list of 450K and Berrett-Koehler's list of 20K
- Social media promotion through author's channels including Facebook (2.7 million followers), YouTube (1.5 million subscribers), Instagram (1 million followers), X (405K followers), LinkedIn (77K followers)
- Website promotion through author website: briantracy.com
- National publicity campaign targeting business and finance media
- Promotion in conjunction with author speaking
- Corporate and organizational sales
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Promotion to 22,000 contacts on Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

The 32 Unbreakable Laws of Money and Success

Subtitle: Transform Your Life and Unlock Your Unlimited Potential

Reading Line: Bestselling author of Eat That Frog! and Goals!
Brian Tracy

TARGET CONSUMER:

- For readers of other Brian Tracy titles
- Readers of self-development books, particularly on success mindsets and financial freedom
- Entrepreneurs

Bestselling author of Eat that Frog! shows how to develop the best mindset for success and offers practical tools to reach financial potential.

Brian Tracy's *The 32 Unbreakable Laws of Money and Success* is a guide to developing the mindset necessary for success, and it delivers practical, proven methods and techniques to double and triple your income.

This is the very best time in human history to be alive. There have never been more opportunities and possibilities for you to live longer, be happier, earn more money, or achieve great success in every part of your life. The only limits on what you can accomplish are the limits that you place on yourself by the way you think and the actions you take. Using the lessons and practices contained in this book, harness the laws of money and success to reach your full potential.

UNIVERSAL TOPICS: This book covers 32 topics of universal relevance, including goal- setting, time management, compensation, saving, investing, and financial independence.

LIFE-CHANGING GUIDANCE: Each topic is covered in a concise, actionable way that will help readers change the ways they think about major dimensions of their life and work.

HUGE AUDIENCE: This book is written for people everywhere who are seeking to improve their individual success, career advancement, family security, and financial resources.

WELL-KNOWN AUTHOR: Brian Tracy is one of the world's most popular and most successful motivational speakers.

BESTSELLING AUTHOR: Brian Tracy's previous Berrett-Koehler books have sold over 5 million copies and been translated into over 50 languages.

Author Bio: Brian Tracy is chairman and CEO of Brian Tracy International. As a keynote speaker and seminar leader, he addresses more than 250,000 people each year and is one of America's leading authorities on the development of human potential and personal effectiveness. He has worked with the executives and staff of such firms as IBM, Arthur Andersen, McDonnell Douglas, and the Million Dollar Round Table. He is the author of over seventy books and more than 300 audio and video learning programs.

Residence: Solana Beach, California **Hometown:** Charlottetown, Prince Edward Island, Canada

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Part Two: Practical, Proven Methods and Techniques You Can Use to Double and Triple Your Income

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Chapter 3 – The Law of Abundance

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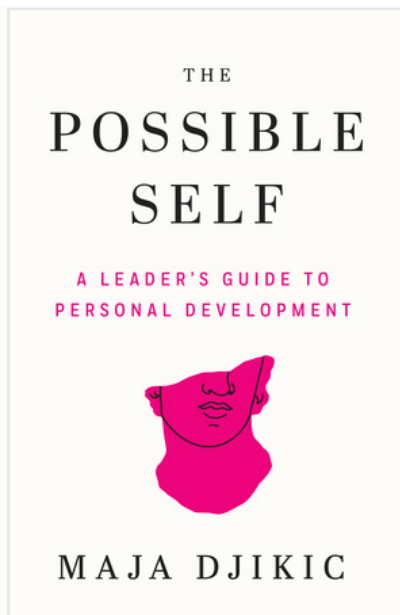
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ON SALE 3/5/2024
Announced 1st Print: 5,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006014 / \$22.95/\$29.95

BISAC 1: Self-Help - Personal Growth - Success
BISAC 2: Business & Economics - Motivational
BISAC 3: Psychology - Personality
Page Count:240 **Trim Size:** 6 x 9

Publicity and Marketing

- National publicity campaign targeting personal growth, business, and coaching media outlets (the author's research has been featured in The New York Times, Salon, Slate, and Scientific American)
- Promotion in conjunction with author speaking, workshops, and training 25-30 times a year to over 4,000 people a year, including Rotman School of Management, United Health Network's Academic Hospital Leadership Academy, and Initiatives for Women in Business
- Promotion on the author's website www.majadjikic.com and LinkedIn
- Academic marketing through author teaching at the University of Toronto Master's MBA and Executive MBA classes, and Rotman Executive Coaching Certification Program
- Corporate and organizational sales through author clients, including Facebook, Deloitte, Royal Bank of Canada, Microsoft Canada, and the Canadian Organization of Medical Physicists
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Promotion to 22,000 contacts on Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

The Possible Self

Subtitle: A Leader's Guide to Personal Development

Maja Djikic

TARGET CONSUMER:

- Highly successful/motivated people experiencing burnout/loss of purpose
- Coaches
- MBA programs/students
- Business managers/leaders
- Fans of Adam Grant and James Clear

Personality psychologist explores the reasons behind feeling unfulfilled in our lives despite achieving success and offers the holistic steps necessary to achieve lasting and whole-life change.

We're often told that the key to success in life involves advancing in our careers, but why do we feel so stuck and unfulfilled when everything seems to be going right?

Adult development expert Maja Djikic explains that in order to discover our purpose and achieve real, lasting change, we need to move beyond narrowly targeted ideas and strategies like changing our mindset or slightly altering our behavior, and instead go deeper and focus on our innate desires.

Djikic claims that sustained change can only happen when all five parts of ourselves move in the same direction and at the same time. She introduces a transformational system called the Wheel of Change—a simple, five-segment plan that corresponds with the five key parts of ourselves: Desires, Actions, Emotions, Thoughts, and Body.

By understanding the mechanisms of these five integral parts, you will be able to escape the paradox of success without happiness and move towards your own path of fulfilling self-development.

FOR THE HIGHLY MOTIVATED READER: Djikic's work targets hard workers ranging from students to executives experiencing burnout.

PROVEN SUCCESS: Djikic's Wheel of Change system has helped thousands of participants and clients achieve self-aware growth in her workshops.

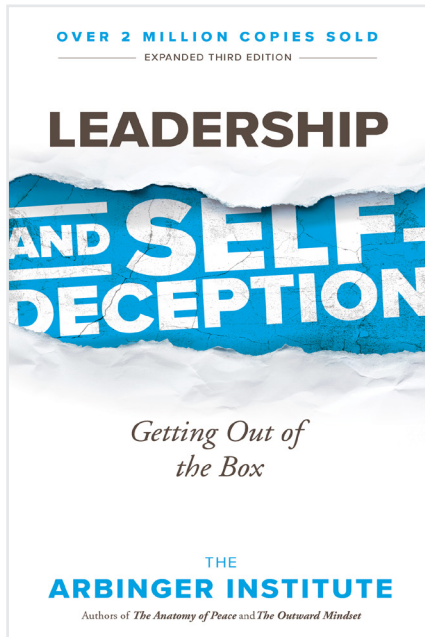
ACCESSABLE MATERIAL: Djikic includes easy to follow exercises with supporting visuals and study guides.

ACADEMIC FOUNDATION: With a background in personality psychology and as an active professor at the University of Toronto, Djikic brings an academic rigor to her work.

ACTIVE SPEAKER: Djikic speaks at multiple workshops around the world to a total audience of over 25,000 people a year.

Author Bio: Maja Djikic, Ph.D. is an Associate Professor of Organizational Behavior and Human Resource Management, the Director of the Self-Development Laboratory, and the Academic Director of Rotman Executive Coaching Certificate program at the Rotman School of Management, University of Toronto. As a psychologist specializing in the field of personality development, Dr. Djikic examines the processes and methods of developing a balanced and flexible self. She has published more than 35 scientific articles and book chapters on personality development, and her research has been featured in over 50 media outlets (including The New York Times, Salon, Slate, Scientific American Mind), in 15 countries. In addition to teaching MBA students, at Rotman she teaches leaders in the Executive MBA program and Custom Executive programs. Her corporate clients have included Facebook, McKinsey & Co., Deloitte, Eli Lilly, CSL Behring, Sun Life Financial, Royal Bank of Canada, TD Bank, Aird & Berlis LLP, Hyundai Canada, Microsoft Canada, Microsoft Latin America, Alcon, Right to Play, Open Text, Reach Out Centre for Kids, Loblaw's Inc., and Capital One.

Residence: Toronto, Canada **Hometown:** Mostar, Bosnia and Herzegovina



COVER NOT FINAL

ON SALE 8/27/2024
Announced 1st Print: 30,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006564 / \$18.95/\$24.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Self-Help - Communication & Social Skills
BISAC 3: Business & Economics - Conflict Resolution & Mediation
Page Count: 240 **Trim Size:** 5-1/2 x 8-1/2
Carton Count: 24

Publicity and Marketing

- National publicity campaign targeting business media and leadership podcasts
- Promotion in conjunction with author speaking and exhibiting at leadership conferences like Association for Talent Development
- Arbinger Institute social media promotion to 24K contacts on LinkedIn and 15K on Facebook
- Email promotion via Arbinger newsletter promotion and email blasts to 50K
- Blog promotion with new edition details
- Website promotion through author website: Arbinger.com
- Major virtual launch party event
- Corporate and organizational sales
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Promotion to 22,000 contacts on Berrett-Koehler's email list
- Promotion via organizational book clubs and reading groups: discussion guide available

Leadership and Self-Deception, Fourth Edition

Subtitle: Getting Out of the Box

The Arbinger Institute

TARGET CONSUMER:

- The millions of worldwide readers of Arbinger books
- Leaders and managers in any organization
- Personal growth readers seeking to improve their relationships

With almost 3 million copies sold worldwide, this new edition of a modern classic brings a refreshing perspective in healing our professional and personal relationships.

