

Connecting People and Ideas to
Create a World That Works For All

Spring 2027 titles

Rights Guide



Berrett-Koehler
PUBLISHERS

OUR STORY.

Berrett-Koehler (BK) was founded by Steve Piersanti in 1992 with “a deep sense of responsibility to administer the publishing company for the benefit of all of our ‘stakeholder’ groups—authors, customers, employees, suppliers and sub-contractors, owners, and the societal and environmental communities in which we live and work”

BK proudly holds the status of a B-Corp and ownership of the company is distributed among stakeholders.

BK’s books are focused on "changing the underlying beliefs, mindsets, institutions, and structures that keep generating the same cycles of problems, no matter who our leaders are or what improvement programs we adopt."

Over the company’s 30+ year history, BK has published more than 1,000 distinct titles on subjects ranging from systems change to body positivity. Berrett-Koehler books have been translated into over 63 languages.

It is a testament to BK’s principles and publishing expertise that many titles from the company’s early days continue to sell well today. These publications have influenced tens of millions of readers around the world.

BERRETT-KOEHLER'S UNIQUE APPROACH FOR CREATING CHANGE

OUR BELIEF

We believe that to create a world that works for all – which is the heart of BK's mission – change is needed at all levels: individual, organizational, and societal.

OUR PUBLISHING AGENDAS

BK publishes books in three major areas:

- Individual change (such as personal growth and living our values for a more inclusive and sustainable world)
- Organizational change (such as socially responsible business, humane leadership, and participative management)
- Societal change (such as community development, environmental sustainability, and economic justice)

BERRETT-KOEHLER'S UNIQUE COMPETITIVE ADVANTAGE

An author-centric publishing model that focuses on finding thought leaders with compelling insights, ideas, and experiences and helping them shape their message and amplify their voice

KEY PLANKS OF AUTHOR-CENTRICITY

- Author Bill of Rights that guides the publisher-author relationship
- Author Days to enhance collaboration between staff and author
- No/ low advances, but higher royalties
- Authors get unique exit clause in their agreements: Right to terminate the agreement after publication and after a 10-month notice and remedy period if the author is dissatisfied with the publishing relationship



BENEFITS FOR BERRETT-KOEHLER

1. Authors work as active collaborators and perform proactive marketing and outreach to promote their books
2. Very high author retention rate
3. More than 150 BK authors have already published multiple books with BK. These multiple-BK-book authors include 9 of our 10 bestselling authors
4. Authors provide strong referrals for BK by encouraging their colleagues to publish with BK

BERRETT-KOEHLER'S EXTRAORDINARY SOCIAL IMPACT

Berrett-Koehler has led the world by promoting systemic change:

APPROACH

Collaborating with thought leaders to develop new change methodologies that are inclusive, participatory, and engage the whole-system of stakeholders



Hundreds of BK authors have grown their speaking, training, consulting, and coaching businesses and networks



These authors, their readers and organizations have trained hundreds of thousands of changemakers and leaders in collaborative change



EXAMPLES

Future Search Network

- Has trained thousands of change agents and consultants
- Methodology has fans and followers ranging from war-torn communities in Africa to Fortune 500 companies

Arbinger Institute

- *Leadership and Self-Deception* has sold over 3 Million copies in 36 languages
- Built a successful 120 person training and consulting organization and partners in 26 countries

Art of Hosting

- Toke Paludan Moeller, Monica Nissen, and their colleagues aggregated methods from several BK books
- Trained thousands of people including 700 leaders and staff of European Commission

Berrett Koehler Publishers - Spring 2027 titles

To inquire about rights availability and request sample copies, please contact us!



Catherine Lengronne
Subsidiary Rights Director
clengronne@bkpub.com



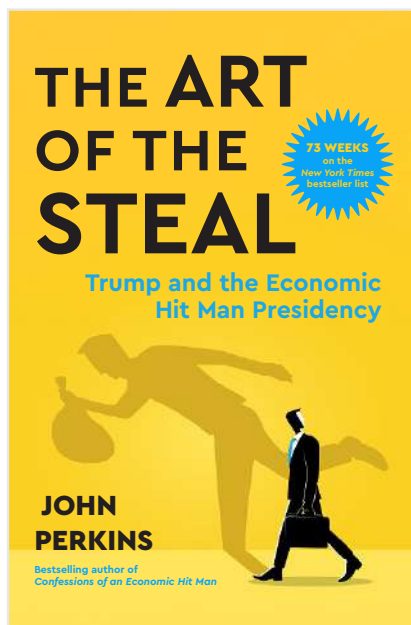
Kristen Frantz
COO and SVP of Sales & Marketing
kfrantz@bkpub.com

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MONTGOMERY STATION PRESS

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On Sale Date: 9/8/2026

Political Science | Corruption & Misconduct | Business & Economics | Government & Business

Page Count: 192

Announced 1st Print: 25,000

Publicity and Marketing

- Author Tour: Seattle area (Bainbridge Island) and other cities TBA
- National publicity campaign: the author does an average of 100+ radio, podcast, and print interviews per year, and these will all feature the book
- Author will leverage his newsletter, which reaches more than 100,000 readers, plus target his personal email list of more than 5,000
- Major preorder and launch campaign engaging the author's audience
- Promotion on the author's website johnperkins.com
- National trade advertising
- Emmy-nominated documentary about Perkins's EHM life expected to be released in 2026, providing cross-promotion opportunity
- Author speaks to civic, business, political, environmental, and professional audiences worldwide with proven track record of converting speaking engagements into book sales
- BK will promote on our social platforms, our website, and through targeted email campaigns

THE ART OF THE STEAL

Trump and the Economic Hit Man Presidency

New York Times bestselling author of *Confessions of an Economic Hit Man*

John Perkins

Target Audience:

- Readers of Perkins' previous titles, particularly *Confessions of an Economic Hit Man*
- People alarmed by Trump's presidency and seeking to understand corporate influence on government
- Activists working to reduce corporate power and economic inequality worldwide
- People working in or studying economics, politics, or government policy

The economic hit man strategy has come home.

John Perkins, bestselling author of *Confessions of an Economic Hit Man*, returns with an urgent sequel revealing how the strategy he once exposed abroad now shapes American politics at home.

For decades, US presidents have used the four pillars of the economic hit man strategy, fear, debt, anxiety over insufficiency, and divide and conquer, to control other nations and enrich a growing oligarchy.

In the groundbreaking *Confessions of an Economic Hit Man* trilogy, John Perkins exposed the complex, expansive, and clandestine global network that serves the interests of powerful corporate, financial, and political entities. In *The Art of the Steal*, he reveals its most dangerous evolution.

Donald Trump represents a historic shift. He is the first US president to turn the economic hit man strategy into a personal brand and governing style. He has ascended the four pillars, brought the playbook home, and reversed the march toward the American ideal of liberty, equality, justice, democracy, opportunity, and an individualism that supports family and community. At the same time, he has forced what was hidden into the open.

This book explains: how this happened, why it matters, and what each of us can do to turn things around.

Both warning and blueprint, *The Art of the Steal* offers a pathway to renewing the American ideal and using it to model a new global ideal.

MASSIVE BUILT-IN AUDIENCE: Readers of Perkins's previous books, people alarmed by Trump's presidency, and activists seeking to restore democratic accountability.

DIRECT SEQUEL TO NATIONAL BESTSELLER: *Confessions of an Economic Hit Man* spent 70+ weeks on *The New York Times* bestseller list, has sold 1.8 million+ copies, and has been translated into 37 languages.

TIMELY CULTURAL RELEVANCE: Exposes the 4 pillars of domestic economic hit man tactics and traces their evolution from international exploitation to homeland consumption.

COMPELLING PAGE-TURNER: Perkins applies his masterful storytelling by weaving personal experience as an EHM with analysis of how Trump mastered, amplified, and branded these techniques.

PROVEN AUTHOR PLATFORM: Perkins's newsletter reaches 100,000 people; he conducts 2-7 radio, podcast, and print interviews weekly; he speaks to civic, business, political, and environmental audiences worldwide; and an Emmy-nominated documentary about his EHM life releases in 2026 to promote the book.

John Perkins is the author of *Confessions of an Economic Hit Man*, which spent over seventy weeks on *The New York Times* bestseller list, sold over 1.8 million copies, and was translated into thirty-seven languages. He also authored *Touching the Jaguar*, *The Secret History of the American Empire*, *Hoodwinked*, and other books. As a former corporate chief economist, he advised the World Bank, the United Nations, Fortune 500 corporations, and many governments worldwide. He was also CEO of a successful alternative energy company. For the past twenty years, he has principally been a writer, speaker, and activist.

Residence: Bainbridge Island, WA **Hometown:** Hanover, NH

FOR OUR FREEDOM

The Constitutional Solution to Corruption and Money in Politics

Jeffrey D. Clements

Target Audience:

- Readers of books about democracy, corruption, constitutional law, and current American politics, including fans of Jill Lepore, Heather Cox Richardson, and Thom Hartmann
- Voters and civic leaders across party lines who are concerned about the influence of money in elections
- American Promise's national cross-partisan network of 235,000 email subscribers (60% open rate) and 47,000 social media followers

The cross-partisan story of how a constitutional amendment to end money-driven corruption in American politics went from impossible to inevitable.

Across party lines, Americans agree the system is broken, and most want a constitutional amendment to fix it.

Jeff Clements, founder of American Promise and author of *Corporations Are Not People*, tells the cross-partisan story of how that effort moved from the political margins to the center of national debate. Drawing on constitutional history, on-the-ground reporting, and his own decade of leadership in the movement, Clements traces the path from *Citizens United* to the growing push for the For Our Freedom Amendment.

This is a book about what Americans are doing, state by state and community by community, to reclaim self-government and reduce the corrupting power of money in politics. Inside, readers will discover why money in politics now tops voters' concerns across party lines, how the *Citizens United* decision helped spark a powerful grassroots response, what states like Montana and Oklahoma reveal about the fight for reform, how the constitutional amendment process actually works, and why momentum is building as the 2028 election cycle approaches.

This book is a practical, hopeful account of a movement that argues American democracy can still be repaired, and that the path forward is already being built.

BROAD, CROSS-PARTISAN AUDIENCE: For readers of Jill Lepore's *We the People*, Heather Cox Richardson's *Democracy Awakening*, and Sheldon Whitehouse's *The Scheme* who want a solutions-focused companion to books diagnosing the crisis of money in American politics.

THE #1 VOTER CONCERN IN AMERICA: In Pew Research Center's 2025 national survey, money in politics ranked as the top problem among 24 issues tested, ahead of healthcare, inflation, and immigration. This book arrives as the issue reaches unprecedented public attention.

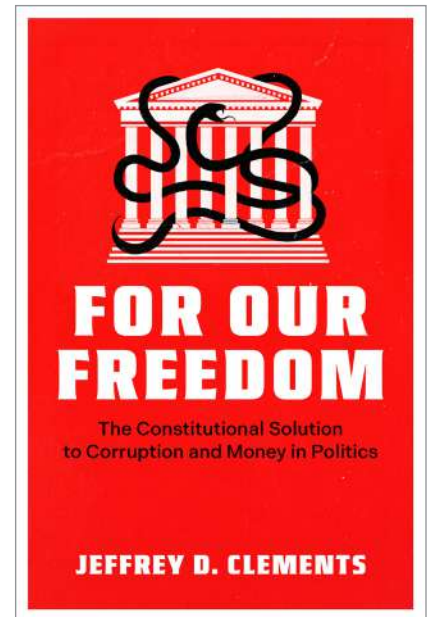
COMPELLING NARRATIVE STRUCTURE: Written as an accessible, story-driven account that moves from courtroom battles in Montana to state legislatures across the country.

STRONG BULK AND PRE-ORDER COMMITMENTS: American Promise will distribute copies through its networks. Projected bulk orders total 10,000 copies across 20 partner organizations, including OpenSecrets, Brennan Center, Rotary International, and YPO.

ELECTION CYCLE TIMING: Spring 2027 publication positions this title to enter the national conversation as the 2028 presidential election cycle accelerates, with campaign spending, dark money, and AI-driven political ads becoming central issues for voters in both parties.

Jeff Clements is the founder and CEO of American Promise, a national cross-partisan organization working to pass a constitutional amendment addressing money in politics. He is the author of *Corporations Are Not People* (Berrett-Koehler, 2012/2014), and his work has appeared in *The Washington Post*, *The New York Times*, *Wall Street Journal*, *Harvard Law & Policy Review*, *Newsweek*, and many other outlets. His January 2026 conversation with Heather Cox Richardson reached more than 1 million viewers.

Residence: Concord, MA **Hometown:** Concord, MA



COVER NOT FINAL

On Sale Date: 5/25/2027

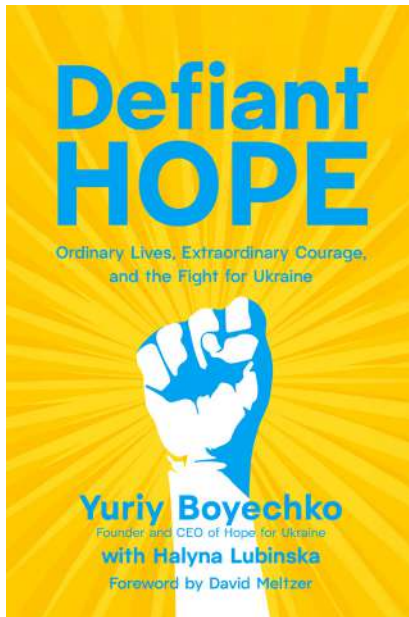
Political Science | Corruption & Misconduct | History | American Government

Page Count: 240

Announced 1st Print: 15,000

Publicity and Marketing

- Author Tour Speaking Events: 15 to 20 events annually already booked, and a flagship DC launch event with policymakers and press.
- National PR campaign through DKC News with established media relationships: Early excerpt placement targeting *The Atlantic*, *NYT Opinion*, *The New Yorker*, and *POLITICO Magazine*, followed by op-eds, podcast appearances, and broadcast interviews timed to launch and election cycle moments.
- Bulk and organizational sales pipeline: Author organizational book distribution, plus a projected 10,000 additional copies across 20 partner organizations, including OpenSecrets, Brennan Center, Rotary International, and YPO.
- Email list activation (235,000 subscribers, 60% open rate): 4-to-6-part nurture series tied to legislative milestones and ongoing post-launch promotion. This list is unusually engaged and directly aligned with the book's audience.
- Election-cycle news hook integration: Positioning Clements as an expert source on money-in-politics stories through 2026 midterms and into 2028



On Sale Date: 2/16/2027

Biography & Autobiography | Multi-cultural | History | Political Science

Page Count: 288

Announced 1st Print: 20,000

Publicity and Marketing

- Hope for Ukraine has hired Rubenstein Public Relations to lead targeted national TV (PBS NewsHour, Morning Joe, CNN This Morning), radio (NPR's Fresh Air, BBC World Service), and print and online (*NYT Book Review*, *Washington Post*, *WSJ*, *The Atlantic*, *Foreign Affairs*)
- Boyechko's standing access to CNN, ABC News, Fox News, *Newsweek*, *The New York Times*, the *Associated Press*, and *Forbes*, plus the recent *Newsweek* print feature on two of the volunteers profiled in the book will be leveraged for book coverage
- Email promotion with exclusive content to the Hope for Ukraine donor base of 25,000 people
- Daily promotion across Hope for Ukraine's Facebook (249,000 followers), Instagram (11K followers), X, and LinkedIn (combined ca. 300,000 followers and 12 to 15 million views / month).
- University lectures (international relations, history, Slavic studies, leadership), humanitarian conferences, faith-based community outreach, and virtual book launches
- Coordinated promotion through Ukrainian diaspora organizations, NGOs, the Forbes Nonprofit Council, and humanitarian coalitions for cross-promotion and group sales.

