

FOR IMMEDIATE RELEASE:

**Contact: Stacy Vasil 1-800-654-5126 ext. 107
e-mail: svasil@hayhouse.com**

**WORKPLACE GURU, SYNDICATED COLUMNIST, AND THERAPIST
REVEALS CUTTING-EDGE TOOLS TO GET YOUR WAY WHILE
IMPROVING THE WORLD;**

**INTERPERSONAL EDGE, BREAKTHROUGH TOOLS FOR TALKING TO
ANYONE, ANYWHERE, ABOUT ANYTHING, BY DANEEN SKUBE, PH.D.,
REDEFINES EFFECTIVENESS AND POWER IN A GLOBAL SOCIETY;**

One of the country's most trailblazing experts on people skills is now sharing formulas previously available only to CEO's, management teams, and select clients on commanding respect, generating influence, and getting extraordinary results at work and at home. The book blends a "Donald Trump" style of effectiveness with a "Mother Teresa" style of kindness and shows how enlightened self-interest benefits everyone. Moreover, a new language of strategy is presented that works anywhere: on the job, at home, with men and with women.

In an increasingly connected world challenged by terrorism, economic upheavals, and job uncertainty our survival depends on learning concrete tools to get along. In a society where addiction, violence, and divorce are common, our peace of mind depends on these same tools. *Interpersonal Edge*, presents the keys to not just surviving but thriving in handling a backstabbing co-worker, controlling boss, rebellious child, or argumentative spouse. Easy techniques for developing intuition to keep you safe whether you're dealing with an outer terrorist or inner demon are also presented. Tactics are even disclosed for evaluating potentially destructive interpersonal situations and getting out unharmed and gracefully.

The book is being endorsed by the leaders of Hallmark, Polaroid, Ben & Jerry's Ice Cream, Chateau St. Michelle Wineries, Seventh Generation, The Seattle Times, Earth Friendly Products, Merrill Lynch, The Cleveland Plains Dealer, and the World Council for Religious Leaders because the content is timely, practical, and engaging. *Interpersonal Edge*, will appeal to anyone who wants to be in the driver's seat in their life.

March 1, 2006 · Business/Success
Hardcover · \$24.95 · ISBN: 1-4019-0879-9
Hay House



Author Bio

Daneen Skube, Ph.D., Director of Interpersonal Edge, has worked in the field of business consulting, counseling, and speaking for over 27 years. Her company specializes in helping individuals and companies achieve peak performance through strategic communication skills. Her lively and highly entertaining training and speaking engagements have helped Fortune 500 companies, health care organizations, government, family businesses, and small businesses improve productivity and create harmony in the workplace. Her executive coaching and therapy practice have helped hundreds of individuals identify and achieve their dreams. Her column, internationally syndicated through The Tribune Media, “Interpersonal Edge,” has been assisting readers with workplace and people related issues for over a decade. She is also the “Workplace Guru,” for Q13 Fox Channel’s Monday morning news. Dr. Skube is a member of the Society of American Business Editors and Writers. She lives with her husband, daughter, and two cats in the foothills of the Cascade Mountains in Issaquah, Washington. For more information, visit: www.interpersonaledge.com.

A Conversation with Daneen Skube, Ph.D.
Author of **Interpersonal Edge**

Why do we need to learn tools to deal effectively with people? Isn't talking natural?

DS: Learning to speak words is a natural part of everyone's development. Learning to speak the *right* words at the *right* time in the *right* way depends on training not nature.

You say that people will feel "abnormal" if they learn to communicate well. How can feeling abnormal be a good thing?

DS: The interaction habits we consider "normal" come from how our families dealt with each other. Some of these habits work great, like saying "thank you," some of these patterns get us in trouble, like pouting, needing to be right, or criticizing. When people use the skills I teach, they become extraordinarily effective but feel abnormal because they've changed their typical response.

So are you telling readers that their problems are due to their childhoods?

DS: No, childhood can be a special hell for many people but what we chose to do as adults with our histories determines how our lives turn out. I teach people how to behave well no matter how badly they may feel at times. I've learned that a hallmark of maturity and success is the ability to make good decisions no matter how we feel.

Haven't people skills books been around forever, how is your book different?

DS: I've read almost every book on communication on the market and have noticed that most workplace books teach professionals how to be predator animals and most personal growth books teach people how to be vulnerable. I've watched my clients use business techniques at home and alienate their friends and family. I've also watched my clients use intimate communication techniques at work and be perceived as weak. Up till now there has been no set of communication techniques that work in any context with anyone.