Over two decades since first being published, *Leadership and Self-Deception* continues to inspire readers with its central insight—that the key to leadership lies not in what we do but in who we are.

This engaging story reveals how as leaders we all too often blame others to justify our own self-worth. We fall into this trap of self-deception and self-betrayal which makes us see others as barriers to our own success. The vicious cycle of in-the-box thinking then spreads to those in both our professional and personal lives. So how do we get out? The answer lies in thinking outside the box and not resisting the humanity in the people around us.

With over 25% new material, the fourth edition is the biggest revamp yet and features:

- A second younger, female protagonist relevant for a broader and more diverse audience
- Updated stories and perspectives with the removal of outdated examples
- Individual and group study guides with guided discussion questions
- Practical advice for applying these lessons on a personal, team, and organization-wide level

Learn how this time-tested story has helped millions of people and thousands of organizations achieve less objectifying and more compassionate results.

BROAD AUDIENCE: Thousands of organizations use this book in leadership training and development. Online reader reviews make it clear that people find this book equally powerful for their own personal growth and transforming their family relationships, such as changing their lives and saving their marriages.

INTERNATIONAL BESTSELLER: Over 2 million copies have been sold in English, and nearly 1 million more have been sold in 34 foreign-language editions.

CLASSIC BOOK: *Leadership and Self-Deception* continues to sell over 100,000 copies each year, 23 years after it was first published.

GLOBAL IMPACT: Arbinger works with global partners in 23 countries around the world that use this book in transforming organizations and leadership—benefitting millions of people.

NEW CONTENT: Changes throughout the book make the messages clearer, refresh the stories, and update the dialogue and examples.

Author Bio: The Arbinger Institute is an international training, consulting, and coaching firm that specializes in conflict resolution and peacemaking—whether in families, in organizations, or between communities or nations. Arbinger's clients range from individuals who are seeking help in their lives to families who are trying to strengthen and rebuild relationships to many of the largest companies and governmental institutions in the world, where Arbinger helps to establish new levels of teamwork and cooperation.

Residence: Provo, Utah **Hometown:** Provo, Utah

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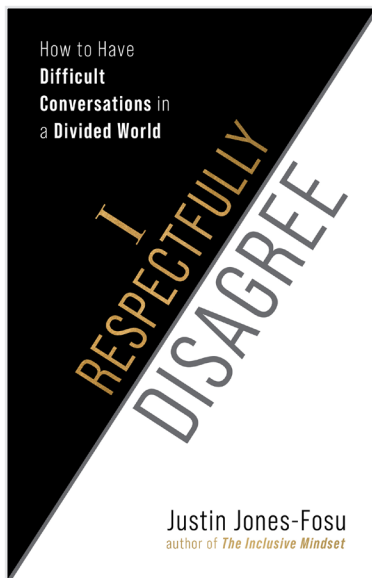
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ON SALE 4/16/2024
Announced 1st Print: 7,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006519 / \$21.95/\$28.95

BISAC 1: Business & Economics - Conflict Resolution & Mediation

BISAC 2: Business & Economics - Workplace Harassment & Discrimination

BISAC 3: Self-Help - Communication & Social Skills

Page Count: 240 **Trim Size:** 5-1/2 x 8-1/2

Illustrations: 10 CARTOON ILLUSTRATIONS

Publicity and Marketing

- Promotion via Justin's speaking- he speaks 50-60 times a year
- Promotion to Justin's mailing list, currently 9,534 with a goal of reaching 15,000 by launch.
- Promotion via a launch team- Justin did this on his book *The Inclusive Mindset*
- Outreach to HR/workplace/diversity podcasts and other media
- Promotion via a weekly video and a book trailer
- Preorder campaign with a tiered reward system based on size of order.
- Strategic book mailings to clients, SHRM chapter leaders, and Fortune 500 CEOs
- Social media outreach: LinkedIn: 7.3K
- In-person and/or virtual launch event with sample workshop included
- Promotion via an e-learning course that will use the book as a text
- Possible TedX talk on the topic (Justin has done several TedXs)

I Respectfully Disagree

Subtitle: How to Have Difficult Conversations in a Divided World

Justin Jones-Fosu

TARGET CONSUMER:

- Mid-level managers who are trying to create better communication and cohesion among team members and may be resistant to more formal or politicized approaches
- DEI practitioners who are looking for more accessible tools and resources to reach the reluctant team member.
- Executive leaders who are working on culture and communication.
- HR and training professionals looking for reader-friendly DEI material
- Teachers and educators seeking to defuse classroom conflicts.
- General readers interested in reaching out to those they disagree with (like your uncle who's a conspiracy nut).

Start building bridges instead of barriers! This essential guide offers a simple 4-part framework that will help you have honest and enlightening conversations despite deep and fundamental disagreements.

Divisions are on the rise around the world, and 2024 may well be a peak year. We're losing the ability to disagree without demonizing. There is a deep need for this practical and accessible guide to having challenging conversations in any situation, from the workplace to the classroom to the dinner table.

It's not about saying the right words at the right time but something vastly deeper. In this book, you'll discover the 4 pillars of respectfully disagreeing:

- Focus on learning not lecturing
- Fill in the gaps with curiosity not conclusions
- Find the grey, not the black and white
- Formulate your plan to humanize and not harm

But this is not a weighty tome. Each chapter features a cartoon, and Justin Jones-Fosu tackles this serious subject with a playful and compassionate tone. For example, he writes "I have become more and more intentional in my desire to respectfully disagree with others (except those who think putting ketchup on eggs is wrong...there is no hope for respect there)."

With a wide range of examples and exercises throughout, this is a timely and reader-friendly handbook to disagreeing with someone's ideology while passionately pursuing their humanity.

STRONG APPEAL TO ANYONE INTERESTED IN BRIDGING DIFFERENCES: This book crosses industries, settings, and situations—Jones-Fosu is a workplace/ DEI consultant, but one of the first examples in the book is two friends who get into fight over a movie one recommended and the other didn't like.

TIMELY AND NEEDED: In the U.S., divisions are so bitter that a YouGov/Economist poll in 2022 found that 43% of Americans believe a civil war is "likely" in the next ten years.

PRACTICAL, ACTIONABLE, AND EASY-TO-READ: This book outlines an easy-to-grasp 4-step action plan, includes humorous illustrations, and is written in a very conversational and often light-hearted style.

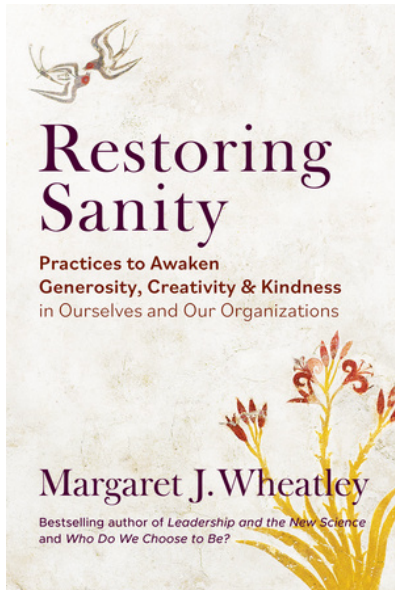
DEI FOR THOSE RESISTANT TO DEI: There are many people in the corporate world who are resistant to DEI training—this book offers a new way to approach DEI, with less emphasis on what divides us and more on what can bring us together.

RISING STAR AUTHOR: Justin Jones-Fosu is the Founder and CEO of Work. Meaningful, the author of two previous books, and a former contributor to NPR's "The Takeaway."

STRONG BUSINESS CONNECTIONS: Justin Jones-Fosu speaks more than 50 times per year, and has worked with organizations like Ally Financial, John Deere, Mercedes Benz, The Ford Family Foundation, Toyota North America, The Hartford, and more.

Author Bio: Justin Jones-Fosu is CEO of Work.Meaningful., a firm focused on workplace engagement and diversity and inclusion that he founded 16 years ago. He speaks to and trains 10,000 to 20,000 people per year. He is a former radio host and former workplace contributor to NPR's "The Takeaway" and is known for his ability to connect to a broad range of people in a down-to-earth, humorous way. He is the author of *The Inclusive Mindset* and *Your WHY Matters Now*.