DEFIANT HOPE

Ordinary Lives, Extraordinary Courage, and the Fight for Ukraine

Founder and CEO of Hope for Ukraine

Yuriy Boyechko with Halyna Lubinska

Target Audience:

- Fans of narrative nonfiction and oral histories who follow character-driven accounts of historical events, including readers of Svetlana Alexievich, Erik Larson, and Patrick Radden Keefe
- The global Ukrainian diaspora estimated at roughly 5 million people
- Donors, volunteers, and supporters of Ukrainian humanitarian organizations, including the 25,000-person Hope for Ukraine donor base
- Students and scholars of international relations, modern history, and civil resistance and readers of business and leadership titles on resilience, organizational improvisation, and crisis response who want a real-world case study at national scale

Ordinary Ukrainians reveal how courage, community, and civilian resistance are helping their nation survive Russia's invasion in unforgettable stories of resilience and hope.

When Russia launched its full-scale invasion of Ukraine, the world expected Kyiv to fall within days. The tanks, missiles, and troop counts seemed to tell one story. But the people changed the narrative.

Yuriy Boyechko and Halyna Lubinska tell the true stories of Ukrainians who answered the war not with power or position but with action. A stone craftsman cancels his flight to America and volunteers on the front lines. A grieving pastor makes more than 187 trips to the front after his combat-medic son is killed. Rock musicians and roadies turn their technical skills toward repairing generators, fixing vehicles, and building drones.

Their stories reveal how civilian resistance, humanitarian aid, community networks, and ordinary courage are helping Ukraine survive Russia's invasion, showing readers

- how ordinary citizens organize when institutions cannot move fast enough;
- how humanitarian aid, trust, and local knowledge become tools of resistance;
- how trauma, grief, burnout, and purpose shape life inside a long war;
- how courage spreads through families, communities, churches, and volunteer networks; and why Ukraine's struggle speaks to anyone trying to understand resilience, civil society, and hope under pressure.

This is the story of what ordinary people can do when history leaves them no safe place to stand. Releasing on the 5th anniversary of the Russian invasion of Ukraine.

A WAR STORY THAT TRAVELS: The book's lessons about decentralized civic mobilization, community resilience, and finding purpose through service apply well beyond Ukraine, giving the title a long shelf life with readers thinking through climate response, polarization, and any crisis where formal institutions cannot move fast enough.

SIXTEEN INTERLOCKING FIRSTHAND TESTIMONIES: the book weaves together 16 voices of Ukrainians whose lives were upended by the war and who found their own ways to respond.

ACCESS NO OUTSIDE REPORTER COULD MATCH: Yuriy Boyechko has spent the last decade inside the volunteer network, which gave him the trust to gather these testimonies firsthand and brings a vantage point unavailable to journalists.

Yuriy Boyechko founded Hope for Ukraine in 2016. It is one of the largest organizations operating in support of Ukraine, with 1,500 volunteers on the ground, 14 staff members across the US and Ukraine, and more than 25,000 active donors. He is a member of the Forbes Nonprofit Council and a commentator on the war for CNN, ABC News, Fox News, *Newsweek*, *The New York Times*, the *Associated Press*, and *Forbes*.

Halyna Lubinska is a writer and researcher based in Ukraine.

Residence: Livingston, NJ; Lviv, Ukraine **Hometown:** Lviv, Ukraine Lviv, Ukraine

DISCIPLINES OF HOPE

Generating Faith in the Future for an Anxious Age

Bob Johansen, Andy Doyle, and Jeremy Kirshbaum

Target Audience:

- Readers of Johansen titles (*Navigating the Age of Chaos*, *Leaders Make the Future*)
- Business and organizational leaders, civic and public-sector leaders, educators, and administrators seeking to create hope for the future
- Leaders of faith-based organizations from all denominations; Activists, artists, teachers, coaches, and spiritual guides
- Learners wrestling with the future of leadership in an AI-shaped world

Learn how to lead in uncertain times, build resilience, and generate credible hope when chaos threatens—using practical faith-based leadership tools and AI-powered imagination to navigate the future with confidence.

Faith and hope are collapsing worldwide. The institutions, norms, and alliances that once felt stable are fracturing. As a leader—in business, government, nonprofits, or faith communities—you're struggling to inspire confidence in any future at all. Your people can't work toward futures they can't imagine or trust futures they haven't been invited to shape.

This book gives you practical tools to generate credible hope when everything feels uncertain: The Credible Hope Compass—a practical framework for making leadership decisions when faith has been weaponized and hope feels naive

Methods to use generative AI to envision alternative futures and expand your team's imagination; Faith-enhanced leadership practices that move you beyond denial or despair into action.

Following two personas navigating leadership in chaos, Johansen, Doyle, and Kirshbaum show you how to treat imagination as a leadership practice and make repair something visible, communal, and real. You'll learn to generate and share calm trust in futures worth striving for—giving your people the credible hope they desperately need.

LEADERS DESPERATE FOR HOPE: Appeals to leaders in business, nonprofits, civic organizations, the arts—anyone wrestling with the future of leadership.

EXTRAORDINARILY URGENT: Faith and hope in the future are eroding worldwide. This book arrives at the precise moment leaders need practical tools to inspire trust and imagination when conventional approaches have failed.

PRACTICAL FRAMEWORK: Introduces the Credible Hope Compass—a hands-on tool for making leadership choices among competing visions of faith.

POWERHOUSE AUTHORS: Bob brings 50 years as a leading futurist and has a proven sales track with 15 books. Andy leads 70,000+ Episcopalians as Bishop of Texas and chairs the Episcopal Health Foundation. Jeremy founded the AI consultancy Handshake.

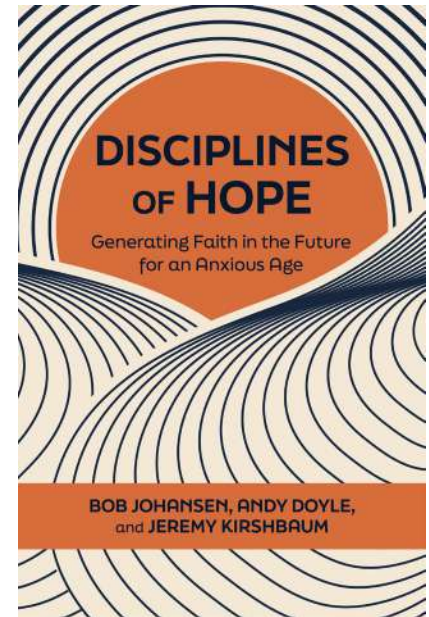
STRONG MARKETING PLATFORM: Bob averages multiple speaking events weekly and will leverage IFTF's 41,337 newsletter subscribers and 122K+ social media followers. Andy has extensive connections to Episcopal and mainline Protestant seminaries, leadership programs, and denominational networks.

Bob Johansen has had a fifty-year career as a leading professional futurist at The Institute for the Future. He is author or coauthor of *Leaders Make the Future*, *Navigating the Age of Chaos*, *Get There Early*, *The New Leadership Literacies*, and more.

Andy Doyle is bishop of the Episcopal Diocese of Texas and chief pastor to more than seventy thousand Episcopalians in 177 congregations and sixty-four schools. He leads many interfaith partnerships and chairs the Episcopal Health Foundation.

Jeremy Kirshbaum founded the generative AI consultancy Handshake. He is coauthor of *Leaders Make the Future* and speaks about AI to executive teams, governments, and NGOs.

Residence: Bainbridge Island, WA; Houston, TX; Oakland, CA **Hometown:** Palo Alto, CA; Houston, TX; San Francisco, CA



On Sale Date: 11/17/2026

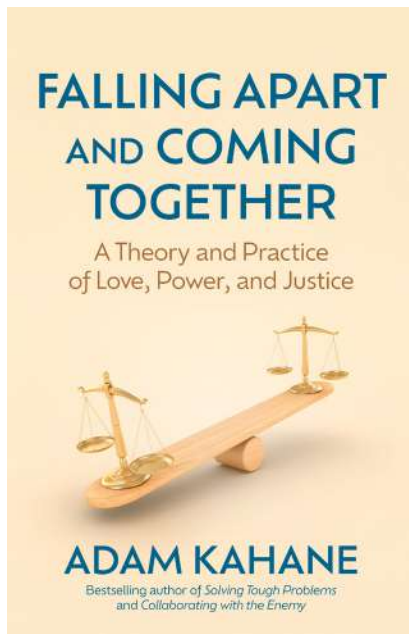
**Business & Economics | Leadership
| Social Science | Future Studies |
Personal Growth**

Page Count: 224

Announced 1st Print: 10,000

Publicity and Marketing

- The authors will leverage their many speaking events to drive bulk sales
- The authors will launch email and social campaigns to their substantial audiences, including combined social followings of more than 150,000 people
- The authors will market group sales to Episcopal seminaries (9 institutions), mainline Protestant seminaries (Duke, Princeton, Luther, Candler, Austin Presbyterian, Chicago Theological), denominational leadership programs (Episcopal, ELCA, UMC, PC [USA], UCC),
- and corporate partners and clients
- Extensive podcast and interview schedule (20+ appearances scheduled for 2025-2026)
- Promotion via organizational book clubs and reading groups: discussion guide available
- Promotion via Berrett-Koehler website, email lists, and social media



COVER NOT FINAL

On Sale Date:

Page Count: 192

Announced 1st Print:

Publicity and Marketing

- Author Tour: The author will continue building in-person events with bulk purchase potential, following the 2025 model that included more than twenty events across North America, Europe, Africa, Asia, and the Middle East.
- The author will leverage his Book Club, which has grown to 1,300 members, to support the book through the pre-order and launch stages.
- The author will leverage his global facilitation, philanthropy, academic, social innovation, and systems change networks to promote bulk sales.
- The author will promote the book through LinkedIn, where he has approximately 13,000 followers and where his recent book-related posts have generated strong engagement.
- Reos Partners will promote the book through its newsletter, social channels, webinars, online and in-person training, and client network, with the book used as required pre-reading for relevant offerings.
- The author will pursue podcasts, excerpts, reviews, university presentations, and more.

FALLING APART AND COMING TOGETHER

A Theory and Practice of Love, Power, and Justice

Bestselling author of *Solving Tough Problems* and *Collaborating with the Enemy*

Adam Kahane

Target Audience:

- Readers of Adam Kahane's previous books.
- Leaders in business, nonprofit, government, philanthropy, education, and civil society who are worried about separateness, and polarization.
- HR and OD professionals, facilitators, mediators, coaches, consultants, family leaders who support families through conflict.
- Community leaders, public servants, activists, academics, and social innovators

Adam Kahane, bestselling author of *Collaborating with the Enemy*, shows how justice helps families, organizations, communities, and nations repair broken relationships and live together better.

A practical guide to using justice as the lever for balancing power and love in a world that is falling apart.

We are always falling apart and coming together. In families, workplaces, communities, and nations, people pull back into smaller camps, harden boundaries, or force unity that leaves too many voices unheard. Adam Kahane names the twin traps of combat and subordination and offers a practical way to steer between them: the justice lever.

Drawing on thirty-five years of work with divided groups around the world, along with intimate stories from family life and public life, Kahane defines justice as a functional tool. Justice is the container made of rules, norms, agreements, structures, and relationships that allows people to be both separate and together. Readers will learn how to:

- Recognize when relationships are slipping into combat or subordination
- Harness power, the drive to realize ourselves and harness love, the drive to unite with others
- Construct justice containers that make collaboration and cohabitation possible
- Repair cracked containers in families, teams, organizations, communities, and public life
- Brief and clear, with unforgettable stories from global peace work, climate negotiations, Indigenous health, family life, and organizational repair, this book gives readers a way to start repairing what is cracking right where they are.

TIMELY CENTRAL PROBLEM: The book addresses the growing pull toward separateness, polarization, isolation, estrangement, and forced unity in personal, professional, and political life.

PRACTICAL NEW FRAMEWORK: Kahane brings together power, love, and justice into a simple model for repairing the structures that allow people to work and live together.

BESTSELLING BK AUTHOR: Kahane has six BK books and a strong sales track, e.g. *Collaborating with the Enemy* (130k sold) and *Solving Tough Problems* (60k sold)

CAPSTONE BOOK CONNECTING ALL OF ADAM'S WORK: This book presents a general theory and practice of relatedness that connects the ideas and methods in all of Adam's previous books.

Adam Kahane is a cofounder of Reos Partners and a leading designer and facilitator of processes that help people collaborate across deep differences. For 35+ years, he has worked in 50+ countries with leaders in business, government, and civil society on some of the world's toughest challenges, including racial oppression, violent conflict, insecurity, inequity, food systems, climate change, public health, and peace. He is the bestselling author of six Berrett-Koehler books.

Residence: Montreal, Quebec, Canada and Cape Town, South Africa; **Hometown:** Montreal, Quebec, Canada

THE HERO TRAP

The Leader's Shift from Doing to Designing

Foreword by Marshall Goldsmith

Bill Flynn

Target Audience:

- Readers of *Further, Faster; Hidden Potential*; and *Leadership and Self-Deception*
- CEOs and founders of growing companies (10-500 employees) who are working 60+ hour weeks but seeing diminishing returns from their teams
- Senior managers and directors struggling to build capability in others
- Executive coaches and organizational consultants looking for systematic frameworks

Great leaders create teams and companies that don't need great leaders.

That idea might stop you cold. Good.

Exhausted. Overwhelmed. You're the hero of your organization...and its biggest bottleneck. Every decision waits for your approval. Every problem lands on your desk. The harder you work, the more your team needs you. The behaviors that made you successful—solving problems fast, always being available, leading from the front—have become your organization's ceiling. Your competence becomes your captivity.

This is the hero trap. Most high-performing leaders don't recognize the pattern until they're burning out inside it.

Bill Flynn spent thirty years leading startups through IPOs and acquisitions before coaching hundreds of executives out of exactly this pattern. He discovered is that the shift isn't about working differently. It's about becoming someone different—moving from the smartest person in the room to the leader who makes every room smarter than any one person.

The Hero Trap gives you the proven path. Through the story of CEO Alex Chen and Flynn's controller-builder-architect framework, you'll get specific diagnostics to find where you're stuck; frameworks to delegate authority—not just tasks; the tools to know when to lead from the front and when to get out of the way; and a system for building self-sustaining teams that scale without you.

With a foreword by Marshall Goldsmith, whose own work on leadership transformation inspired this book, *The Hero Trap* does what other leadership books rarely manage: It moves you from shepherding the present to designing the future.

URGENT NEED FOR LEADERS: With remote work, AI disruption, and constant turnover, leaders feel pressured to control everything—this book is a critical tool that shows them a different, more effective way to lead.

PROVEN 3-STAGE FRAMEWORK: Flynn provides the systematic methodology missing from other leadership books—validated through corporate consulting engagements and 400+ coaching sessions.

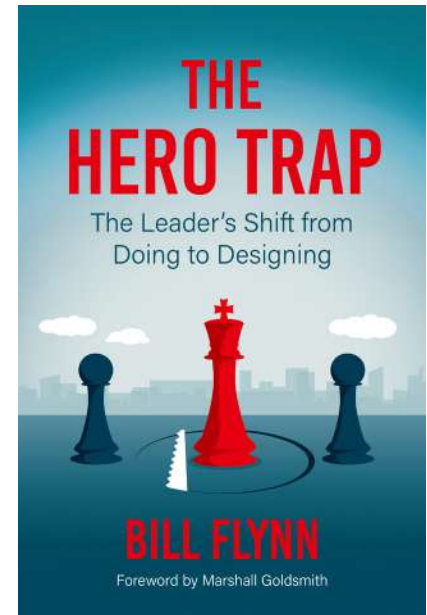
COMPELLING NARRATIVE STRUCTURE: Told through the story of CEO Alex Chen who seemingly can do it all, readers see themselves in each chapter while learning concrete techniques.

AUTHOR CREDIBILITY: Flynn brings 30 years leading 10+ businesses through 2 IPOs and 7 acquisitions, combining real operational pressure with systematic frameworks and commercial validation.

STRONG PLATFORM: Member of Marshall Goldsmith's 100 Coaches, 1,100-subscriber newsletter with 40-50% open rates (2x industry benchmark), HBR contributor, confirmed TEDx for 2026, 20-30 annual podcast appearances, expanding speaking circuit with Vistage and corporate clients.

Bill Flynn is principal at Catalyst Growth Advisors and a member of Marshall Goldsmith's exclusive 100 Coaches community. His thirty-year career includes leading more than 10 businesses through startups, two IPOs, and seven acquisitions. He is a frequent speaker at Vistage and corporate events, a contributor to *Harvard Business Review*, and the author of *Further, Faster: The Vital Few Steps That Take the Guesswork Out of Growth*.

Residence: Medford, MA **Hometown:** Boston, MA



On Sale Date: 10/6/2026

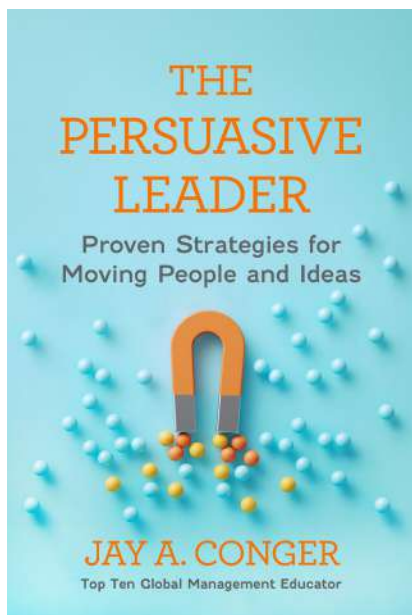
**Business & Economics | Leadership
| Workplace Culture | Management**

Page Count: 216

Announced 1st Print: 10,000

Publicity and Marketing

- The author's PR partner will target national business media, trade publications, and top-tier podcasts focused on leadership, organizational performance, and business growth (e.g., *Harvard Business Review*, *Inc.*, *Fast Company*, *Forbes Coaches Council*, *Strategy+Business*).
- The author is targeting 24+ corporate engagements annually, confirmed TEDx presentation 2026, ongoing Vistage circuit (20-30 annual events), and Entrepreneur's Organization outreach
- Formation of a 100-member Launch Team of CEOs, coaches, and practitioners who will receive advance copies and share launch content
- LinkedIn campaign targeting 5,000+ followers, newsletter expansion to 2,000+ subscribers, maintaining 40-50% open rates, Marshall Goldsmith 100 Coaches network amplification
- Book embedded in consulting practice with 75-150 corporate clients, providing bulk sales opportunities, training program integration, and case study development
- Berrett-Koehler promotion to our email list and social media channels



On Sale Date: 11/3/2026

**Business & Economics | Leadership
| Organizational Development | Motivational**

Page Count: 240

Announced 1st Print: 10,000

Publicity and Marketing

- National publicity campaign targeting business, management, and leadership media outlets through a professional book publicist
- Coordinated social media campaign across LinkedIn (3,400+ followers with 2,000-6,000 impressions per post), Facebook, and Instagram using posts and videos
- Twice-weekly LinkedIn content sharing insights from the book (targeting
- 4,000-5,000 followers by launch)
- Dedicated book website launch plus integration with jayconger.com
- Email campaign to executive leaders, CHROs, CLOs, directors of leadership development, former students in
- mid-to-senior leadership roles, and management professors
- Outreach to members of professional organizations such as International Leadership Association, Academy of Management, and similar groups
- Integration as primary executive education offering across all teaching engagements (6,500+ annual participants)
- Promotion at the International Leadership Association and Academy of Management conferences

THE PERSUASIVE LEADER

Proven Strategies for Moving People and Ideas

Top Ten Global Management Educator

Jay A. Conger

Target Audience:

- Readers who have found value in leadership books like *Lead to Win*, *Influence: The Psychology of Persuasion*, and *Switch* and are seeking a deeper, more actionable guide specifically focused on persuasion as a leadership practice
- Leaders at all career stages who want to improve their ability to persuade, and drive change

Master persuasion as a leadership practice to spark change that sticks, turn resistance into collaboration, and move teams from compliance to lasting commitment.

Most change efforts fail not because of poor strategy but because leaders struggle to win genuine commitment. Major organizational change initiatives (60-70%) fail. The missing ingredient? Constructive persuasion.

Drawing on over two decades of research and coaching thousands of executives worldwide, Dr. Jay Conger shatters outdated myths about persuasion as manipulation or performance. Instead, he reveals persuasion as the essential leadership practice that transforms resistance into collaboration, ideas into action, and plans into sustained progress. Readers will learn to do the following:

- Map influence networks and identify key decision-makers
- Build credibility through humility and expertise rather than positional authority
- Frame problems that invite collaboration instead of triggering defensiveness
- Craft compelling evidence that combines data with emotional resonance
- Orchestrate the emotional arc that moves teams to confidence and commitment
- Remain open to being influenced themselves—the mark of truly persuasive leaders

Each chapter delivers field-tested frameworks, readiness checklists, and real-world cases from banking, healthcare, technology, and beyond. The result is a transformative playbook that elevates persuasion from soft skill to the decisive force behind leadership success in the 21st century.

URGENT NEED FOR LEADERS AT ALL LEVELS: This book speaks to leaders at every career stage who need proven methods to turn resistance into collaboration.

PARADIGM-SHIFTING APPROACH: Elevates persuasion from supporting act to centerpiece, revealing it as the engine that activates vision, alignment, engagement, and execution.

TIMELY AND RELEVANT FOR TODAY'S WORKPLACE: Addresses the realities of today's workplace where persuasion has become more critical than ever.

ACTIONABLE FRAMEWORKS FROM A WORLD-RENOWNED EXPERT: Immediately applicable proven insights into field-tested models, diagnostic checklists, and real-world case studies.

POWERFUL MARKETING PLATFORM AND BULK SALES POTENTIAL: Conger teaches executive programs to over 6,500 leaders annually through Harvard Business School, USC Marshall, and Case Western Reserve, and speaks 50+ times per year at major organizations.

Dr. Jay A. Conger is the Henry Kravis Chaired Professor of Leadership Studies at Claremont McKenna College. Widely recognized as one of the world's foremost experts on leadership and persuasion, he has been ranked by *Financial Times* among the top ten global management educators. He teaches executive programs to over 6,500 leaders annually and coaches executives across dozens of Fortune 500 organizations. He is the author of fifteen books and is a frequent contributor to *Harvard Business Review*.

Residence: Claremont, CA **Hometown:** Washington, DC

MAKE WORK WORK

The 5 Daily Practices of the Employee-Centric Leader

Foreword by Hubert Joly, former chairman and CEO of Best Buy

Deborah Lovich

Target Audience:

- Readers of leadership and management books like *Never Lead Alone* and *The Generous Leader* who want additional actionable tools
- Non-HR executives, CEOs, and managers in organizations looking to improve employee work experiences and reduce burnout without complex HR programs
- Academics, consultants, and executive coaches focused on leadership development and the future of work

Five daily habits that reduce burnout, build engagement, and create a stronger organization, with no complex programs or HR mandates required.

Burnout is at record levels, and most leadership advice isn't solving it, because it's too complicated, it lands on HR teams who can't change daily culture, or it simply doesn't stick. This book offers something more useful: 5 simple, repeatable practices that managers, executives, and CEOs can weave into their existing routines right now, across in-person, hybrid, and AI-supported teams: Celebrate Someone - Go, See, and Help - Be Interested - Cocreate - Do It First

These are daily actions grounded in research and built for how work actually happens today, including distributed teams and AI-integrated workflows. Leaders who adopt them create cultures of support that sustain themselves without top-down mandates or expensive rollouts.

This book is for managers frustrated that engagement programs don't stick and for executives who want tools they can use today, not initiatives that take months.

Supporting your people isn't just the right thing to do; it builds more profitable, resilient organizations. Start here.

HR ISN'T FIXING THE PROBLEM: Burnout becomes an HR issue most frequently, but HR isn't fixing the problem. This book solves the problem for leaders with an easy and actionable protocol.

5 SIMPLE DAILY PRACTICES THAT ACTUALLY WORK: These 5 habits take minutes per day and require no special resources or approvals. Each comes with specific daily triggers and real examples from the author's 30 years transforming workplaces at BCG and beyond.

ADDRESSES TODAY'S URGENT WORKPLACE CRISES: Tackles the post-COVID workplace autopilot problem where dispersed teams, increased turnover, and plummeting engagement levels (with workers moving from quiet quitting to "quiet cracking") demand immediate leadership attention.

ENGAGING, ACCESSIBLE FORMAT WITH VISUAL APPEAL: Features 10 custom cartoons created by professional illustrators to make key concepts memorable and shareable.

NATIONALLY RECOGNIZED EXPERT WITH PROVEN SOLUTIONS: Author is Managing Director & Senior Partner at Boston Consulting Group (BCG) and a future-of-work fellow at BCG's Henderson Institute, with a TED talk reaching over 2 million views.

Deborah Lovich is a Managing Director and Senior Partner in the Boston office of Boston Consulting Group (BCG) and a future-of-work fellow in BCG's Henderson Institute. Her TED talk on the future of work has been viewed over 2 million views, and she speaks at 30–40 major industry events annually. Lovich has published extensively in *Forbes*, *Harvard Business Review*, *MIT Sloan Management Review*, and *Fortune*, and she is a sought-after media expert for *The New York Times*, *Washington Post*, *Bloomberg*, and *NPR*.

Residence: Brookline, MA **Hometown:** Englewood, NJ

Make Work Work

The 5 Daily Practices of the
Employee-Centric Leader

Deborah Lovich

Foreword by Hubert Joly, former chairman and CEO of Best Buy

On Sale Date: 11/17/2026

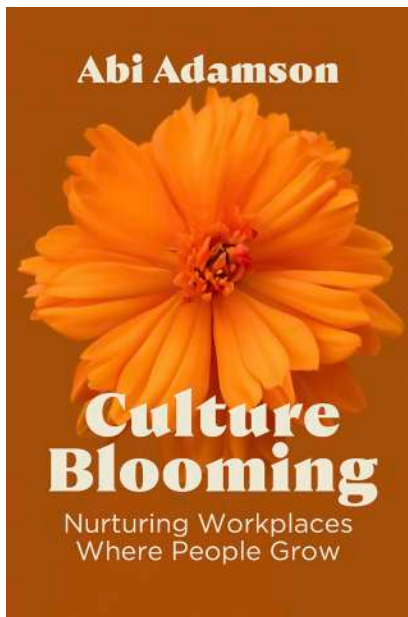
Business & Economics | Leadership | Workplace Culture | Human Resources

Page Count: 224

Announced 1st Print: 15,000

Publicity and Marketing

- Lovich has built a significant platform as a global thought leader at Boston Consulting Group with 5+ years of consistent content creation and media presence
- TED talk on the future of work with over 2 million views provides proven audience interest in author's approach
- 30-40 speaking engagements annually with senior executive audiences across industries
- Over 11,000 LinkedIn followers with weekly posts reaching up to 88,000 impressions; author will promote book extensively through this engaged network
- Go-to media expert for A-list outlets including *New York Times*, *Washington Post*, *Bloomberg*, *NPR*, *Harvard Business Review*, *Fortune*, and *Forbes*
- Strong network within BCG's 34,000+ employees and 42,000+ alumni who regard author as a tenured thought leader
- Visibility with all Harvard Business School graduates for past 3 years through required first-year case study featuring author's career
- BK will promote through email list and social platforms with targeted outreach to business leaders, executive coaches, and management consultants



On Sale Date: 8/25/2026

Business & Economics | Workplace Culture | Organizational Development

Page Count: 176

Announced 1st Print: 10,000

Publicity and Marketing

- Author will leverage her speaking engagements (4 to 6 per month) to promote the book and drive bulk sales.
- She will leverage her strong LinkedIn presence, with more than 52K followers and strong engagement, to drive book sales.
- Ongoing consulting relationships with Sony Music, British Airways, Acast, Gates Foundation, Google, and LVMH create warm prospects for team distribution—conservative estimate
- 500-1,000 books per organization for leadership development programs.
- Author has hired a professional social media manager to expand presence to Instagram, Twitter/X, and TikTok for book launch.
- Author has established connections to major podcasts including personal invitation from Steven Bartlett (Diary of a CEO) plus BBC 1Xtra and specialized business podcast networks. She will also hire a publicist
- Berrett-Koehler will promote the book on our social media platforms, email marketing lists, and website.