Residence: Charlotte, North Carolina **Hometown:** Grand Rapids, Michigan



ON SALE 3/19/2024
Announced 1st Print: 10,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006267 / \$21.95/\$28.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Business & Economics - Workplace Culture
BISAC 3: Social Science - Activism & Social Justice
Page Count: 168 **Trim Size:** 6 x 9

Publicity and Marketing

- Promotion through Margaret Wheatley's speaking and training engagements. She has given keynotes and conducted workshops with associations such as Catholic Health Manitoba, BC Inclusion Canada, Colorado Public Health Professionals, Sales Force, International Leadership Association, and AMNA among others.
- Outreach to business and progressive media, with an emphasis on podcast interviews.
- Promotion through author's email list of 8,000 individuals.
- Promotion through author's online seminars with an average of 200 attendees per event.
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram.
- Promotion to Berrett-Koehler email list of 22K contacts.
- Promotion through organizational bookclubs: discussion guide available.

Restoring Sanity

Subtitle: Practices to Awaken Generosity, Creativity, and Kindness in Ourselves and Our Organizations

Margaret J. Wheatley

TARGET CONSUMER:

- Fans of Margaret Wheatley
- Global, organization, and corporate leaders who want to make a difference during chaotic times.
- Activists who wish to be a light in a dark world.

Bestselling author gives visionary leaders the tools to create organizations that foster generosity, creativity, and kindness in a chaotic world.

We are living in chaotic and contentious times. Every day, at an ever-increasing frequency, we experience disruption, propaganda, slander, lies, blame, denial, and violence. Tensions between people reach dangerously hateful proportions. It is all too easy to sink into despair, depression, and cynicism.

Margaret Wheatley insists that it is the job of leaders not to give in to despair, to create islands of sanity in these seas of delusion. Sane leadership is the unshakable confidence that people can be generous, creative, and kind. The leader's work is to create the conditions for those capacities to manifest in meaningful work.

Pushing back against the prevailing culture of chaos requires both inner and outer work. This book focuses first on leaders themselves, offering practices for calming the mind, avoiding impulsive reactions, taming emotions, communicating honestly and fearlessly, and more. Then shows leaders how they can create islands of sanity through practices like developing their organization's capacity for self-organizing, conducting after-action reviews that replace blaming with learning, and leveraging diversity to provide more perspectives on the critical problem every organization faces today.

Wheatley calls on leaders to become Warriors for the Human Spirit. To create communities that protect people from the destructive dynamics so prevalent today and rediscover and reawaken our common humanity.

- **FOR ENLIGHTENED LEADERS IN ANY ORGANIZATION:** The audience for the book crosses industries and sectors—its principles are universal.
- **EAGER FAN BASE:** This book expands on the most popular chapter of Wheatley's book *Who Do We Choose to Be*—"islands of sanity" is a topic she's been addressing since 2017 with popular trainings, courses, articles, videos, and podcasts.
- **BESTSELLING AUTHOR:** More than 800,000 copies sold of Wheatley's previous eight books, which have been translated into over 20 languages.
- **TIMELY TOPIC:** We are in a time of great turbulence as people become more deeply divided, lose faith in institutions, and grow in confusion, anger, and despair.
- **ACTIONABLE & PRACTICAL:** Wheatley provides actionable and practical tools for readers to restore sanity in our institutions and in ourselves.
- **BEAUTIFULLY PACKAGED:** illustrated throughout with evocative black and white photos, and printed on heavy stock.

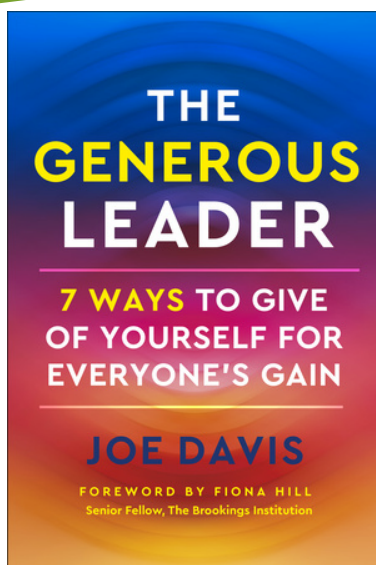
Praise for *Leadership and the New Science*

"Years ahead of its time, this daring book will convince you that leaders must substitute their Newtonian mental model for a biological model in organizations of every size. . . ."

—*The Wall Street Journal*

Author Bio: Margaret J. Wheatley has been a consultant and speaker since 1973 and has worked with almost all types of organizations and people. She is the cofounder and president emerita of the Berkana Institute, a global nonprofit founded in 1991. She has served as full-time graduate management faculty at two institutions, Cambridge College in Cambridge, Massachusetts, and the Marriott School of Management at Brigham Young University. She is the author of nine books.

Residence: Provo, UT **Hometown:** Provo, UT



ON SALE 4/9/2024

Announced 1st Print: 10,000

BERRETT-KOEHLER PUBLISHERS
HC: 9781523006618 / \$29.95/\$39.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Business & Economics - Motivational
BISAC 3: Business & Economics - Consulting
Page Count: 256 Trim Size: 6 x 9

Publicity and Marketing

- National campaign with a top publicity firm
- The author will be hiring a digital marketing firm and plans to spend \$150k – 200k on marketing
- Promotion through the author's 13,000-name personal email list
- Bulk purchases through BCG associates
- The book will be promoted through speaking and writing engagements. Joe has given a Ted talk and has an impressive amount of media from CNBC and *Consulting* magazine.
- A new website is being built in order to promote the author and his book
- Amazon Ads (3 months)
- One-month airport store promotion
- Promotion to BK's 22,000-name email list and social media channels

The Generous Leader

Subtitle: 7 Ways to Give of Yourself for Everyone's Gain

Joe Davis

TARGET CONSUMER:

- Leaders who read books like *Dare to Lead*, *Radical Candor*, and *Give and Take*.
- Leaders and future leaders between 28 and 52 years old who want to master the art of modern leadership.
- Leaders, or future leaders, who feel stuck and haven't found what they're looking for in traditional career advancement books.
- Leaders looking to round out their leadership skills and prepare for the new expectations of leadership
- Leaders of all types, from business and white collar to blue collar and trade.

An innovative and insightful 7-part guide to heartfelt and collaborative actions that transform the reader into a generous leader.

Leading successfully in a world full of disruption means building more than technical skills. You must deliver results, but to run a successful business you need people—and people today want leaders who can and will work to see beyond themselves and the bottom line—you must learn to lead with your heart. Being vulnerable with your staff is intimidating, but when connecting with people not only will you grow as a leader and a person, but your business will grow as well.

Bringing your authentic self to your leadership takes courage and commitment, but you reap profound benefits from heart-led generous acts. This book presents 7 ways to give of yourself for everyone's gain:

1. Generous Communication: Be real to build deep connections
2. Generous Listening: Be sincerely curious about another's perspective
3. Generous Inclusion: Be inclusive to invite collaboration and show respect
4. The Generous Ally: Take chances to make chances for others
5. Generous Development: Validate strengths and success, identify expansive opportunities
6. Generous Moments: Make small acts of acknowledgment in important moments to make a big impact
7. Give up the Mask: Be emotionally accessible with authenticity and vulnerability

Through unvarnished and unforgettable stories, the author and CEOs of well-recognized companies reveal experiences and mistakes that informed their success and share actions that make the shift to more heart-less scary, more satisfying and incredibly personal.

As you build your skills with the guidance from this trusted reference, success will spread from your generosity to the people you work with, to your organization, to your own career and even society. There is no more powerful leader than a generous leader.

FOR LEADERS WHO WANT TO MASTER THE ART OF MODERN LEADERSHIP: For leaders in all-sized companies who are invested in learning new management styles and read books like *The Simple Truths of Leadership*.

ROBUST MARKETING: Spending \$200k on a digital marketing campaign.

TOP PR FIRM: Hiring a top-rated PR firm (Mark Fortier) to increase the visibility and exposure of the book and the author's platform.

EXPERIENCED LEADER: Author has over 40 years of experience in leadership and DEI roles and has been with Boston Consulting Group since 1988.

UNIQUE FORMAT: This leadership book is told through a series of successful leadership stories which offers an engaging read rather than the traditional format of most framework-based leadership books.

Author Bio: Joe Davis is a Managing Director and Senior Partner at the Boston Consulting Group. He is a former Head of BCG in North America and member of the firm's Executive Committee. He oversaw BCG's operations in the US, Canada and Mexico and was recognized as one of the Top 25 Consultants of the year in 2011.

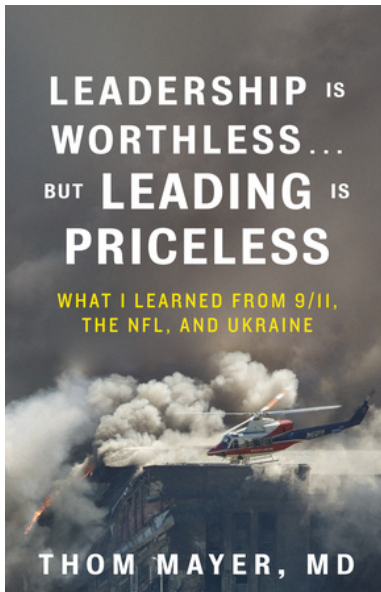
In *The Generous Leader* Joe tells a story about a performance review from early in his career: to summarize, he was told he is not the best at problem solving in a vacuum, but in collaboration with others, he can solve any challenge. Early in Joe's career this mentor identified his key strength—Joe was a person who could connect with anyone.