CULTURE BLOOMING

Nurturing Workplaces Where People Grow

Abi Adamson

Target Audience:

- Fans of practical business books like those by Brené Brown, Simon Sinek, and Kim Malone Scott who want fresh views on building authentic workplace belonging and psychological safety.
- Business leaders and executives frustrated with culture initiatives, seeking practical frameworks for sustainable transformation rather than compliance-focused programs.
- HR and organizational development specialists looking for alternatives to culture and belonging, needing tools that address systemic challenges over surface-level diversity metrics.

This book, the first to treat workplace culture like a garden instead of a construction project, offers a proven framework that transforms toxic environments into thriving ecosystems where all talent flourishes.

Organizations fail when they treat culture like a construction project. They thrive when they treat it like a garden, cultivating conditions for growth rather than engineering behavior through rigid blueprints.

Award-winning consultant Abi Adamson introduces the SERN™ framework (Soil, Exposure, Roots, Nutrients) to guide sustainable cultural transformation. Drawing from her experience working with international clients, including Spotify, Sony Music, Google, British Airways, and Match Group, Abi shows how to do the following: Identify and detoxify the soil poisoning organizational foundations - Expose who's hoarding the light while others wither in shadows - Strengthen the root networks where real culture actually lives - Distribute the nutrients people actually need to thrive.

Unlike traditional culture initiatives, this framework treats culture as a living ecosystem requiring ongoing cultivation, not a one-time fix to spot “nutrient vampires” that drain the best people.

Because as Abi says, “We bloom together or we wilt alone.”™

HUNGRY AUDIENCE OF BUSINESS LEADERS AND HR PROFESSIONALS: Readers of books by Brené Brown, Simon Sinek, and Kim Malone Scott—leaders seeking meaningful progress who want frameworks that actually transform workplace environments.

EVERGREEN TOPIC AT CRITICAL JUNCTURE: Organizational culture remains perpetually relevant as remote work, generational shifts, and economic pressures force companies to reimagine how people work together.

UNIQUE GARDEN METAPHOR WITH PROVEN FRAMEWORK: Unlike engineering-focused approaches, the SERN framework (Soil, Exposure, Roots, Nourishment) is a deceptively simple metaphor backed by measurable results from Fortune 500 transformations.

LINKEDIN INFLUENCER WITH PROVEN PLATFORM: Author has 52,000+ LinkedIn followers, up to 2 million impressions per post, and 15,000 reactions discussing workplace culture.

Abi Adamson is the award-winning founder of The Culture Partnership and creator of the SERN Framework. Recognized as one of the UK's top workplace culture experts (Favikon, #6) and named a thought leader on LinkedIn by *The New York Times*, she delivered her 2025 TEDx Talk “Who Owns Culture?” challenging how organizations think about cultural ownership. Adamson has built global culture strategies for hundreds of organizations, including Spotify, Sony Music, and Match Group, equipping leaders with practical tools to navigate the conversations that drive real change. Her work has been featured in *Forbes*, *Raconteur*, and *People Management*. London raised, she now lives in America, bringing a unique global perspective to workplace culture transformation.

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

PLEASE DO DISTURB

How True Leaders Show Up When It Matters Most

Rachel Alday, with Linny Jones and Harte Logan

Target Audience:

- Readers of *Dare to Lead*, *Leaders Eat Last*, and *Unreasonable Hospitality* looking for fresh perspectives on values-driven leadership.
- Business leaders and high-achieving professionals who want to lead with more humanity.
- Service professionals in hospitality, restaurants, and short-term rental owners and property managers drawn to human-centered approaches

Learn how to create belonging, trust, and lasting impact through 3 simple questions that transform how you lead, serve, and connect—from a hospitality pioneer who turned radical care into business success.

Exhausted by leadership that demands you perform instead of connect? Tired of chasing metrics while losing the human touch? Ready to lead with heart without sacrificing results?

This book introduces a revolutionary framework for leadership rooted in real hospitality: Did you show up? Did you make room? Did you build belonging? These are the daily practices that transformed Abode Luxury Rentals into an Inc. 5000 company with celebrity clients and a culture people never want to leave.

Through behind-the-scenes stories from running one of America's most sought-after vacation rental brands, Rachel Alday shows how she built a business on presence, care, and connection. You'll discover how to: 1. turn mistakes into loyalty, 2. set boundaries that build trust, and 3. create the kind of experiences people remember for life.

Paired with expert insights from leadership consultants Linny Jones and Harte Logan—who've worked with Google, Disney, and The Getty Leadership Institute—each chapter ends with practical tools you can use immediately to start turning small moments of genuine care into extraordinary results.

Stop managing like the old guard. Start leading with your humanity.

READERS WHO LOVE DARE TO LEAD AND UNREASONABLE HOSPITALITY will find practical tools for building cultures of belonging, trust, and lasting impact.

REVOLUTIONARY FRAMEWORK WITH PROVEN RESULTS: This book shows how hospitality principles transform leadership across industries.

REAL STORIES, ACTIONABLE STRATEGIES: Rachel's vulnerable storytelling combined with Tandemly's expert frameworks creates the perfect balance of inspiration and immediate application.

MASSIVE MARKETING PLATFORM: Launch supported by established podcast presence, speaking engagements, and organizational networks and major hospitality conferences, including VRMA International and HITEC.

Rachel Alday is cofounder of Abode Luxury Rentals, an award-winning boutique business celebrated on countless "best of" lists. Under her leadership, Abode has earned a place on the Inc. 5000 list and become the go-to for celebrity clients and discerning travelers worldwide.

Linny Jones is a licensed professional counselor and cofounder of Tandemly, as well as founder of Dwell Vacation Rentals.

Harte Logan is an executive coach, consultant, and cofounder of Tandemly with over thirty years of experience at the intersection of business, psychology, and leadership.

Residence: Rachel: Park City, UT; Linny: Flagstaff, AZ; Harte: Los Angeles, CA

PLEASE DO DISTURB

How True Leaders Show Up
When It Matters Most



RACHEL ALDAY
with LINNY JONES and HARTE LOGAN

On Sale Date: 11/10/2026

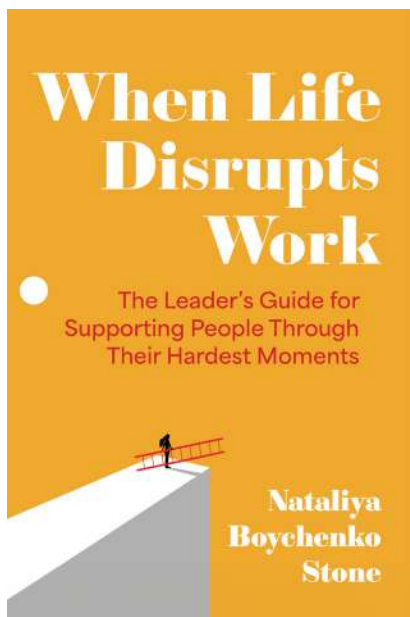
**Business & Economics | Leadership
| Workplace Culture | Motivational**

Page Count: 256

Announced 1st Print: 10,000

Publicity and Marketing

- National publicity campaign with PR firm conducting print and digital media campaign targeting leadership, hospitality, and business publications
- Podcast tour targeting Think Differently (Adam Grant), Slick Talk, The Vacation Rental Show, and Get Paid for Your Pad
- Speaking engagements: Regular appearances at major industry conferences, including VRMA International, Scale Rental Show, HITEC, and The Lodging Conference
- Tandemly organizational reach: Linny and Harte's client network includes IBM, NBC, Nike, Coca-Cola, UCLA, GEICO, and 30+ major organizations
- High-profile supporters: Tim Ferriss (1.7M IG), Claudia Osheey (3M IG), and connections to celebrity clientele
- "Win a Stay at Abode" pre-order campaign offering luxury rental stays
- "Welcome to Our Abode" social media series featuring real team stories tied to book chapters
- Book placed in all Abode properties as part of the guest experience
- Integrated into all Tandemly corporate training programs, retreats, and consulting sessions



COVER NOT FINAL

On Sale Date: 4/20/2027

Business & Economics | Leadership
| Personnel Management | Work-
place Culture

Page Count: 224

Announced 1st Print: 8,000

Publicity and Marketing

- Podcast outreach to HR, leadership, and business shows
- Media and thought leadership outreach aimed at *Business Record*, *HBR*, *Forbes*, *Fast Company*, *HR Executive*, *HBR Ascend*, and other leadership outlets
- Launch support through Holmes Murphy client events, webinars, seminars, and employer networks
- National and regional speaking pipeline through SHRM, CEBS, NCEO ESOP, NABIP, ABI, Iowa Employment Conference, Women Lead Change, and employer roundtables
- Network amplification through Holmes Murphy, Innovative Captive Strategies, Drake University, Greater Des Moines Partnership, Lead DSM, and industry partners
- Berrett-Koehler promotion through our website, email lists, and social media

WHEN LIFE DISRUPTS WORK

The Leader's Guide for Supporting People Through Their Hardest Moments

Nataliya Boychenko Stone

Target Audience:

- HR leaders, chief HR officers, and people managers navigating employee support, retention, and workplace culture
- Business leaders and C-suite executives seeking more human-centered leadership practices with clear operational guidance
- Leadership development professionals, wellness professionals, and consultants who support managers and organizations
- Employees and teams looking for language and frameworks to navigate disruption at work

When life disrupts work, leaders need to know what to do next. This practical guide shows managers, HR professionals, and organizational leaders how to support employees through hard moments while strengthening trust across the workplace.

This is the book to read before the crisis happens, so you can respond with confidence, care, and clarity when it does.

Life disruptions do not stay outside the workplace. Grief, illness, caregiving, divorce, infertility, and other major life events shape how people show up at work, yet most organizations still do not prepare leaders for these moments. Even caring managers can freeze, unsure what to say, how to help, or how to balance support with team needs.

The challenge is not whether a life disruption will affect your team. It is when. The leaders who build trust in difficult moments are the ones who prepare before those moments arrive.

Drawing on original PhD research, interviews with employees and leaders, and nearly two decades of experience advising employers on benefits and workplace strategy, Dr. Nataliya Boychenko Stone gives leaders a practical guide for responding with confidence and care. She shows readers how to: 1. understand what support an employee actually needs, 2. connect people with the right workplace resources, 3. adjust work with clarity and flexibility, 4. stay present after the first crisis moment, and 5. support employees while maintaining accountability.

This practical framework helps managers, HR professionals, and organizational leaders navigate life's most challenging moments at work while strengthening trust, loyalty, and performance across their teams.

CLEAR TARGET AUDIENCE: Written for HR leaders, chief HR officers, people managers, business leaders, leadership development professionals, wellness professionals, and consultants who need practical language and frameworks for supporting employees through disruption while protecting trust, retention, and workplace culture.

A CLEAR LEADERSHIP GAP: Organizations plan for business disruption, but most leaders are unprepared for the human disruptions employees inevitably face. This book gives leaders and human resource directors the guidance they need on how to handle these situations.

RESEARCH-BASED AND PRACTICAL: Built on original PhD research, employee and leader interviews, and real-world consulting experience.

ACTIONABLE FRAMEWORK: Stone offers 5 concrete leadership actions leaders can use immediately when employees face grief, illness, caregiving, divorce, and other crises.

Dr. Nataliya Boychenko Stone is a senior vice president, market leader, and adjunct professor whose work sits at the intersection of leadership, benefits, and workplace culture. She brings two decades of experience advising employers on employee benefits and organizational strategy. Stone is also a widely recognized speaker and convener of employer and HR leaders.

Residence: Des Moines, Iowa **Hometown:** Ukraine

CAPACITY UNDER PRESSURE

3 Agilities for Strategic Decisions

Karin Blair

Target Audience:

- Readers of Amy Edmondson, Jennifer Garvey Berger, and Herminia Ibarra
- Senior executives, C-suite leaders, presidents, and general managers
- Entrepreneurs navigating growth and uncertainty
- Executive coaches and leadership consultants and talent management professionals

Make better high-stakes decisions in uncertainty by developing the 3 agilities - emotional, cognitive, and navigational - needed to lead when no clear answers exist.

Today's leaders face a difficult challenge: They must make high-stakes decisions before they have enough information to know whether those choices will succeed.

Organizations operate in a BANI world, one that is brittle, anxious, nonlinear, and increasingly difficult to predict.

This book reveals why leaders often narrow their options under pressure, and seek certainty when ambiguity demands something different. Executive coach Karin Blair shows that the quality of strategic decisions depends less on what leaders know and more on what they can hold without reacting, oversimplifying, or forcing premature resolution.

Through a powerful framework built around 3 interconnected agilities, readers learn how to build emotional agility to stay grounded under pressure, develop cognitive agility to hold competing perspectives and challenge assumptions, and strengthen navigational agility to sustain commitment when results remain uncertain.

Filled with practical leadership insights and real-world examples, this book helps leaders expand their decision field, choose coherence over relief, and create strategies that compound into meaningful long-term impact.

FOR SENIOR LEADERS NAVIGATING UNCERTAINTY: Written for executives, founders, business unit leaders, general managers, and C-suite decision-makers responsible for growth, transformation, and long-term strategy in increasingly complex environments.

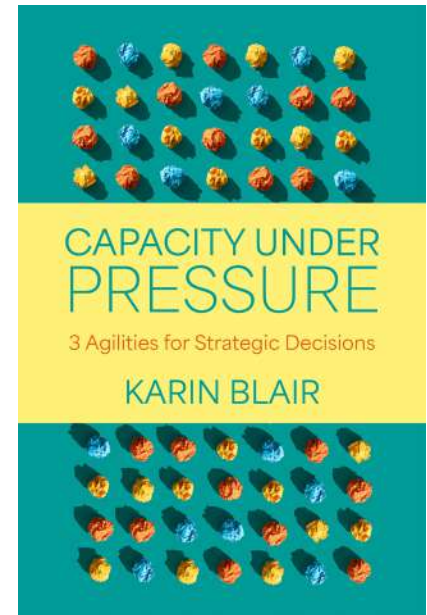
ADDRESSES A UNIVERSAL LEADERSHIP CHALLENGE: Shows leaders how to make confident, effective decisions when there are no clear answers, complete information, or predictable outcomes.

BREAKTHROUGH 3-AGILITIES FRAMEWORK: Introduces Emotional Agility, Cognitive Agility, and Navigational Agility—the three capacities that expand a leader's ability to make better strategic choices under pressure.

MOVES BEYOND TRADITIONAL DECISION-MAKING TOOLS: Rather than offering another planning or strategy process, the book helps leaders increase their capacity to hold ambiguity, complexity, and competing priorities.

Karin Blair is an executive coach, strategic advisor, and founder of Evoking Insights, a coaching and consulting firm serving senior leaders in biotechnology, technology, and other high-growth industries. She is an adjunct coach with both *the Hudson Institute of Coaching* and *the Center for Creative Leadership* and creator of *The Game Changer Series*, a LinkedIn interview platform exploring the realities of strategic leadership. Blair brings decades of executive and consulting experience and holds a professional certified coach credential through the International Coaching Federation. Her work focuses on helping leaders navigate complexity, uncertainty, and transformational change.

Residence: San Diego CA **Hometown:** San Francisco, CA



COVER NOT FINAL

On Sale Date: 5/25/2027

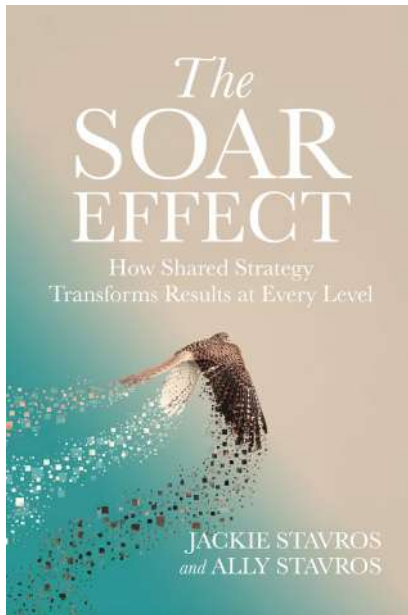
Business & Economics | Leadership | Decision-Making & Problem Solving | Organizational Behavior

Page Count: 224

Announced 1st Print: 8,000

Publicity and Marketing

- Planned launch event in San Diego with attendees from Blair's client base and professional network.
- Pre-launch community activation through Blair's existing LinkedIn following (125,000 annual impressions) and monthly *Game Changer Series* newsletter (1,400 subscribers, 30% open rate).
- Outreach to senior executives, thought leaders, and executive coaching networks including Hudson Institute of Coaching, Center for Creative Leadership, and Coaching.com's global community of tens of thousands of coaches.
- Podcast campaign targeting strategy and leadership shows (Strategy Skills, Lancefield on the Line, The Transformational Leader, Coaches Rising)
- Bulk buy outreach to current and former client organizations for team workshops and corporate activation, particularly around end-of-year gifting periods.
- BK will promote this title to our email list of leadership and business readers, across BK's social media channels, and website.



COVER NOT FINAL

On Sale Date: 5/11/2027

Business & Economics | Strategic Planning | Decision-Making & Problem Solving

Page Count: 224

Announced 1st Print: 5,000

Publicity and Marketing

- The authors will build a SOAR Effect resource hub on soar-strategy.com with sample agendas, worksheets, templates, a Quick SOAR guide, and pre-order links.
- The authors will publish LinkedIn articles, blog posts, short videos, excerpts, and framework explainers before publication.
- Promotion through the SOAR teaching, consulting, and speaking network.
- Outreach to former students, faculty, consulting clients, SOAR practitioners, professional colleagues, and organizational partners.
- Launch activity will include virtual events, webinars, live SOAR demonstrations, case examples, Q&A sessions, and early-review outreach.
- The authors will pursue course adoption in strategic management, leadership, organization development, change, and public-sector programs, and will co-create an instructor's guide.
- The authors will support bulk sales through association outreach, client engagements, leadership development programs, and more.

THE SOAR EFFECT

How Shared Strategy Transforms Results at Every Level

Jackie Stavros and Ally Stavros

Target Audience:

- Ideal for C-suite executives, senior leaders, consultants, and coaches who need a practical, human-centered framework for driving inclusive organizational change.
- Faculty and students in strategic management, leadership, public policy, organization development, and executive education programs.
- Government, education, healthcare, nonprofit, community, and public-sector leaders.

A practical guide to SOAR, the strengths-based strategy framework that helps leaders at every level create strategy that people can understand, own, and use.

The SOAR Effect offers a practical, field-tested way to make strategy more inclusive, adaptive, and useful in daily work.

Developed by Jackie Stavros and grounded in more than two decades of research and global practice, SOAR helps readers build strategy through strengths, opportunities, aspirations, and results. The framework gives readers a shared language for strategic conversations that lead to action. Readers will learn how to

- identify the strategic strengths already present in a team or organization,
- use generative questions to surface better opportunities
- turn aspirations into clear direction people care about
- define meaningful results and connect them to action, and design SOAR conversations, retreats, and planning sessions that can be used right away.

With case studies, questions, sample designs, and companion resources, this book gives readers a repeatable approach for creating a lasting strategy.

PROVEN SOAR FRAMEWORK: SOAR stands for strengths, opportunities, aspirations, and results. It has been used for more than two decades in business, government, education, healthcare, and community settings.

BUILT-IN DEMAND: The earlier short SOAR primer has sold more than 25,000 copies across editions and continues to sell with little formal marketing.

AUTHOR CREDIBILITY: Jackie Stavros created SOAR and is a bestselling BK author of *Conversations Worth Having* (35K sold) and *The Appreciative Inquiry Handbook* (25K sold). Ally Stavros adds public-sector strategy experience and a next-generation practitioner voice.

PRACTICE-RICH RESOURCE: The book includes sample agendas, strategic questions, templates, cases, and online resources

Jackie Stavros is a professor at the College of Business and Information Technology at Lawrence Technological University and an appreciative inquiry advisor for the David L. Cooperrider Center for Appreciative Inquiry. She has 30+ years of experience in strategic planning, organization development, and change. She is the creator of SOAR and coauthor of several books, including *Conversations Worth Having* and *The Appreciative Inquiry Handbook*.

Ally Stavros is a public policy and international security professional whose experience spans defense, diplomacy, and government strategy. A practitioner of appreciative inquiry and SOAR, she applies strengths-based strategic thinking across government, nonprofit, academic, healthcare, and community settings.

Residence: Brighton, MI; Washington, DC **Hometown:** Brighton, MI; Brighton, MI

RELATIONAL ENERGY

How to Beat Burnout and Ignite Your Team

Amy Young with Kim Cameron

Target Audience:

- Readers of Kim Cameron's *Positive Leadership* titles and fans of positive psychology books such as *Appreciative Inquiry* and *Flow*
- Senior leaders, managers, HR directors, executive coaches, and consultants
- Healthcare administrators and hospital leaders addressing physician and staff burnout

Grounded in peer-reviewed research, *Relational Energy* shows leaders how to use everyday language to spark energy, revive exhausted teams, and build workplaces where people thrive.

Every leader is dealing with burnout and looking for something they can actually do tomorrow morning, and this is it.

In this book, leadership scholars Amy Young and Kim Cameron reveal how everyday communication creates relational energy, the powerful force that fuels engagement, creativity, resilience, health and well-being, and performance across teams.

Drawing on research from positive psychology and decades of work with leaders and organizations, the authors show how simple shifts in communication can transform workplaces from drained and disconnected to energized and thriving. Leaders learn how to: 1. use the language of belonging to help employees feel valued, respected, and connected; 2. turn everyday conversations into powerful motivators; 3. build trust through respectful dialogue, listening, and authentic presence; 4. navigate difficult conversations without draining morale or relationships; 5. create positive team interactions that spread energy across organizations; and 6. replace burnout cultures with communication practices that spark engagement and well-being.

Practical, research-driven, and immediately applicable, *Relational Energy* shows leaders how small changes in language can create extraordinary impact, recharging people, teams, and entire organizations.

RESPONDS TO A WORKPLACE CRISIS: With 65% of employees burned out in 2024, leaders are urgently searching for practical solutions that address the root causes of disengagement.

PROVEN, RESEARCH-BACKED TOOLS: Every technique draws from peer-reviewed studies conducted at the University of Michigan's Center for Positive Organizations.

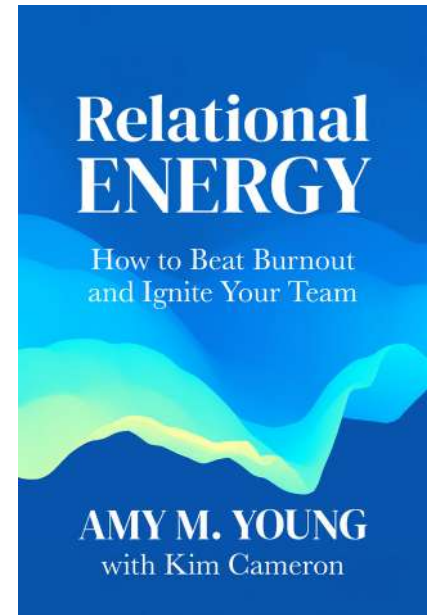
UNIQUE APPROACH THAT FILLS A MARKET GAP: This is the first book to connect positive communication practices directly to relational energy as a driver of both performance and burnout reduction.

ESTABLISHED AUTHOR PLATFORM: Kim Cameron has sold over 50,000 copies across his BK titles. Combined, the authors have access to 144,800+ subscribers through the Center for Positive Organizations, Ross School of Business alumni, Happiness Squad, Blueprint Toolset, and the Positive Communication Network.

Amy Young, PhD, is a professor of business communications at the Ross School of Business, University of Michigan. She is the former faculty director of the Center for Positive Organizations Consortium.

Kim Cameron, PhD, is the William Russell Kelly Professor Emeritus of Management and Organizations at the Ross School of Business and Professor Emeritus of Higher Education at the University of Michigan. He cofounded the Center for Positive Organizations and continues to teach positive leadership in executive education at Ross.

Residence: Ann Arbor, MI **Hometown:** Ann Arbor, MI



On Sale Date: 1/12/2027

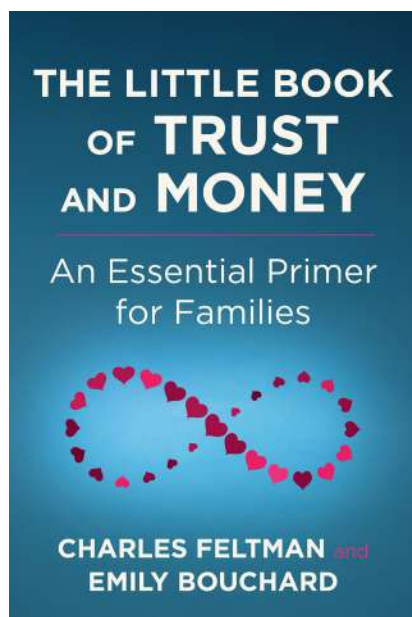
Business & Economics | Business Communication | Positive Psychology | Workplace Culture

Page Count: 192

Announced 1st Print: 10,000

Publicity and Marketing

- Major digital marketing campaign by digital agency, Weaving Influence, including digital outreach, influencer coordination, promotional strategy
- Articles targeting Harvard Business Review, Forbes, and Psychology Today
- Email outreach to more than 140,000+ subscribers to the Center for Positive Organizations, Ross "Thought in Action" newsletter, Ross Alumni Network, Happiness Squad, Blueprint Toolset, and Positive Communication Network
- Extensive speaking with bulk buy opportunities to organizations, including Positive Business Conference (keynote), CPO Consortium, Academy of Management, Association for Business Communication, IPPA, and more
- Social media video series LinkedIn and Facebook
- Course adoption at Ross School of Business: undergraduate, graduate, and Executive Education programs
- Dedicated book website with interactive leadership self-assessment tool
- BK will promote to email list and social platforms and our website



On Sale Date: 11/10/2026

Business & Economics | Personal Finance | Family & Relationships | Conflict Resolution

Page Count: 160

Announced 1st Print: 15,000

Publicity and Marketing

- Authors plan a 50+ person launch team, including influential trust and family wealth leaders
- Webinar with pre-order incentives and podcast tour targeting 3-5 influential shows
- LinkedIn Live preview events and author platform promotion (6,200+ combined social connections, 1,250 email contacts)
- Promotion through both authors' podcasts (Trust on Purpose: 90+ episodes, 33,500+ downloads, 113 countries; Wealth Coherence podcast)
- Outreach to 169 Trust at Work® Certification Program alumni with moderate to large followings
- Speaking engagements with bulk sales opportunities: HR organizations (SHRM), International Coach Federation (global reach across continents), Vistage groups
- Professional advisor network outreach: Estate Planning Councils nationwide, CFP conferences, CEPA chapters, family mediation associations, Family Firm Institute, Exit Planning Institute, STEP, TIGER 21
- Outreach to family enterprise organizations

THE LITTLE BOOK OF TRUST AND MONEY

An Essential Primer for Families

Charles Feltman and Emily Bouchard

Target Audience:

Readers of self-help books on family relationships, communication, and finances who need practical tools to prevent financial issues from destroying family bonds

Families of every shape, size, and configuration experiencing money-related conflicts or navigating wealth transitions

Professionals serving families including therapists, coaches, mediators, financial advisors, estate planning attorneys, and professional trustees who need resources for clients

Stop money problems from destroying your family with 5 proven trust principles that prevent conflicts, repair financial damage, and keep relationships strong across generations.

Money touches every family relationship, and trust is what determines whether it brings people closer or drives them apart. This book is about relational trust, the honesty, reliability, and mutual care between family members, not financial trust instruments. It gives you a practical framework for navigating money decisions together, from everyday expenses to major life transitions. This book is for: 1. couples building a financial life together; 2. parents teaching kids about money at every age; 3. adult children navigating inheritance or aging parents' finances; 4. blended families working through competing loyalties and values; 5. siblings managing unequal support, caregiving costs, or estate decisions; and 6. any family recovering from financial conflict, broken promises, or betrayal.

The authors introduce four components of trust—care, sincerity, reliability, and competence—and show how each one plays out when families deal with money. Drawing on stories from their own lives and the families they've served over a combined sixty years, they offer a shared language that replaces blame and assumptions with clarity and connection.

Whether you're writing a will, helping a teenager budget, or repairing a financial betrayal, this book helps you protect both your money and your relationships.

UNIVERSAL CRISIS FAMILIES FACE NOW: This book addresses the urgent need for tools to prevent wealth from tearing relationships apart, making it essential for anyone navigating family finances, inheritance, succession, or everyday money tensions.

PROVEN 5-FACTOR FRAMEWORK THAT WORKS: Readers get a simple, portable toolkit addressing every money scenario through 5 core principles.

REPAIRS BROKEN TRUST WITH ACTIONABLE STRATEGIES: This guide provides essential repair tools for when money damages relationships.

EXTENSIVE PROFESSIONAL REACH AND BULK SALES OPPORTUNITY: Both authors have deep networks reaching family office professionals, financial advisors, estate planners, therapists, coaches, and mediators who serve families, representing thousands of potential readers and significant bulk purchase opportunities.

Charles Feltman has been an executive and team coach for three decades. He is the author of *The Thin Book of Trust*, now in its third edition, which has sold over 100,000 copies worldwide. He is a sought-after expert on trust-building across multiple contexts, including leadership, teams, families, and communities.

Emily Bouchard is a family dynamics coach and family office consultant with over three decades of experience working with families globally. She has been featured in the *New York Times*, *Wall Street Journal*, *Newsweek*, *USA Today*, *Forbes*, *Martha Stewart Weddings*, *Bustle*, *Satellite Sisters Radio*, and *The Today Show*.