This ability to connect with people became the foundation of a successful career at Boston Consulting Group, spanning more than 35 years, across multiple offices around the world, opening and growing offices, starting businesses, and helping grow the firm.

Joe currently serves as Chair of BCG's Center for Inclusion and Equity. He is a graduate of Whitman College and currently serves as Chair of the Board of Trustees.

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CHAPTER 1. You Can't Do It Alone: Communicate to Connect --- CHAPTER 2. You Don't Know What You Don't Know: Listen to Learn --- CHAPTER 3. There's Room for Everyone: Empower by Including --- CHAPTER 4. Wearing a Button Is Not Enough: Become an Action Ally --- CHAPTER 5. Help Your People Thrive: Recognize and Develop --- CHAPTER 6. When Small is Actually Big: Remember Simple Gestures --- CHAPTER 7. Refreshing Freedom: Share your Vulnerabilities --- CHAPTER 8. We are All Works in Progress: Start Changing Now --- CHAPTER 9. Conclusion --- APPENDIX: Self Assessment



ON SALE 4/30/2024
Announced 1st Print: 5,000

BERRETT-KOEHLER PUBLISHERS
HC: 9781523006151 / \$27.95/\$36.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Business & Economics - Motivational
BISAC 3: Business & Economics - Workplace Culture
Page Count:216 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- Sales via author speaking- Mayer speaks 40-50 times per year at national and international meetings, with audiences ranging from 100-1,000 and works with two speaking agencies
- Leverage Dr. Mayer's high-level connections, particularly in his capacity as Medical Director of the NFL Player's Association
- Outreach to business, healthcare, and sports media.
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Promotion to BK mailing list in New Releases email

Leadership is Worthless, But Leading Is Priceless

Subtitle: What I Learned from 9/11, the NFL, and Ukraine

Thom Mayer, MD

TARGET CONSUMER:

- Leaders of various levels: executives, managers, advocates
- Fans of the NFL looking for leadership guidance from a trusted source
- Crisis management professionals

Practical leadership for difficult times, from a crisis management expert who has led response teams through the 9/11 Pentagon attack, NFL on-field medical emergencies, and the war in Ukraine.

Dr. Thom Mayer knows first-hand that true leadership stems from our actions, not our positions, especially in times of crisis.

Drawing on his experiences heading the 9/11 Pentagon rescue efforts, dealing with on-field emergencies in the NFL (he was at Damar Hamlin's bedside after his injury), training mobile response medical teams in Ukraine, and more, Mayer covers such topics as:

- Why trust is vital for innovation
- The critical role of failure in devising new ways of leading
- How questions fuel innovative action
- Why every leader should have the title Chief Story Teller
- The importance of distinguishing between data, knowledge, and wisdom

Each chapter begins with a provocative and seemingly contradictory statement, like the title of the book, and includes stories, historical examples, and literary lessons selected to guide pragmatic and practical solutions.

Leadership is worthless because it is something you *say*, a noun. But leading is priceless because it is a verb—it is the things we *do* that make a difference. From Pentagon generals to corporate CEOs to football players on the field to parents driving their kids to school, Mayer shows how leaders ensure that their actions will help others to succeed.

- **UNIVERSAL LEADERSHIP LESSONS:** This book is for leaders at all levels, in any setting—Mayer maintains that, one way or another, at one time or another, we are all leaders.
- **FROM A TRUSTED LEADER IN TIMES OF CRISIS:** Mayer's rich and varied leadership resume include serving as head physician during the 9/11 attack on the Pentagon and leading the NFL through the COVID19 pandemic as the Player Association's medical director.
- **ILLUSTRATED WITH EXTRAORDINARY STORIES:** Mayer's recent experiences include training medical personnel in Ukraine and supporting Damar Hamlin after his on-field heart attack.
- **PROVOCATIVE CONTRADICTIONS:** Each chapter starts with a seemingly contradictory statement meant to pique readers' curiosity and draw them in
- **FORWARD BY TOM BRADY** Brady is a household name even to non-football fans, and his association with the book should catch the eye of football fans.

Author Bio: Thom Mayer, MD, is medical director for the National Football League Players Association, the founder of Best Practices Inc., the CEO of Survival Skills Solutions, a national speaker for Huron Consulting, a clinical professor of emergency medicine at George Washington University, and a senior lecturing fellow at Duke University. He is a widely sought-after speaker on burnout, resiliency, crisis management, healthcare patient experience, leadership and management, and emergency and disaster medicine.

Residence: Washington, DC **Hometown:** Wilson, WY

TABLE OF CONTENTS:

Introduction

1. Leadership is Worthless...But Leading is Priceless
2. Leading Alone is Worthless...But Leading Teams is Priceless
3. Innovation is Worthless...But Trust is Priceless
4. Success is Worthless...But Failure is Priceless
5. The C-Suite is Worthless... But the "We-Suite is Priceless
6. The Words on the Walls are Worthless...But the Happenings in the Halls are Priceless
7. Words are Worthless...But Stories are Priceless
8. Power is Worthless...But Influence is Priceless
9. Sucking Up is Worthless...But Sucking Down is Priceless
10. Agreement and Answers are Worthless...But Questions are Priceless
11. Data and Knowledge are Worthless...But Wisdom is Priceless



ON SALE 5/28/2024
Announced 1st Print: 5,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006410 / \$24.95/\$33.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Business & Economics - Workplace Harassment & Discrimination
BISAC 3: Self-Help - Personal Growth - Success
Page Count:240 **Trim Size:** 6 x 9

Publicity and Marketing

- Both authors will promote the book through numerous high-attendance speaking engagements and keynotes
- Both authors will promote the book through their training and consulting
- The book will be promoted through the authors social media channels, and notably through LinkedIn groups that they are a part of
- There will be a new website to promote the authors and the book
- There will be a social media campaign leveraging QR codes which will be associated with each chapter
- The authors will promote the book through podcasts, articles and other media engagements
- The book will be promoted through bookclubs ran by the authors
- The book will be promoted through the authors personal email lists
- BK will promote the book through our social media channels and email lists

Daily Practices of Inclusive Leaders

Subtitle: A Guide to Building a Culture of Belonging

Eddie Pate and Jonathan Stutz

TARGET CONSUMER:

- Leaders who are focused on creating an inclusive environment
- Leaders who work with multi-cultural teams
- DEI practitioners
- HR professionals who will share with the leaders within their company

True inclusion happens when leaders stop relying on HR practitioners to own full responsibility for DEI initiatives. The small, intentional daily leadership practices in this book are the key to creating truly inclusive organizations.

Diversity and inclusion training and books have flooded the market, but the gap between what is promised and what is delivered is beginning to undermine the progress that has been made.

There are millions of people who strive to make a difference in workplace diversity and inclusion. And with this practical, leader-friendly framework, *Daily Practices of Inclusive Leaders* will equip readers with the actionable tools they've been searching for.

Leaders will learn:

- Why they are the key to inclusion
- Insights for the lifelong journey
- Successful practices they can start today
- And more

With the era of big DEI coming to an end, leaders will make big strides through small daily changes in their processes that lead to creating an inclusive workplace culture. This toolkit of actions, activities, and tactics will help leaders become the foundation of diversity and inclusion in their organization.

FOR READERS OF LILY ZHENG: Leaders who read DEI books like *How to Be an Inclusive Leader* and *DEI Deconstructed* will love this book.

FULL OF PRACTICAL ACTIVITIES: This is an actionable how-to guide full of activities, tactics, discussions, and daily practices that can be put into use today.

EXPERIENCED CORPORATE AUTHORS: Authors held the top diversity and inclusion positions at Amazon, Starbucks, and Microsoft and know well the limits of high-minded training without action.

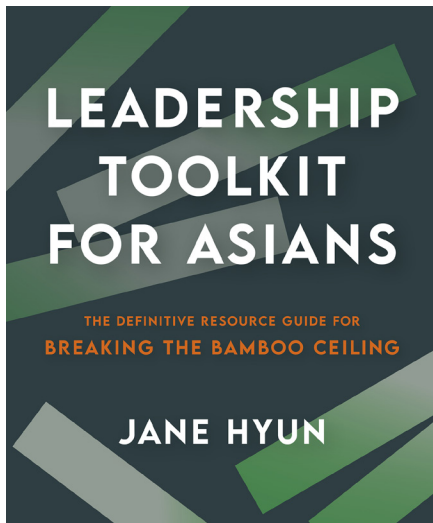
MODERN GUERRILLA MARKETING: Authors are planning QR code campaigns, videos corresponding with each chapter, and a plethora of unique and modern marketing tactics.

LARGE SPEAKING PLATFORM: Both authors speak regularly to companies and conferences with upwards of 500 attendees. The book will be promoted during all speaking and consulting engagements.

Author Bio: Edidie Pate is Founder and Chief Inclusion, Diversity, & Equity Officer of Eddie Pate Speaking and Consulting, Inc. He was previously Director of Inclusion and Diversity at Amazon, VP of Diversity and Inclusion at Avanade and Director of Diversity and Inclusion at Starbucks. He holds a Ph.D. in Sociology from University of Washington and resides in Seattle.