Residence: San Luis Obispo, CA Placerville, CA **Hometown:** Santa Barbara, CA New York City, NY

STOP CHASING, START CREATING

A Timeless Fable on Mindset, Resilience, and Meaningful Work

Founder of Work. Meaningful.

Justin Jones-Fosu

Target Audience:

Readers of *The Go-Giver*, *The Five Dysfunctions of a Team*, *The Energy Bus*, *The Alchemist*, *A Peacock in a Land of Penguins*, and *Leadership and Self-Deception*

Professionals in purpose-driven, high-burnout fields: healthcare, education, nonprofit, human services, and government who are seeking alignment over advancement

Frontline and mid-level managers in values-aligned organizations who are experiencing burnout and disconnection from purpose

Stop running toward someone else's definition of success, and start intentionally shaping your own. This prequel to Aesop's famous tortoise and hare fable shows exhausted professionals how to shift from chasing external validation to creating internal meaning and alignment.

Stop chasing visibility. Start creating meaning.

In today's high-pressure workplace, professionals are depleted from constantly proving themselves to others—yet struggling to find genuine satisfaction in their work. What if the breakthrough is reimagining what success means to you?

Stop Chasing, Start Creating reveals the untold story of Tano the tortoise before his famous race with the hare. In this prequel to the beloved Aesop's fable, we discover that Tano wasn't always the steady, purposeful creature we know. He once chased visibility, approval, and validation just like the rest of us—until a moment of awakening changed everything.

Through Tano's journey from external pressure to internal clarity, readers discover the crucial difference between chasing meaning and creating it. Grounded in motivation science, this framework shifts professionals from extrinsic motivation (external rewards, recognition, and belonging) to intrinsic motivation (purpose, contribution, and alignment).

This story-first approach offers the metaphor-rich reflection modern workers crave without feeling like another productivity manual.

TIMELY CHASING VS. CREATING FRAMEWORK: Grounded in motivation science and behavioral psychology research that resonates with today's burnout epidemic.

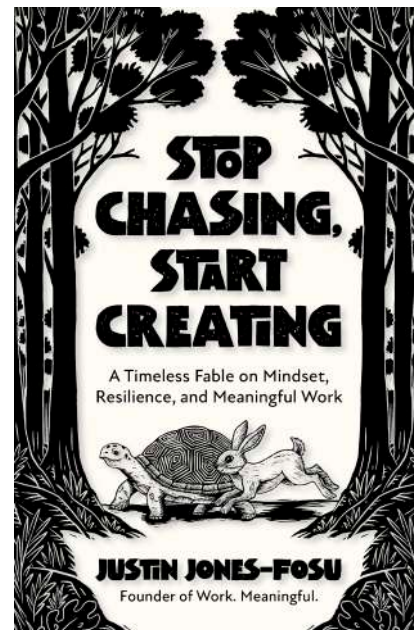
PROVEN BESTSELLING PARABLE FORMAT: Uses the story-first fable approach that has helped 15 previous Berrett-Koehler books each sell between 100,000 and 1 million copies.

BRILLIANT PREQUEL CONCEPT TO BELOVED AESOP FABLE: Tells the unknown story of the tortoise's first race—when he was chasing the wrong objectives, failed, and transformed his approach to life and work.

FULL-TIME PROFESSIONAL SPEAKER WITH MASSIVE PLATFORM: Justin Jones-Fosu delivers 50-60 keynote addresses per year, speaking to 10,000-20,000 people annually, with over 48,000+ professionals reached in 2023-2024.

Justin Jones-Fosu is a philanthropist and CEO of Work.Meaningful., a firm focused on workplace engagement and meaningful work. He is the founder of the Work Meaningful Foundation, advancing education-driven impact in communities locally and globally. A global speaker and trainer, he delivers forty to fifty keynotes and workshops each year. He is the author of *I Respectfully Disagree* and *Your WHY Matters*, and the author of the *Meaningful Work in America* National Study.

Residence: Charlotte, NC **Hometown:** Grand Rapids, MI



On Sale Date: 6/2/2026

Business & Economics | Leadership | Motivational | Personal Growth

Page Count: 160

Announced 1st Print: 15,000

Publicity and Marketing

- Justin will target 70+ podcast and media appearances
- Justin will deliver a new keynote based on the book, through his 50-60 annual speaking engagements, reaching 10,000-20,000 people per year
- There will be a dedicated landing page at workmeaningful.com with hashtags for social media engagement across Justin's 10,376 email subscribers and social platforms (LinkedIn: 10,316 followers, Facebook: 7.8K, Instagram: 5,042)
- The book will be offered as a conference takeaway and team development gift
- There will be TEDx applications showcasing the chasing vs. creating framework
- Justin will leverage bulk sales opportunities with past clients in healthcare, education, and purpose-driven sectors.
- The book will be promoted through virtual launch experiences
- Marketing will include SWAG bundles, animated promo trailers, and unique chapter-opener illustrations for social media teaser content
- BK will promote the book to our email list and social platforms

CONFLICT WITHOUT CASUALTIES

THIRD EDITION

A
PLAYBOOK
FOR
DRAMA-
PROOF
LEADERSHIP



NATE REGIER, PHD

On Sale Date: 4/6/2027

**Business & Economics | Conflict
Resolution & Mediation | Mentoring
& Coaching**

Page Count: 240

Announced 1st Print: 6,000

Publicity and Marketing

- Podcast interviews focused on management, leadership, HR, and training
- 100+ certified Leading Out of Drama trainers and consultants worldwide will promote and utilize the book with their clients
- Dr. Regier speaks at 20+ conferences annually, including ATD, ICF, SHRM, and corporate events
- Dr. Regier will leverage relationships built through previous books, targeted outreach to leadership, management, and workplace culture podcasts, and publications.
- The Validated Drama Resilience Assessment and Compassionate Accountability tools drive book discovery through Next Element's website and training programs, with 5,000+ assessments taken annually.
- The author plans to enhance his blog, launch email campaigns to Next Element's 10,000+ subscribers, and leverage LinkedIn thought leadership with more than 15,000 followers
- Direct outreach to L&D departments, HR organizations, and leadership development programs. The proven 1st edition track record makes this an easy sell for workplace training initiatives.

CONFLICT WITHOUT CASUALTIES, 3RD EDITION

A Field Guide for Turning Drama into Positive Change

Nate Regier, PhD

Target Audience:

- Readers of workplace culture and leadership books—particularly fans of Brené Brown (*Dare to Lead*), Patrick Lencioni (*Five Dysfunctions*), Kim Scott (*Radical Candor*), and the Harvard Negotiation Project books
- Leaders and managers at all levels who struggle with workplace conflict, and HR professionals, organizational development consultants, executive coaches, and training facilitators who need field-tested frameworks

Tired of toxic workplace drama killing your team? Transform difficult conversations and destructive conflict into trust, performance, and breakthrough results.

Now expanded with 20% new content, this third edition includes new chapters on drama resilience, thriving cultures, and trust-building, plus timely applications to AI, virtual work, and today's divisive climate.

Workplace drama drains energy, kills productivity, and costs organizations millions. Most leaders know conflict is hurting their teams, but they often avoid it until morale drops, engagement tanks, and small tensions turn into destructive patterns.

Conflict itself isn't the problem. How you handle it determines whether it becomes toxic drama or productive growth. Using groundbreaking research, over twenty years of field-tested tools, and his deep experience helping leaders and organizations transform conflict, Dr. Nate Regier reveals how to recognize the drama-triangle patterns killing your workplace and escape them through the compassion cycle. You'll discover:

- why compassion, not niceness, is the key to accountability;
- three critical rules for transforming conflict;
- how to master the ORPO formula, open, resourceful, persistent, open, for turning tense situations into breakthroughs; and
- new strategies for building drama resilience, thriving cultures, and trust in today's workplace.

Whether you're addressing underperformance, managing difficult personalities, or navigating team dysfunction, this battle-tested framework gives you the confidence to stop avoiding conflict and start using it as fuel for innovation and trust.

With expanded tools and timely new material for AI, virtual work, and increasingly polarized workplaces, this third edition equips you to lead through conflict without casualties and come out stronger on the other side.

BIG AUDIENCE FOR WORKPLACE CONFLICT SKILLS: Leaders, managers, HR professionals, coaches, consultants, and team members drowning in workplace drama

SOLVES THE #1 WORKPLACE CRISIS: Workplace conflict costs US businesses \$359 billion annually, yet 85% of employees experience conflict at work, and most leaders avoid addressing it.

BATTLE-TESTED FRAMEWORK WITH PROVEN RESULTS: The Compassion Cycle and ORPO formula (Openness, Resourcefulness, Persistence) are field-tested tools refined through 20 years and 100+ client organizations.

Dr. Nate Regier, PhD, is CEO and cofounder of Next Element Consulting, a global advisory firm and the originator of Compassionate Accountability. A practicing clinical psychologist with a doctorate from the University of Kansas, he has worked with Fortune 500 companies, government agencies, and nonprofits worldwide, applying behavioral science to improve leadership and workplace culture.

Residence: Newton, Kansas **Hometown:** Newton, Kansas

THE IMPACT ENTREPRENEUR BREAKTHROUGH

A Field Manual for the Regenerative Economy

Founder and CEO of Impact Entrepreneur, PBC

Laurie Lane-Zucker

Target Audience:

- For readers of guides on building mission-driven businesses
- Impact entrepreneurs, investors and managers Consultants and coaches Social enterprise and impact economy educators and MBA/MPA/public policy students
- Corporate sustainability officers, ESG leaders, and philanthropic advisors; policy makers and civic leaders

The extractive economy is failing. The regenerative economy is being built. This is the definitive field manual for entrepreneurs, investors, and changemakers ready to stop tinkering with a broken system—and start building what replaces it.

When Laurie Lane-Zucker coined the term *impact entrepreneur* in 2011, he named an emerging movement. Fifteen years later, that movement has reached a breakthrough. *The Impact Entrepreneur Breakthrough* maps how to join it.

Part manifesto and part operating manual, this book shows how enterprises, ownership, capital, markets, security, and culture must transform together—and provides practical tools to begin immediately. Drawing on three decades at the forefront of impact investing and regenerative economics, Lane-Zucker introduces powerful new frameworks, including the Five Pillars of Real Security, the Prevention Dividend, and Defense as a Service—reimagining protection as shared resilience rather than fortified isolation. You'll learn to

- design enterprises that heal communities and ecosystems;
- structure ownership so mission survives growth and succession;
- deploy capital for long-term resilience;
- rethink risk through prevention and collaboration; and
- translate regenerative values into concrete strategies and decisions.

Each chapter moves from analysis to action, with real-world applications from practitioners already building the Impact Economy. The breakthrough is happening now. The question is whether you'll participate.

BROAD AUDIENCE: Business leaders, nonprofit organization leaders, consultants and coaches who support these leaders, impact investors and fund managers, corporate sustainability officers and ESG leaders, business educators, and foundation officers.

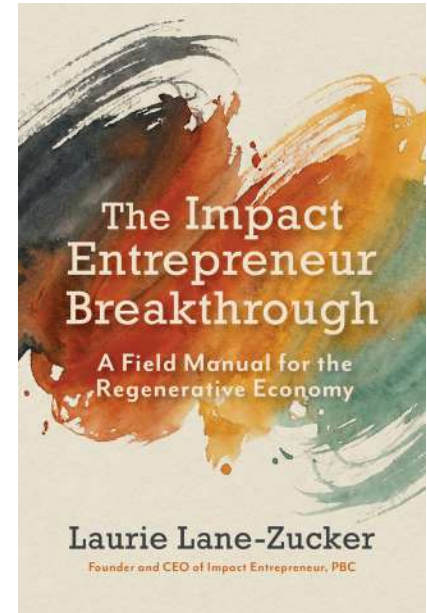
HOW TO ACHIEVE A HEALTHIER AND LESS EXTRACTIVE ECONOMY: This is a field manual to help business leaders and support professional groups make needed changes.

COMPREHENSIVE GUIDEBOOK: Includes research, guidelines, examples, and toolkits for enterprise design, capital innovation, ownership justice, and market transformation.

AUTHORITATIVE AUTHOR: Laurie Lane-Zucker has been a leader in the field of economic transformation and sustainable business for 35 years. In 2011, he coined the term "impact entrepreneur" and founded an organization of the same name, which has become a leading organization and offers a magazine, a newsletter, a network, and an educational platform.

Laurie Lane-Zucker is founder and CEO of Impact Entrepreneur, an impact economy business that hosts the Impact Entrepreneur Network—a large, global network of systems-minded entrepreneurs, investors, consultants, and scholars of social and environmental innovation. He is also editor and publisher of the digital magazine *Impact Entrepreneur* and host of the *Building an Impact Economy* webinar series. He has been a pioneer in sustainability, social enterprise, and impact investing for 35 years.

Residence: Sheffield, MA **Hometown:** CT



On Sale Date: 9/1/2026

Business & Economics | Entrepreneurship | Green Business | Sustainable Development

Page Count: 384

Announced 1st Print: 8,000

Publicity and Marketing

- Impact Entrepreneur social platforms, with more than 12,000 followers deliver 500,000+ impressions through owned media and will be leveraged to promote and support the book
- Author has active partnerships with 20+ universities (Harvard, MIT, NYU, Columbia, Santa Clara, others) and 100+ professors and will push for classroom textbook adoption
- Author connections with major foundations (Ford, Kellogg, MacArthur) will be leveraged to promote the book through incorporation in their programs
- Author has an established presence at 15-20 major conferences annually including SOCAP, Opal Forum, Impact Capitalism Summit. Direct book sales at events, integration into presentations.
- BK will promote through our email lists, social media platforms and on our website.



**MONTGOMERY
STATION
PRESS**

**AN IMPRINT OF
BERRETT-KOEHLER PUBLISHERS**

Professional publishing with the editorial,
design, marketing, and distribution
capabilities of Berrett-Koehler

montgomerystationpress.com

A NEW PATH TO PUBLICATION WITH BK'S CAPABILITIES SUPPORTING AUTHORS

Berrett-Koehler Publishers reviews more than 2,000 book proposals each year but is highly selective and publishes only 20 to 30 new titles per year. Many of the projects we cannot take on through traditional acquisition are still excellent mission-aligned books from authors who deserve a publisher who treats their work seriously. Montgomery Station Press is a highly curated imprint we created for those authors.

Through Montgomery Station Press, you invest in the publication of your book and can receive the full BK publishing experience, including editorial guidance from senior BK editors, cover design from BK's Creative Director, a dedicated project manager, worldwide distribution through Penguin Random House Publisher Services, and the marketing infrastructure that supports BK's trade list.

Your book is professionally edited and designed, it is distributed through the same channels as BK's trade titles, and it carries the credibility of a publisher that has received many awards and published numerous bestsellers while working with authors since 1992.

NEW IMPRINT, OLD ROOTS

The name Montgomery Station Press is both a tribute and a promise.