Jonathan Stutz is the President and Chief Diversity Officer for Global Diversity Partners, Inc. Previously, he served as the head of Inclusion, Diversity, and Equity (ID&E) for four global businesses within Amazon Operations. He previously led DEI for the Sales & Support Group at Microsoft. He holds a master's degree in organizational leadership from City University of Seattle.

Residence: Seattle, WA **Hometown:** Seattle, WA



ON SALE 4/30/2024
Announced 1st Print: 5,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523005758 / \$29.95/\$39.95

BISAC 1: Business & Economics - Leadership
BISAC 2: Business & Economics - Careers - General
BISAC 3: Business & Economics - Workplace
 Harassment & Discrimination
Page Count:224 **Trim Size:** 7-1/2 x 9

Publicity and Marketing

- Launch during AAPI Heritage month (May)
- Sales through author speaking—Hyun spoke to over 30 organizations in 2022, including Facebook, Foot Locker, Mailchimp, Lockheed Martin Nike, Walmart, PayPal, MGM Resorts, Google, and many others
- Outreach to business media—Hyun has connections to CNBC, CNN, Yahoo Finance, the Atlantic, NPR, Forbes, Fortune, Fast Company, NHK Cosmomedia (Japanese American TV)
- Academic outreach via author speaking to Asian student groups.
- Sales via Hyun's training and consulting
- Promotion on the BK website: bkconnection.com and social media platforms, including LinkedIn, Facebook, Twitter, Instagram
- Promotion to 22,000 contacts on Berrett-Koehler's email list

Leadership Toolkit for Asians

Subtitle: The Definitive Resource Guide for Breaking the Bamboo Ceiling

Jane Hyun

TARGET CONSUMER:

- Early career Asian and Asian-American professionals
- Mid-level management at the cusp of entering senior management ranks
- C-level Asian executives and C-Entry level trainees of company training programs
- Readers of *Breaking the Bamboo Ceiling* who seek current information.
- Asian and Asian-American students in business schools, law schools, and grad school programs
- Leaders and managers of Asians
- HR executives looking for resources

Breakthrough strategies to help Asian Americans build their personal leadership acumen and map a career advancement path that is achievable, authentic, and culturally relevant.

17 years after Jane Hyun wrote her groundbreaking book, *Breaking the Bamboo Ceiling*, Asians remain grossly underrepresented in the upper ranks of American organizations. Asians are 12% of the workforce, but just 1.5% of Fortune 500 corporate officers.

Hyun says for Asians to lead authentically, they need to move away from “code switching” and “getting along by going along.” This workbook is built around her three-part framework for developing an intentional, courageous, culturally grounded approach to working and leading:

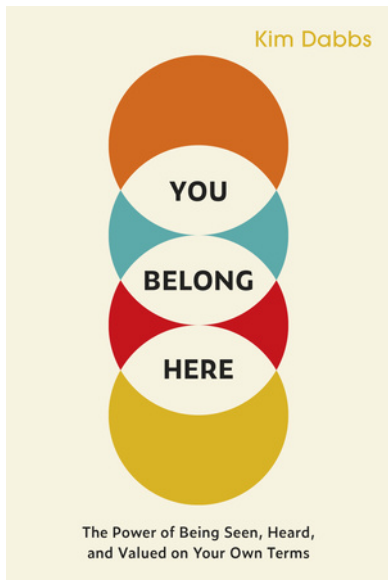
- **ASSESS:** Identify your personal and professional values, assets, and style
- **EQUIP:** Learn to navigate the organizational environment—push back against stereotypes, find mentors and advisors, develop your professional networks, and more.
- **TRANSFORM:** Pull it all together to create your own leadership blueprint

The Toolkit is full of self-assessments, skill-building exercises, activities, checklists, and quizzes to help readers put ideas into action. It also includes inspiring real-life lessons from Asian executives and leaders. *The Asian Leadership Toolkit* acknowledges the wide range of cultures, identities, and experiences that exist within Asian America, and sees the particulars of identity not as impediments but as integral to crafting a bespoke leadership journey.

- **VITAL RESOURCE FOR ASIAN PROFESSIONALS:** This book will appeal to ambitious Asian professionals in any organization, from entry-level to senior executive.
- **BY THE AUTHOR OF A CLASSIC:** Hyun's *Breaking the Bamboo Ceiling* was the first book to identify the impediments to Asian success, but is it now very outdated—this book, with all-new content, will replace it.
- **TOP CONSULTANT:** Hyun has worked with 25% of the Fortune 500, including PepsiCo, Merck, Ernst & Young, Goldman Sachs, ESPN, Liberty Mutual, Dow Chemical, Novartis, and Mizuho.
- **PROLIFIC SPEAKER:** Hyun spoke to over 30 organizations in 2022, to audiences ranging from hundreds to several thousand.
- **HIGHLY PRACTICAL—A TRUE TOOLKIT** – every chapter is filled with practical, hands-on, engaging exercises and resources.
- **ILLUMINATING INTERVIEWS:** the book includes the author's interviews with successful Asians such as Debbie Liu, CEO of Ancestry.com; Martha Ha, Vice President and Chief Privacy Officer, Medtronic, and Shimna Sameer, Head of Preferred Lending, Bank of America

Author Bio: Jane Hyun is founder and president of Hyun and Associates. She is an executive coach, leadership strategist, and internationally renowned expert in cross-cultural effectiveness and leader onboarding and development. She is a sought-out speaker on the topics of leadership, cultural fluency, and authenticity. Hyun is the author of *Breaking the Bamboo Ceiling: Career Strategies for Asians* and *Flex: The New Playbook for Managing Across Differences*. Her insights have been featured on CNN, CNBC, NPR, *Harvard Business Review*, *Working Knowledge*, *The Atlantic*, *The Wall Street Journal*, *Fast Company*, *Leader to Leader*, *Fortune* and *Forbes*.

Residence: New York, NY **Hometown:** New York, NY



ON SALE 3/5/2024
Announced 1st Print: 5,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523005895 / \$22.95/\$29.95

BISAC 1: Business & Economics - Diversity & Inclusion

BISAC 2: Business & Economics - Workplace Culture

BISAC 3: Business & Economics - Human Resources & Personnel Management

Page Count:240 **Trim Size:** 6 x 9

Publicity and Marketing

- National publicity campaign through the author’s organization Steelcase’s 100+ person PR department
- The author will leverage her personal network of 4000+ thought leaders and change-makers for media and publicity.
- Book launch events hosted through the author’s professional associations. NationSwell and HATCH have already expressed interest.
- Promotion via Kim Dabbs’s monthly speeches, weekly talks, and workshops to Steelcase (11,000+ team members) and 100+ corporate partners.
- Promotion through Steelcase’s social media accounts: 217k LinkedIn followers, 139k Facebook followers, 83k Instagram followers, and 39k Twitter followers.
- Promotion through a community website built around the book
- Promotion through the author’s newsletter
- Promotion via a podcast that will feature thought leaders who have successfully implemented the book’s framework.
- Promotion via Berrett-Koehler’s email list (22k), blog (8k followers), and social media channels.

You Belong Here

Subtitle: The Power of Being Seen, Heard, and Valued on Your Own Terms

Kim Dabbs

TARGET CONSUMER:

- For readers of explorations and instructionals toward inclusion and belonging.
- The target consumer is someone who has felt like an outsider in a world that forces them to hide who they are.
- DEIJ professionals may utilize this book as the first step with their stakeholders as they work on organizational culture rooted in belonging.
- Corporate leaders involved in driving transformation projects are an additional audience.
- Non-profit leaders building trust in the communities they serve may use this book to better understand individual identities and the power and privilege they bring into the community space.

In a world overcrowded with labels, don’t allow your identity to be defined by other people. Learn how to take back your power, choose to feed the aspects of your identity that serve you, and let go of those that don’t.

You Belong Here offers a new framework for individuals to define how they want to be seen, heard, and valued on their own terms. Further, it serves as a launchpad for organizational leaders and culture builders to create safe spaces for individuals to show up as their authentic selves.

Readers will explore identity in four parts:

- Lived identity—our inherited aspects, including race, sexual orientation, gender, socioeconomic class, and more.
- Learned identity—aspects that are chosen or claimed such as job titles, education, and relationships.
- Lingering identity—old habits and survival mechanisms that we fall back on when we feel like an outsider.
- Loved identity—this is where we view ourselves as our happiest, most authentic selves.

While these types of identities intersect, the ability to see them independently of each other gives them more power and clarity. In the journey to understand our past experiences and how society has established barriers to entry, we can design our own future, rooted in our “loved identity.” When we fully leverage this and live with authenticity and purpose, we can be seen, heard, and valued in a way that gives us a sense of belonging at home, at work, and in society.

INDIVIDUAL AND CORPORATE APPEAL: Individuals, leaders, and DEI professionals can use this book to help people belong and thrive in their organizations.

HOT TOPIC: The “Great Resignation” is driven in part by people feeling like outsiders who don’t belong in their organizations. This book teaches people how to achieve a sense of belonging on their own terms.

HIGH-LEVEL AUTHOR: Kim Dabbs is Global VP of Social Innovation at Steelcase, one of the top two global leaders in architecture, furniture, and technology solutions, and the principal architect and spokesperson for Steelcase’s DEI and environmental, social, and governance (ESG) strategies.