Montgomery Station Press takes its name from 155 Montgomery Street in San Francisco, the site of Berrett-Koehler's first office in the Alexander Building near the metro station, and the place where BK's publishing story began.

It honors the address where BK started, and the idea of a station gives the new imprint its own meaning: a place where authors arrive with a manuscript, a message, and a sense of where they want to go, then find the guidance they need to move forward.

WHAT YOU GET WITH MONTGOMERY STATION PRESS

- + In-depth structural analysis and development from a senior BK editor to develop your book's structure, refine its message, and position it clearly for the audience you're trying to serve. Cover design by BK's Creative Director, with three original concepts and up to three rounds of revisions
- + A dedicated project manager who carries your book from manuscript through copyediting, proofreading, indexing, and printing
- + Professional ebook conversion and global ebook distribution
- + National and international print distribution through Penguin Random House Publisher Services, with your title in BK's Edelweiss catalog, used by booksellers and librarians worldwide
- + Subsidiary rights representation through our international network of publishers and agents and at major industry events such as the Frankfurt-er Buchmesse and the London Book Fair
- + Amazon metadata optimization and a professional Amazon book detail page
- + Press release writing and distribution
- + Two royalty structures so you can choose how to balance upfront investment and long-term return

WHAT MAKES MONTGOMERY STATION PRESS DIFFERENT

1. Editorial work by editors who know nonfiction

Your book is shaped by a BK editor with decades of experience in business, leadership, personal growth, current affairs, and general nonfiction publishing, not by a generalist hybrid-press editor. The Core Package includes strategic positioning, structural editorial coaching, and title and subtitle work. The Plus and Signature bundles add manuscript reviews from three outside readers who reflect your target audience.

2. Design and production at trade publishing standards

BK's Creative Director leads cover design with three original concepts and up to three rounds of revisions, and a dedicated project manager handles interior design, copyediting, proofreading, indexing, and printing. You see proofs, you weigh in on decisions, and your book is printed at the same quality level as BK's trade list.

3. Distribution through Penguin Random House Publisher Services

Your print edition is distributed by Penguin Random House Publisher Services, which means it sits in the same catalog and reaches the same buyers, librarians, and booksellers as books from major trade publishers. Your title appears on Edelweiss, the catalog used by booksellers and librarians worldwide.

4. Foreign rights representation with a real track record

BK has completed more than 3,500 foreign language rights deals and has titles published in over 60 languages. Your book is pitched by that same rights team at major industry events such as the Frankfurter Buchmesse and the London Book Fair.

5. Marketing built around how nonfiction actually sells

Bulk sales to corporations, professional associations, and conferences are often the highest-revenue channel for nonfiction books, and BK has been selling into those channels for more than 30 years. The Core Package includes bulk sales support and bulk discounts for your speaking events, and the Plus and Signature bundles add the advertising, awards, and outreach that build wider visibility.

6. Transparent, all-in pricing

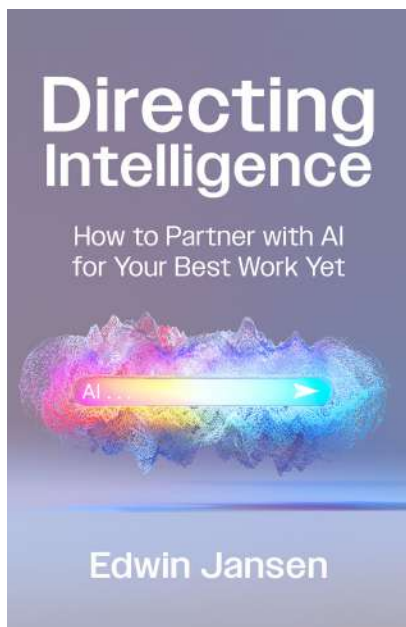
Your package fee covers what is listed. There are no surprise charges for additional cover rounds, extra rounds of editing, or marketing services that turn out to be billable add-ons. The cost is the cost.

7. A team that treats you like an author, not a customer

You meet with the people doing the work on your book, and you have the option to attend an Author Day where you meet the BK team and present to BK staff, partners, and community members. You have marketing coaching calls with people who have launched hundreds of nonfiction titles. This is publishing as a partnership.

8. A foundation for what comes next

Many authors who publish through Montgomery Station Press use the experience to build a platform, grow sales, and create the kind of track record that supports their next book and their wider speaking, consulting, or thought-leadership work. We are publishers, and our goal is to see your work reach readers and your career grow.



On Sale Date: 3/9/2027

**Artificial Intelligence | Generative AI
| Business & Productivity Software**

Page Count: 224

Announced 1st Print: 5,000

Publicity and Marketing

- The author will promote the book to his current platform, including approximately 500 Substack subscribers, 500 email subscribers, and 4,000 LinkedIn followers.
- The author will activate client and organizational relationships across AI adoption, executive coaching, consulting, leadership development, and organizational transformation.
- The author will use the book as a companion resource for workshops, executive coaching, speaking engagements, and organizational AI adoption programs.
- The author will build a free reader resource collection that may include a work partner builder, AI Mode assessment, OCH prompt guide, 7-day activation guide, chapter companion materials, and leadership and team adoption resources.
- There will be a podcast media campaign to support the title.
- Montgomery Station Press plans to market this title via dedicated website features and social media outreach.

DIRECTING INTELLIGENCE

How to Partner with AI for Your Best Work Yet

Edwin Jansen

Target Audience:

- Knowledge workers who know AI matters, have experimented with it, and want a clear operating model for using it well.
- Consultants, coaches, and professional service providers who want AI to improve their thinking, client work, and service delivery without sacrificing judgment or trust.
- Managers who need a personal AI practice before they can credibly lead AI adoption.
- Authors, creators, and experts who want AI to help them turn ideas into better work while preserving voice and judgment.
- Organizations, HR and learning teams, leadership development firms, executive networks, corporate innovation teams, AI ambassadors, and internal champions moving from AI experimentation to AI adoption.

A practical guide for knowledge workers ready to move beyond AI dabbling and build a custom AI work partner that improves how they think, write, decide, and lead.

Professionals know AI matters, but many are still stuck in the same frustrating place: They have tried the tools but still don't know how to make AI part of the work that matters most.

The problem is not lack of interest. It is lack of an operating model. Most people open a generic chatbot, ask a question, get an answer, and return to work the same way they always have. AI stays at the edge of the work, helping with scattered tasks instead of improving the way the work begins.

In this book, Edwin Jansen shows readers how to build a custom AI work partner, a persistent AI system shaped around their real work, goals, standards, voice, and priorities. Using the 4 laws of AI partnership, readers will learn how to do the following:

- Build a custom AI work partner that understands their role, goals, standards, and voice
- Bring AI into the beginning of meaningful work
- Keep context inside the system so intelligence compounds instead of resetting
- Improve the work partner through feedback, correction, and calibration
- Use the OCH prompt to ask for better help, make stronger decisions, and produce better work

This book offers a practical doorway into the next stage of AI adoption: Stop using AI as a disconnected tool and start working with it as a true partner.

A SIMPLE OPERATING MODEL: This book guides readers to a custom AI work partner built around their real role, standards, context, voice, priorities, and goals.

PRACTICAL AND INSTALLABLE: The 4 laws, OCH prompt, real-work examples, and 7-day activation guide give readers a repeatable path to begin using AI before they overthink important work alone.

TOOLS THAT EXTEND THE BOOK: Free companion resources, including a work partner builder, AI Mode assessment, OCH prompt guide, and 7-day activation guide, help readers put the ideas into practice quickly.

Edwin Jansen is an AI coach and founder of Coachfully.AI. He works with executives, consultants, teams, and organizations to help them move from scattered AI experimentation to practical AI adoption. He has helped dozens of organizations, including global multinationals build custom AI work partners and redesign how they use AI in their daily work. Jansen's work focuses on AI as amplified intelligence: intelligence that expands human thinking, increases access to knowledge, and becomes more valuable when aligned with human direction.

Residence: Toronto, Ontario, Canada **Hometown:** Toronto, Ontario, Canada

WHEN TRUSTED WITH MORE

Why the 6 Metrics That Built Your Career Won't Get You to the Top...and What Will

Azhar Syed

Target Audience:

- Senior professionals ready to move into executive or enterprise-level responsibility but unclear about why advancement has slowed.
- Newly appointed executives still adjusting to what they must stop doing from their former seat.
- Executive coaches, CHROs, talent leaders, succession-planning teams, board directors, and sponsors who help senior leaders become promotable.
- Readers of leadership, executive coaching, and career advancement books.

A practical guide for senior leaders who keep delivering results but are not yet being trusted with larger enterprise responsibility.

Former global C-suite executive and executive coach reveals why strong performance is not enough for senior advancement and what leaders must show to be trusted with more.

Senior advancement is not simply a reward for strong performance. At the top, an organization is asking a harder question: Can this leader be trusted with broader consequences, higher risk, and decisions that affect the whole enterprise?

Most capable leaders are never told that the question has changed. They keep proving what has already been proven, while the people making the decision are looking for signs of judgment, influence, ownership, and defensibility.

Executive coach and former global C-suite leader Azhar Syed helps aspiring and newly appointed executives see why performance alone stops settling the decision; how deeper expertise can limit a leader when the next role requires broader enterprise judgment; why being indispensable, being right, or being valued by a sponsor can still leave a leader stuck; how to tell the difference between a barrier the leader can change and a barrier in the system; and what the leader has to give up before the organization will trust them with more.

The result is a clear, candid guide to becoming a leader others can confidently choose for enterprise-level responsibility.

A SHARP CENTRAL CLAIM: Advancement at the top is a defensibility decision. The organization is no longer simply rewarding what a leader has done; it is deciding how much risk and consequence that leader can carry.

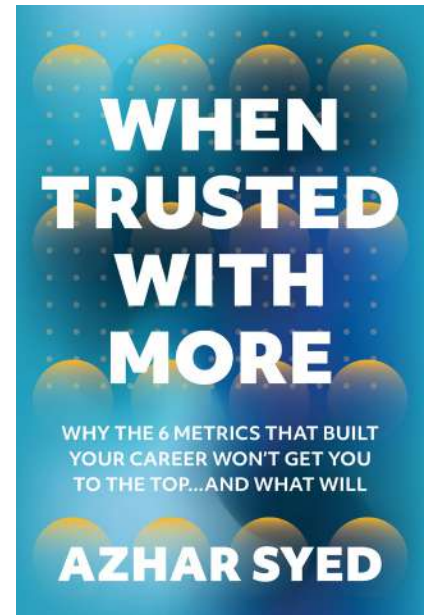
PRACTICAL 4-METRIC FRAMEWORK: Syed names the assumptions that stall capable leaders: performance, deeper expertise, personal value, and sponsor support. He replaces vague feedback with the enterprise measures selectors actually use.

FIRSTHAND EXECUTIVE AUTHORITY: Syed has been read for larger roles, sat on the deciding side of promotion and succession conversations, and coached several hundred leaders through the same passage.

BUILT FOR COACHING, TALENT, AND BULK USE: The book is concise, diagnostic, and usable in executive coaching, succession readiness, leadership development, finance leadership, governance, and enterprise-transition programs.

Azhar Syed is founder and CEO of Leading Insights, where he coaches senior leaders through executive transitions, succession readiness, and the move from expert contribution to enterprise responsibility. He is an executive coach and former senior global executive with more than three decades of leadership experience across North America, Europe, the Middle East, and Asia. His corporate career, largely with Tetra Pak, included CEO, CFO, and CPO roles leading businesses, finance organizations, procurement, commercial work, and enterprise transformation. Syed is NACD director certified, an ICF professional certified coach, a CPA, and certified in Hogan and other leadership assessments.

Residence: Dallas, TX



COVER NOT FINAL

On Sale Date: 5/11/2027

Business & Economics - Careers - Personal Success

Page Count: 224

Announced 1st Print: 5,000

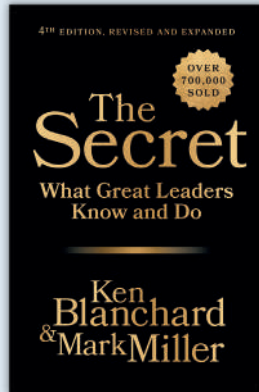
Publicity and Marketing

- The author will pursue podcast guest appearances, articles, interviews, and targeted talks on succession readiness, sponsor defensibility, and the move from expert to enterprise leader.
- He will reach out to senior relationships across global organizations, former suppliers and customers, coaching clients, and professional communities tied to ICF, Private Directors Association, NACD, AIC-PA, CFO networks, and executive education to drive bulk sales.
- Syed will build a LinkedIn campaign around the book's core distinctions, including admired versus defensible, being right versus moving a coalition, and whether the barrier is the leader or the system.
- He will use the book inside coaching engagements and corporate leadership-development, succession, finance, and enterprise-transition programs for bulk and institutional adoption.
- BK will support the book through targeted email promotion, social media promotion, and a website feature.

Berrett-Koehler Highlights

The Secret, 4th Edition, Revised and Updated By Ken Blanchard and Mark Miller

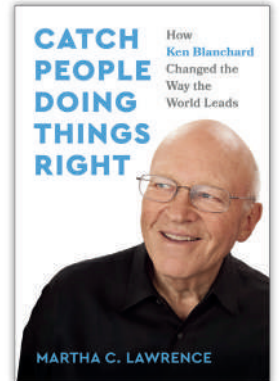
In this international bestseller, Ken Blanchard and Mark Miller use a business fable to reveal that the secret to great leadership is service. The fourth edition introduces the SERVE model and five "HEART habits" to help readers develop the mindset and skills needed to lead effectively.



First published in 2004 • Available in 29 languages • 700,000+ copies sold

Catch People Doing Things Right By Martha Lawrence

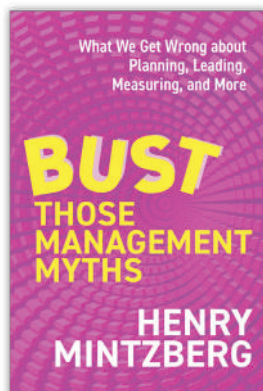
The award-winning biography of Ken Blanchard, written by Martha Lawrence, chronicles how the renowned management expert revolutionized leadership theory by prioritizing love, service, and empathy. The book reveals his inspiring transformation into a bestselling author, demonstrating that genuine care for others is the ultimate key to success.



Published in 2025 • Available in 1 language • 1,900+ copies sold

Bust Those Management Myths By Henry Mintzberg

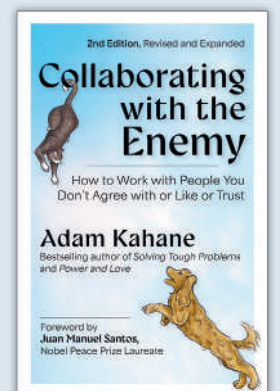
Management icon Henry Mintzberg challenges twenty pervasive business myths and offers practical, nuanced alternatives for effective, humane leadership. Drawing on sixty years of experience, the guide provides a critical framework for transforming organizational structure and management practices.



Published in 2026 • Available in 6 languages • 4,500+ copies sold

Collaborating with the Enemy, 2nd Edition By Adam Kahane

Adam Kahane's bestselling book, *Collaborating with the Enemy*, shows how to successfully work with people you may disagree with, dislike, or distrust. Instead of relying on traditional consensus, it provides practical frameworks and three key "stretches" to embrace discord and transform conflict into positive, collaborative action.

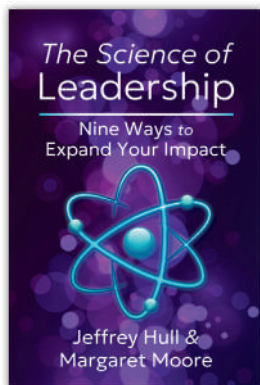


First published in 2017 • Available in 18 languages • 119,700+ copies sold

The Science of Leadership

By Jeffrey Hull and Margaret Moore

This title presents a research-backed, progressive framework featuring nine capacities designed to help leaders inspire, empower, and improve team performance. Distilling decades of studies, this approach offers practical, actionable tools focused on self, other, and system-oriented growth for professionals at any level.



Published in 2025 • Available in 4 languages • 8,700+ copies sold

What Your Team Won't Tell You

By Tanya Uyigue

This work exposes seven destructive leadership styles that diminish morale, stifle productivity, and cause top talent to leave. It provides actionable strategies for leaders to transform these toxic behaviors into empowering, high-retention workplace cultures.

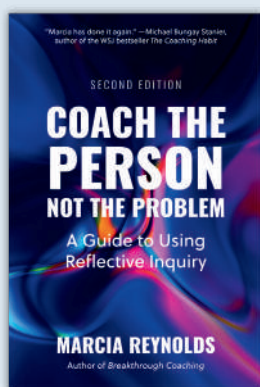


Published in 2026

Coach the Person, Not the Problem, 2nd Edition

By Marcia Reynolds

The updated second edition of *Coach the Person, Not the Problem* equips coaches with neuroscience-backed practices to facilitate deep, transformational breakthroughs. By mastering reflective inquiry and mental co-regulation, coaches can elevate their skills to drive critical client choices and achieve results that AI cannot replicate.

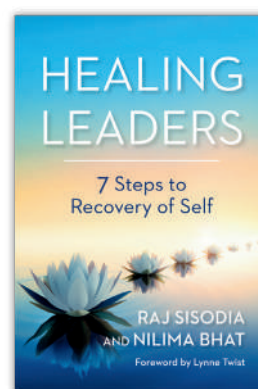


First published in 2020 • Available in 10 languages • 65,500+ copies sold

Healing Leaders

By Raj Sisodia and Nilima Bhat

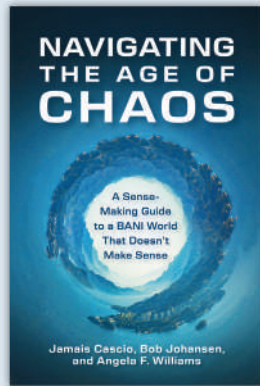
This guide asserts that leaders must pursue personal, seven-step inner healing to foster healthy, non-draining organizational cultures. The book provides a practical framework for transforming personal wounds into authentic, impactful leadership.



Published in 2025 • Available in 2 languages • 850+ copies sold

Navigating the Age of Chaos **By Jamais Cascio, Bob Johansen and Angela Williams**

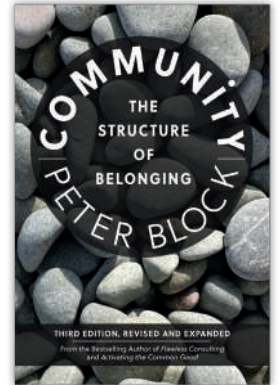
The BANI framework, developed by Jamais Cascio with Bob Johansen and Angela F. Williams, provides a structured approach for building organizational resilience against brittle, anxious, nonlinear, and incomprehensible systems. *Navigating the Age of Chaos* offers actionable counterparts, such as bendable resilience and empathetic leadership, to replace traditional strategies that no longer work in modern, chaotic environments.



Published in 2025 • Available in 2 languages • 7,000+ copies sold

Community, 3rd Edition **By Peter Block**

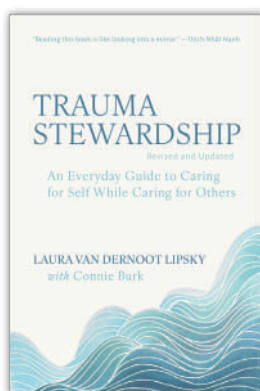
Community provides leaders with practical strategies to transform organizational and civic fragmentation into authentic connection. The updated edition equips readers with fresh tools, case studies, and discussion guides to foster belonging in today's divided workplace and virtual environments.



First published in 2008 • Available in 5 languages • 132,200+ copies sold

Trauma Stewardship, Revised and Updated **By Laura van Dernoot Lipsky**

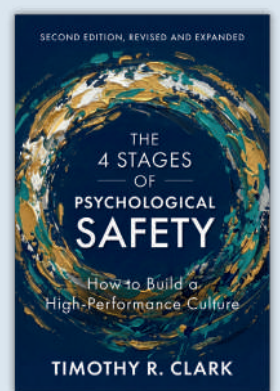
Trauma Stewardship helps individuals manage burnout and trauma from bearing witness to suffering by providing practical tools based on neuroscience and long-term experience. The book offers a compassionate framework for staying grounded and purposeful while addressing the emotional toll of trauma exposure.



First published in 2009 • Available in 6 languages • 347,300+ copies sold

The 4 Stages of Psychological Safety, 2nd Edition **By Timothy Clark**

Timothy Clark's guide provides leaders with a practical framework to build psychological safety, enabling employees to contribute freely without fear. The model outlines four stages—member, learner, contributor, and challenger safety—to create supportive organizational cultures



First published in 2020 • Available in 7 languages • 69,000+ copies sold

The Price of Nice By Amira Barger

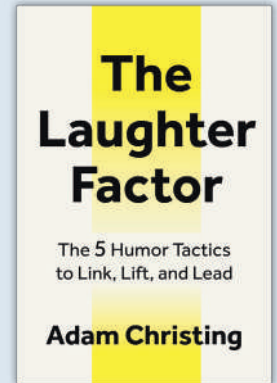
Decorated with multiple awards, Amira Barger's *The Price of Nice* argues that societal expectations of "niceness" stifle progress and maintain the status quo. To help readers break free from this complacency, the book provides a practical, psychology-based framework designed to disrupt toxic narratives and reclaim personal power



Published in 2025 • Available in 3 languages • 5,100+ copies sold

The Laughter Factor By Adam Christing

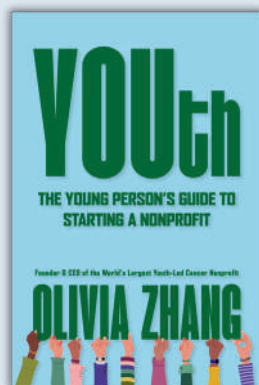
The Laughter Factor teaches professionals how to boost engagement and transform their leadership using five research-backed humor tactics: surprise, gentle teasing, in-jokes, wordplay, and story amplification. By mastering these approachable strategies, anyone can build trust, foster deeper connections, and lead with laughter.



Published in 2025 • Available in 1 language • 1,400+ copies sold

YOUth By Olivia Zhang

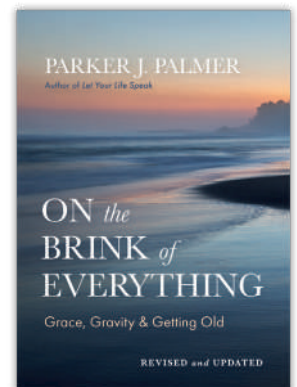
In *YOUth*, Cancer Kids First founder Olivia Zhang provides a comprehensive, Gen-Z-friendly playbook for young changemakers to build and scale sustainable nonprofits. The guidebook delivers actionable strategies on everything from legal filing to fundraising, transforming her own viral guide into the ultimate resource for youth-led social impact.



Published in 2025 • Available in 1 language • 2,500+ copies sold

On the Brink of Everything, Revised and Updated By Parker J. Palmer

In the revised and expanded edition of his bestselling book, Parker J. Palmer offers a poetic, wisdom-filled guide to aging with purpose and engagement. The book invites readers to confront mortality, counter tyranny, and find profound meaning in their later years.

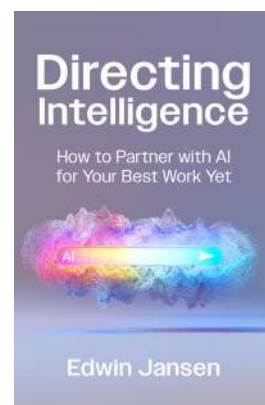
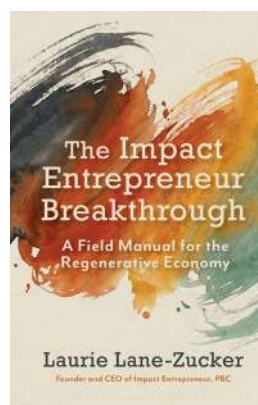
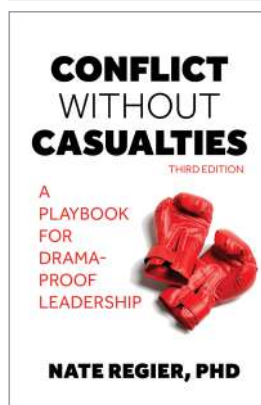
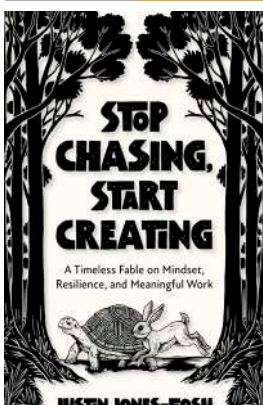
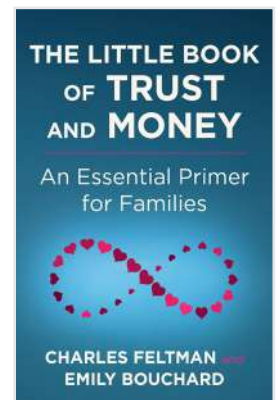
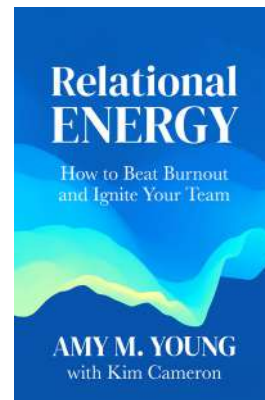
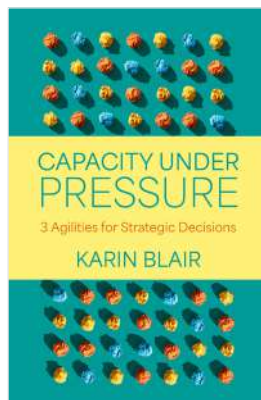
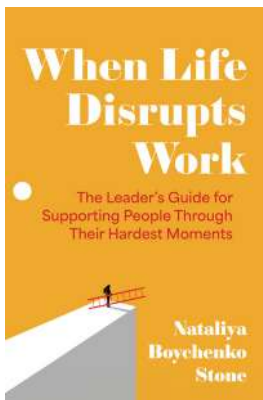
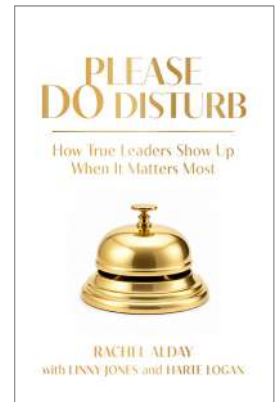
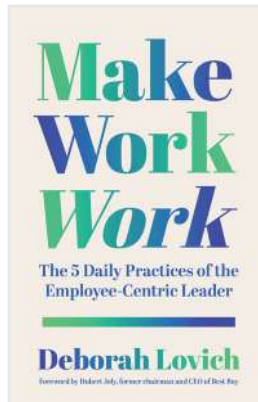
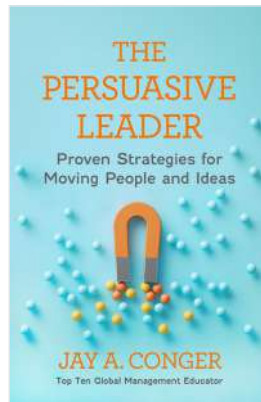
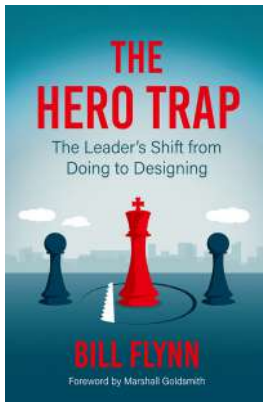
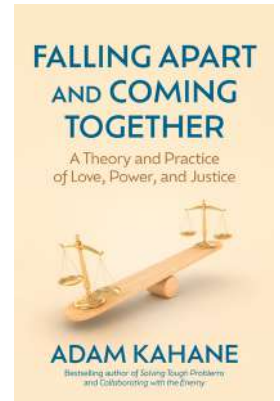
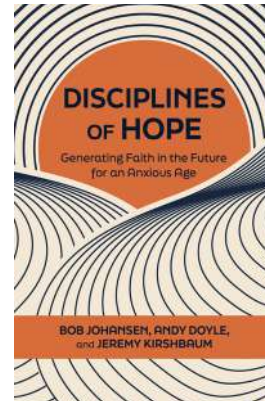
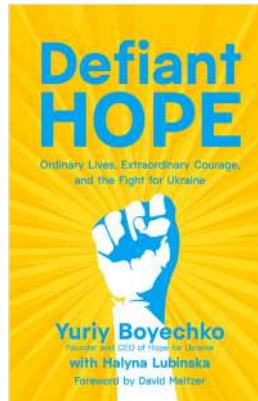
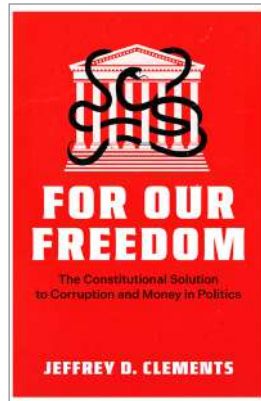
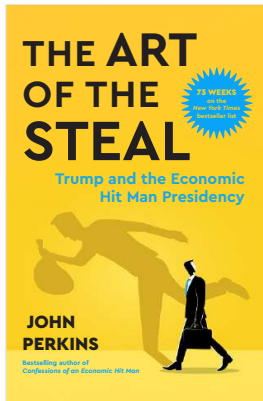


First published in 2018 • Available in 4 languages • 120,800+ copies sold

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