POWERHOUSE MARKETING CAMPAIGN: The 100-person Steelcase brand communications department will use their platform of 217K LinkedIn, 139K Facebook, 83K Instagram, and 39K Twitter followers to actively promote this book.

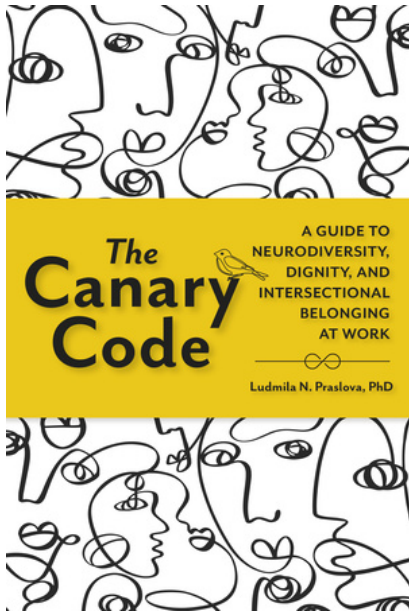
BIG PLATFORM: Kim Dabbs gives weekly talks and workshops to the 11,000+ Steelcase employees and monthly thought-leadership talks at organizations such as the Aspen Institute, Drucker Forum, Ford Fund, MIT, and The Conference Board.

Author Bio: Kim Dabbs is a global leader in the area of Belonging and Purpose. As a thought leader, author, and speaker, she currently serves as the Global Vice President of ESG and Social Innovation at Steelcase. She has a passion for building cultures of belonging and is leveraging that mindset as she partners with organizations leading transformational change projects around the world. Her personal experience and professional history focus on helping leaders, organizations, and communities with the tools to create a more equitable and inclusive world. She’s given talks at MIT, the Aspen Institute, the Drucker Forum, Ford Fund, and The Conference Board. She is a Korean-born, American adoptee currently residing in Munich, Germany.

Residence: Munich, Germany **Hometown:** Grand Rapids, MI (was born in Seoul, Korea)

TABLE OF CONTENTS

1. We are all outsiders	2. Longing to Belong
3. Lived Identity	4. Learned Identity
5. Loved Identity	6. Lingering Identity
7. Know Your Values	8. Sunset the Stories
9. Share Power	



ON SALE 4/2/2024

Announced 1st Print: 8,000

BERRETT-KOEHLER PUBLISHERS
 HC: 9781523005840 / \$29.95/\$39.95

BISAC 1: Business & Economics - Diversity & Inclusion

BISAC 2: Business & Economics - Human Resources & Personnel Management

BISAC 3: Business & Economics - Workplace Culture
 Page Count: 288 Trim Size: 6 x 9

Publicity and Marketing

- The author will leverage her extensive media contacts for media promotion of the book. She has contacts at CNBC, BBC, and LinkedIn News among others.
- Promotion through speaking engagements, trainings, conferences webinars, and podcasts which altogether number over 200 on average per year.
- Promotion through the author's business writing platform— she is regularly featured in HBR, Fast Company, and SHRM
- Promotion via her Psychology Today blog and through writing for other neurodiversity-focused outlets such as Specialisterne
- Promotion through Praslova's huge social media platform, which consists of over 38k LinkedIn followers, her company LinkedIn with over 3k followers, and several relevant discussion groups of which she is a member.
- Promotion through her bi-monthly newsletter which has about 10k subscribers
- Promotion through her teaching at Vanguard University of Southern California where she is a Full Professor

The Canary Code

Subtitle: A Guide to Neurodiversity, Dignity, and Intersectional Belonging at Work

Ludmila Praslova

TARGET CONSUMER:

- HR Directors
 - Leaders in Organizations
 - Advocates for Diversity & Inclusion (esp. neurodiversity & disability)
- Organizational psychology and organizational development students

***The Canary Code* is a groundbreaking framework for intersectional inclusion and belonging at work that embraces human cognitive, emotional, and neurobiological differences—neurodiversity.**

Despite their skills and work ethics, members of autistic, ADHD, Tourette Syndrome, learning differences, and related communities face barriers to hiring and advancement. In the U.S., 30-40% of neurodivergent people and 85% of autistic college graduates struggle with unemployment. Yet, like canaries in the coal mine, they are impacted by issues that ultimately harm everyone. Lack of flexibility, transparency, and psychological safety exclude neurodivergent, disabled, and multiply marginalized talent— and leave most employees stressed and disengaged.

This book helps CEOs, human resources and DEI leaders, managers, and consultants design neuroinclusive and thriving workplaces where everyone can do their best work. It draws on examples of pioneering organizations, human stories, academic research, and the author's decades of experience.

Organizational psychologist and member of the autistic community, Ludmila N. Praslova, PhD., offers a comprehensive framework for building neuroinclusive workplaces. Embedding the 6 "Canary Code" principles across the talent cycle can unlock human thriving and productivity:

- Participation
- Outcome focus
- Flexibility
- Organizational justice
- Transparency
- Valid Measurement

This unique book combines the lived autism experience with cutting-edge organizational thinking, academic rigor, and passionate, artful writing. Readers will experience organizational life through the eyes of neurodivergent individuals and find many tools for human-centric talent management and the inclusive future of work.

FOR DEI READERS: Neurodiversity is the next step in DEI work. For HR directors and leaders who read books like *How to Be an Inclusive Leader* and *NeuroTribes*.

HIGH-NEED TOPIC: With 20% of the population identifying as neurodiverse, it's time that DEI programs and resources embraced them. This is the first authoritative book to pave the way for neurodiverse inclusion.

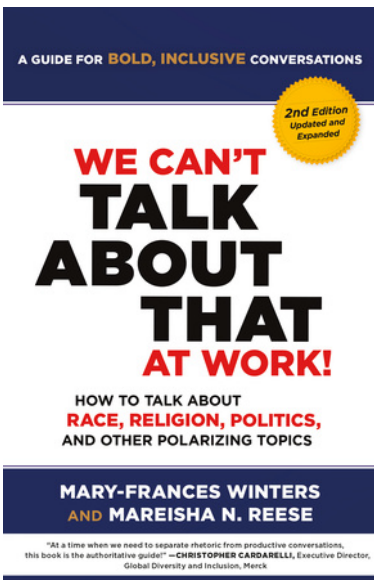
UNIQUE AUTHOR EXPERTISE: Praslova brings an autistic perspective to traditional DEI and leadership work. No other books combine the lived autism experience with cutting-edge academic and organizational thinking.

IMPRESSIVE THOUGHT-LEADER: Praslova has 38k+ LinkedIn followers, a bi-weekly newsletter, is connected to several large neurodiversity-focused Facebook groups, and is also involved in major professional associations (SHRM, SIOP).

TWO BIRDS, ONE STONE: Not just another DEI book. This book shows leaders how cultivating a neurodiverse-friendly work environment can shed light on DEI issues that might be in the shadows.

Author Bio: Ludmila N. Praslova, Ph.D., SHRM-SCP, is Professor of Psychology and the founding Director of Graduate Programs in Industrial-Organizational Psychology at Vanguard University of Southern California. Prior to her academic career, she built and led successful intercultural relations programs in global organizations. Her current consulting is focused on supporting organizations in creating systemic inclusion informed by an understanding of neurodiversity. Her other areas of expertise include organizational culture assessment and change, workplace justice and civility, productivity and well-being, and training and training evaluation. She is the editor of the upcoming book *Evidence-Based Organizational Practices for Diversity, Inclusion, Belonging and Equity* (Cambridge Scholars).

Residence: Costa Mesa, CA **Hometown:** Costa Mesa, CA



ON SALE 2/6/2024
Announced 1st Print: 10,000

BERRETT-KOEHLER PUBLISHERS
TR: 9781523006311 / \$22.95/\$29.95

BISAC 1: Business & Economics - Diversity & Inclusion

BISAC 2: Business & Economics - Business Communication - General

BISAC 3: Business & Economics - Human Resources & Personnel Management

Page Count:216 **Trim Size:** 5-1/2 x 8-1/2

Publicity and Marketing

- Outreach to business and DEIJ-related media via a hired publicist
- Promotion via BK online event with Mary-Frances and Mareisha
- Sales via Mary-Frances Winters's speaking--she spoke 39 times in 2021, and she's a regular at the Forum for Workplace Inclusion.
- Outreach by the Winters Group to their 10,000-name email list
- Social media campaign by The Winters Group leading up to and after the on-sale date: Mary-Frances has 12,836 LinkedIn followers, and The Winters Group has 8,663; Mary-Frances has 1,112 Instagram followers, the Winters Group has 3,062
- Outreach via blogs and related podcast episodes on The Winters Group websites.
- Promotion via video interviews with contributors, posted on social media and the Winters Group websites
- Virtual or hybrid launch party
- Possible Inclusion Solution merch
- Promotion through BK's social media, blog, and email

We Can't Talk about That at Work! Second Edition
Subtitle: How to Talk about Race, Religion, Politics, and Other Polarizing Topics
Reading Line: A Guide for Bold, Inclusive Conversations
Mary-Frances Winters and Mareisha Reese

TARGET CONSUMER:

- Readers of other Mary-Frances Winters titles
- Leaders implementing diversity initiatives
- Diversity trainers
- HR professionals
- Mediators
- Ombuds-people

By having carefully structured conversations about taboo topics, instead of avoiding them altogether, people can safely confront biases and stereotypes and create stronger and more inclusive organizations.

Politics, religion, race—we can't talk about topics like these at work, right? But in fact, these conversations are happening all the time, either in real life or virtually. And if they aren't handled effectively, they can become more polarizing and divisive, impacting productivity, engagement, retention, teamwork, and even employees' sense of safety in the workplace.

This modern classic offers step-by-step guidance for conducting thoughtful, intentional conversations about taboo topics, so organizations can surface stereotypes and resolve conflicts in a way that brings people together instead of driving them apart.

In this second edition, Mary-Frances Winters and new coauthor Mareisha Resse add recent stories and examples, and address issues like pronouns and other topics that have arisen since the first edition came out in 2017. There is a new chapter recent models being used for dealing with sensitive issues, such as restorative dialogue. And there is now a discussion guide, making this an even more valuable tool for organizational training and book clubs.

Even with the best of intentions, you can't just start talking about taboo topics - that's wandering into a minefield. This book offers thoughtful guidance in conducting conversations that decrease potential conflict and increase compassion and understanding.

A POWERFUL TOOL FOR LEADERS AND HR PROFESSIONALS: This book will appeal to leaders and HR professionals in all types of organizations, as well as readers of books like *DEI Deconstructed* and *So You Want to Talk about Race?* and Mary-Frances Winters fans.

BESTSELLING TITLE: The 1st Edition of *We Can't Talk about That at Work!* has sold more than 50,000 copies in 6 years.

PROVEN APPEAL: The first edition was purchased in bulk by organizations like LinkedIn, 3M, the Cleveland Clinic, American Express, Duke Energy, Kaiser Permanente, CVS, MassMutual, and the Conference Board of Canada.

MORE TIMELY NOW THAN EVER: Workplaces have become more polarized and this is likely to accelerate in 2024 because of the presidential election and passionate national debates about abortion, gun control, and other issues.

THE AUTHORS AND THE WINTERS GROUP ARE NATIONAL LEADERS: Mary-Frances Winters is the founder and Mareisha N. Reese is president of The Winters Group, which is one of the top diversity, equity, inclusion, and justice consulting firms in the world.

EXTENSIVE NEW MATERIAL: New stories and examples throughout drawn from recent events, updated research, discussion guide added, and a new chapter added on new models used to broaden workplace DEIJ discussions.

Author Bio: Mary-Frances Winters is the founder of the Winters Group Inc. She was named a top ten diversity trailblazer by *Forbes* and a diversity pioneer by *Profiles in Diversity Journal*, and she is the recipient of the prestigious ATHENA Award as well as the Winds of Change Award conferred by the Forum on Workplace Inclusion. Winters is also the author of *Inclusive Conversations*, *Black Fatigue*, and *Racial Justice at Work*.

Mareisha N. Reese is president and chief operating officer of The Winters Group and is a co-author with Mary-Frances of *Racial Justice at Work*.

Residence: Charlotte, NC **Hometown:** Charlotte, NC

TABLE OF CONTENTS

1. Why Do We Have to Talk about THAT at Work?
2. Get Yourself Ready for Bold, Inclusive Conversations
3. Expand Your Understanding of Others and Assess Organizational Readiness
4. Prepare: Why, Who, What, How, Where, and When?
5. Let the Conversations Begin: Search for Shared Meaning
6. Let the Conversations Continue: Interpret and Bridge Differences
7. Sharpen Inclusive Habits

311 Berrett-Koehler Bestsellers

Berrett-Koehler Publishers has an impressive track record of sales of our publications. Already 311 Berrett-Koehler books—approximately one-third of our total booklist—have sold over 20,000 copies, which is our definition of a bestseller. And 71 of these books have sold more than 100,000 copies. These figures include sales of all US and foreign editions in all formats.

This is a remarkable track record at a time when the average new book published in the US sells less than 2,000 copies over its lifetime. The number one bestselling BK title is *Eat That Frog!* by Brian Tracy, which has sold over 3.4 million copies. And *Eat That Frog!* is published in 54 different languages!

Listed below are total sales of each bestseller and the number of languages in which each title is published. As you can see, most of these BK titles are published in multiple languages—often in 10 or more languages.

NUMBER OF BOOKS SOLD AND NUMBER OF LANGUAGES IN WHICH EACH TITLE IS AVAILABLE

BK CURRENTS

1.7 million	38	Confessions of an Economic Hit Man and The New Confessions of an Economic Hit Man
300,000+	10	The Body Is Not an Apology
170,000+	10	Affluenza
150,000+	22	When Corporations Rule the World
90,000+	12	One from Many
65,000+	2	Screwed
65,000+	1	Decolonizing Wealth
60,000+	11	A Game As Old As Empire
55,000+	9	Solving Tough Problems
45,000+	5	How the Poor Can Save Capitalism
40,000+	11	Power and Love
40,000+	11	The Post-Corporate World
40,000+	11	Agenda for a New Economy
40,000+	6	The Great Turning
40,000+	1	Best Care Anywhere
40,000+	2	Black Fatigue
35,000+	10	Alternatives to Economic Globalization
35,000+	4	Out of Poverty
35,000+	2	Unequal Protection
30,000+	3	Global Mind Change
30,000+	9	The Fourth Wave
25,000+	5	This Changes Everything
25,000+	5	Gangs of America
25,000+	5	Ten Years to Midnight
25,000+	5	Infinite Vision
25,000+	4	The Shareholder Value Myth
20,000+	8	Macroshift
20,000+	5	Making Sustainability Work
20,000+	4	The Divine Right of Capital
20,000+	4	Capitalism 3.0

20,000+	3	The Small-Mart Revolution
20,000+	2	Walk Out Walk On
20,000+	1	Corporations Are Not People
20,000+	6	Transformative Scenario Planning

BK LIFE

3.4 million	54	Eat That Frog!
880,000+	39	Goals!
710,000+	19	The Anatomy of Peace
580,000+	20	Repacking Your Bags
450,000+	24	Change Your Questions, Change Your Life
390,000+	25	A Peacock in the Land of Penguins
350,000+	22	The Five Secrets You Must Discover Before You Die
300,000+	6	Trauma Stewardship
290,000+	28	The 21 Success Secrets of Self-Made Millionaires
260,000+	18	The Laws of Lifetime Growth
220,000+	26	I Moved Your Cheese
220,000+	23	How to Get Ideas
200,000+	18	The Power of Purpose
200,000+	25	Prisoners of Our Thoughts
185,000+	10	No More Regrets!
180,000+	30	Kiss That Frog!
175,000+	12	The Referral of a Lifetime
170,000+	24	Be a Sales Superstar
165,000+	28	Flight Plan
160,000+	12	The Hamster Revolution
140,000+	18	Singletasking
130,000+	15	Networking for People Who Hate Networking

NUMBER OF BOOKS SOLD AND NUMBER OF LANGUAGES IN WHICH EACH TITLE IS AVAILABLE

BK LIFE, continued

130,000+	15	Getting Things Done When You Are Not in Charge
130,000+	11	Turning to One Another
130,000+	6	Shifting Sands
110,000+	18	Love It, Don't Leave It
110,000+	5	On the Brink of Everything
105,000+	16	PeopleSmart
100,000+	15	Catch!
100,000+	13	The Nonverbal Advantage
100,000+	13	Stepping Up
100,000+	6	It's the Way You Say It
95,000+	11	The Resiliency Advantage
90,000+	11	Be Your Own Brand
90,000+	9	Creating Personal Presence
85,000+	11	Accidental Genius
80,000+	9	Be the Hero
75,000+	15	Get Paid More and Promoted Faster
75,000+	13	What to Do When There's Too Much to Do
75,000+	11	Whistle While You Work
75,000+	13	Quiet Influence
70,000+	11	The Answer to How Is Yes
70,000+	10	The Highest Goal
60,000+	12	The Power of Failure
60,000+	15	Eat That Frog! for Students
60,000+	10	Prosper
55,000+	5	Life Reimagined
50,000+	12	What Would Buddha Do at Work?
50,000+	5	Be BIG
50,000+	7	Eat That Frog! Action Workbook
50,000+	5	The Age of Overwhelm
50,000+	2	Calling Cards
50,000+	7	Get to the Point
45,000+	4	Embrace the Chaos
40,000+	18	Find Your Balance Point
40,000+	3	Perseverance
40,000+	9	The Mood Elevator
35,000+	3	Who Do We Choose to Be?
35,000+	10	The Five Thieves of Happiness
35,000+	3	Your Body Is Not an Apology Workbook
35,000+	7	Aligned Thinking
35,000+	7	The Pause Principle
35,000+	5	Whale Done Parenting
30,000+	12	Being Buddha at Work
30,000+	9	Refire! Don't Retire

30,000+	8	Fear Your Strengths
30,000+	5	Living in More Than One World
30,000+	4	We Are All Self-Employed
30,000+	4	Why Wait to Be Great
30,000+	2	I'm Stuck, You're Stuck
30,000+	2	The Memo
30,000+	7	The Serious Business of Small Talk
30,000+	2	Subtle Acts of Exclusion
25,000+	12	Sprout
25,000+	11	Downshifting
25,000+	10	Flux
25,000+	8	Three Deep Breaths
25,000+	8	You Are What You Believe
25,000+	7	The Serious Business of Small Talk
25,000+	5	Be the Best Bad Presenter Ever
25,000+	5	50 Jobs in 50 States
25,000+	5	The Discomfort Zone
25,000+	2	Communicate Like a Leader
25,000+	2	Claiming Your Place at the Fire
25,000+	8	The Genius of Opposites
20,000+	12	Reawakening the Spirit in Work
20,000+	9	Zenobia
20,000+	8	The Connect Effect
20,000+	8	Emotional Discipline
20,000+	5	Second Innocence
20,000+	5	The 3 Gaps
20,000+	5	How You Learn Is How You Live
20,000+	4	Ask Outrageously
20,000+	4	Teaching That Changes Lives
20,000+	3	The Seven Paths
20,000+	3	Overcoming Bias
20,000+	3	The Greater Goal
20,000+	3	The She Spot
20,000+	3	So You're New Again
20,000+	1	Zip Tips
20,000+	1	The Sisters Are Alright

BK BUSINESS

2.8 million	35	Leadership and Self-Deception
780,000+	26	Love 'Em or Lose 'Em
675,000+	30	The Secret
450,000+	21	Empowerment Takes More Than a Minute
420,000+	22	Leadership and the New Science
390,000+	22	The Outward Mindset
320,000+	23	Full Steam Ahead!
290,000+	19	Humble Inquiry
255,000+	23	A Complaint Is a Gift
250,000+	22	Managing By Values

NUMBER OF BOOKS SOLD AND NUMBER OF LANGUAGES IN WHICH EACH TITLE IS AVAILABLE

BK BUSINESS, continued

250,000+	29	The 100 Absolutely Unbreakable Laws of Business Success	60,000+	4	Be the Boss Everyone Wants to Work for
220,000+	6	Leadership from the Inside Out	60,000+	12	Open Space Technology
210,000+	17	Synchronicity	60,000+	11	The Daily Edge
190,000+	8	Stewardship	60,000+	11	Corporate Creativity
190,000+	17	Know Can Do!	60,000+	9	How to Change Minds
175,000+	10	The Serving Leader	60,000+	8	Ideas Are Free
170,000+	5	Breaking through Gridlock	55,000+	6	Humble Consulting
160,000+	10	Change Is Everybody's Business	55,000+	15	The One Minute Negotiator
150,000+	14	Go Team!	55,000+	6	Trust and Betrayal in the Workplace
150,000+	12	Managers As Mentors	55,000+	6	Customers As Partners
150,000+	17	Theory U	55,000+	4	Leaders Make the Future
150,000+	7	Help Them Grow or Watch Them Go	50,000+	7	The Power of Appreciative Inquiry
135,000+	18	Managing	50,000+	7	Cultural Intelligence
130,000+	7	On-the-Level	50,000+	2	We Can't Talk about That at Work
125,000+	13	Got Your Attention?	50,000+	8	The 4 Stages of Psychological Safety
125,000+	15	Great Leaders Grow	50,000+	11	Fun Works
125,000+	5	Community	50,000+	9	Your Leadership Legacy
120,000+	7	The Heart of Leadership	50,000+	8	Attracting Perfect Customers
110,000+	7	Performance Consulting	50,000+	3	Customer at the Crossroads
110,000+	18	Helping	50,000+	2	The 4-Dimensional Manager
110,000+	9	The Introverted Leader	50,000+	2	Seeing Systems
100,000+	17	Managers Not MBAs	45,000+	3	The Art of Community
100,000+	14	The World Café	45,000+	10	Simply Managing
100,000+	11	301 Ways to Have Fun at Work	45,000+	2	The Power of Servant Leadership
100,000+	7	The Secret of Teams	45,000+	11	Hot Spots
90,000+	10	The Leadership Wisdom of Jesus	45,000+	6	The Path of Least Resistance for Managers
90,000+	10	Negotiating the Impossible	45,000+	6	Intrinsic Motivation at Work
85,000+	17	The 3 Keys to Empowerment	45,000+	5	Dare to Serve
80,000+	14	Why Motivating People Doesn't Work . . . and What Does	45,000+	3	Speaking Up
80,000+	9	Servant Leadership in Action	40,000+	7	The Long-Distance Leader
80,000+	10	The Courageous Follower	40,000+	7	Coach the Person, Not the Problem
80,000+	9	I'm Sorry I Broke Your Company	40,000+	5	The Critical Few
80,000+	7	Evaluating Training Programs	40,000+	16	Bedtime Stories for Managers
80,000+	6	The 8 Dimensions of Leadership	40,000+	5	The Change Handbook
75,000+	4	A Simpler Way	40,000+	5	Future Search
75,000+	13	Leading from the Emerging Future	40,000+	4	Make Their Day!
75,000+	13	Chess Not Checkers	35,000+	8	Simple Truths of Leadership
75,000+	15	Collaborating with the Enemy	35,000+	8	The Driver in the Driverless Car
70,000+	18	The Essentials of Theory U	35,000+	1	Salsa, Soul, and Spirit
70,000+	11	Humble Leadership	35,000+	3	Co-Active Leadership
70,000+	13	A Higher Standard of Leadership	35,000+	10	Branded Customer Service
70,000+	8	Appreciative Inquiry	35,000+	8	The Intelligent Organization
65,000+	17	Hire and Keep the Best People	35,000+	8	Mother Teresa, CEO
65,000+	6	Finding Our Way	35,000+	6	Seeing Red Cars
65,000+	3	How to Be an Inclusive Leader	35,000+	5	Abolishing Performance Appraisals
60,000+	10	The B Corp Handbook	35,000+	4	Leaders Made Here
60,000+	8	Positive Leadership	35,000+	4	How to Make Collaboration Work
			35,000+	4	Managers As Facilitators

NUMBER OF BOOKS SOLD AND NUMBER OF LANGUAGES IN WHICH EACH TITLE IS AVAILABLE

BK BUSINESS, continued

35,000+ 2 The Disciplined Leader
 30,000+ 3 Conversations Worth Having
 30,000+ 5 Talent Magnet
 30,000+ 9 The New Organizational Wealth
 30,000+ 6 Lead More, Control Less
 30,000+ 5 Putting Total Quality Management to Work
 30,000+ 4 Analysis for Improving Performance
 30,000+ 4 Action Inquiry
 30,000+ 3 Selling with Integrity
 30,000+ 1 Cultural Diversity in Organizations
 30,000+ 1 Hello, My Name Is Awesome
 30,000+ 3 The New Leadership Literacies
 25,000+ 2 Imaginization
 25,000+ 9 The New Organizational Wealth
 25,000+ 7 Magnetic Service
 25,000+ 7 Managing for People Who Hate Managing
 25,000+ 5 A Great Place to Work for All
 25,000+ 5 Get There Early
 25,000+ 5 Fusion Leadership
 25,000+ 5 Driving Growth Through Innovation
 25,000+ 5 The Change Cycle
 25,000+ 4 Bootstrap Leadership
 25,000+ 4 Getting to Resolution
 25,000+ 4 You Don't Have to Do It Alone
 25,000+ 4 Leadership and the Art of the Struggle
 25,000+ 3 Strategic Business Partner
 25,000+ 3 The Appreciative Inquiry Handbook
 25,000+ 3 Terms of Engagement
 25,000+ 3 Humility Is the New Smart
 25,000+ 2 DEI Deconstructed
 25,000+ 2 The Influence Edge
 25,000+ 2 Trusted Leader
 25,000+ 1 Images of Organization Executive Edition
 25,000+ 7 Why Digital Transformations Fail
 25,000+ 4 Hello Stay Interviews Goodbye Talent Loss
 20,000+ 12 Ideaship
 20,000+ 8 Show Me the Money
 20,000+ 7 Practicing Positive Leadership
 20,000+ 7 Emotional Value
 20,000+ 6 Working at Warp Speed
 20,000+ 6 Structured On-the-Job Training
 20,000+ 6 Supply Chain Optimization
 20,000+ 5 Execution IS the Strategy
 20,000+ 5 The Idea-Driven Organization
 20,000+ 5 301 More Ways to Have Fun at Work
 20,000+ 5 Accountability
 20,000+ 6 Real Leadership
 20,000+ 4 Collaboration Begins with You

20,000+ 6 Foundations of Human Resource Development
 20,000+ 4 Running Training Like a Business
 20,000+ 4 Real Time Strategic Change
 20,000+ 4 The Circle Way
 20,000+ 3 True North Groups
 20,000+ 3 The Healing Manager
 20,000+ 3 Intrapreneuring in Action
 20,000+ 3 The Four Conversations
 20,000+ 2 Your Leadership Story
 20,000+ 1 Opening Doors to Teamwork and Collaboration
 20,000+ 2 Do What Matters Most
 20,000+ 2 Inclusive Conversations
 20,000+ 3 The Innovation Code
 20,000+ 6 Leading with Character and Competence
 20,000+ 4 Leapfrogging
 20,000+ 1 The Power of Latino Leadership
 20,000+ 5 Stop Guessing
 20,000+ 2 Win the Heart



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