What is the "Interpersonal Edge"?

DS: The "Interpersonal Edge" is a set of techniques that will shape up your work and home life in the same way that the gym shapes up your body. If you use even one technique from the book, you'll strengthen your ability to get what you want. If you use all the techniques, well, you're life is going to get pretty "buff." In the workplace, there are many people who have your skill set but few people who have high-level people skills so it's an automatic competitive edge. At home, my clients get really excited when they find themselves dealing with their tough mother-in-law, impossible spouse, or tantruming child and know techniques to get back in control of their life.

So even if the tools are new, why do you think these tools are globally critical right now?

DS: As a species we've never had more capacity to destroy ourselves than we do right now. Our daily news continues to bring appalling examples of how we creatively terrorize each other. Many of us hold our breaths wondering when and where the next attack will be. Most people feel powerless to do anything to combat terrorism within their family, or their neighborhood, much less the world. This book presents a recipe for world

peace starting within ourselves, our families, and our workplaces. If our technology to get along does not catch up with our technology to kill, we may not have a future.

If these tools are so important, why didn't most of us learn them during our educations?

DS: Our culture has had the myth that our intellects control our decisions so our school system didn't become interested in emotional education until recently. With increasing violence in the schools at ever younger ages, it's starting to become apparent that children and adults need to be trained in how to resolve conflict, listen to each other, and cooperate. I recently read that a six-year old in New York killed another six-year old with a gun because he didn't want to share a toy. Clearly families aren't teaching enough of these skills.

Does this lack of training affect the workplace?

DS: Yes, I once was hired by a board to work with a large international company. The CEO was upset I had been brought in. When I met with him he told me he thought if the board needed to hire me to train his staff then he had hired the wrong people. I explained to him that large groups of people who already had these skills didn't exist. I often tell my clients that the biggest lie in business is that rationality rules decisions. In reality, emotions drive most business decisions. Many companies I've consulting in are losing millions of dollars every year because they avoid conflict, are stuck in power struggles, or can't admit they made a mistake.

Aren't people more willing to deal with emotions in personal relationships?

DS: No, but not because people don't want to have rich, fulfilling relationships. I find most people secretly believe that everybody else had some class in high school about getting along with people that they missed. Many of my clients have struggled their whole lives believing that they are defective, inadequate, or plain unlucky. They don't realize that most of us suffer from a simple lack of basic interpersonal tools that are easy to learn and apply.

Is it true that you started thinking about the importance of people getting along in first grade?

DS: Yes, I had just watched a vicious fist fight between two kids on the playground and came back from recess deeply puzzled about why we were learning Spanish but not how to get along with each other. I figured conflict occurred in every language and that learning those skills seemed to be a foreign language for most of us.

What do you want readers to get out of your book?

DS: I want readers to realize that somewhere inside of them still lives that creative and resourceful kid that used to dream about a magical, adventurous future. I want them to have a technology to build a network of friends and allies who will help them achieve their dreams. And, I want them to realize that no matter what they've been through, it's not too late to bring those dreams to life!

Suggested Interview Questions for Daneen Skube, Ph.D.

Could you define what the Interpersonal Edge is?

Don't people need to communicate differently at work and at home?

Don't women and men have the problem of coming from different planets when they speak to one another? How can one set of tools work with both genders?

How can the same tools work with your kid, a co-worker, and your mother-in-law?

Why do people need a book to learn how to talk to others? Isn't talking something we all do naturally?

In your book you say that by exorcising "inner demons" we might be able to reduce "outer terrorism." How can anything we do inside ourselves influence world problems like global terrorism.

You say that our culture has a class system where the higher classes show nearly no emotion. Can you explain this and why is it a problem?

You criticize the "Just Say No," campaign and say that will power isn't enough to overcome compulsive bad habits like overeating or drinking too much. Why do you believe will power doesn't work?

You say there's a connection between increasing numbers of people that overeat, and use drugs or alcohol and our difficult connecting with each other? What the connection?

Your book presents the idea that our lives might be orchestrated by a "higher power" but then goes on to say you don't need to be interested in spirituality to make the tools you teach work. Isn't this a contradiction?

You talk about spirituality in your book, and yet your endorsements are CEO's and other business people. What does spirituality have to do with business?

Can you briefly explain some of the most powerful techniques you teach in the book?

What is the biggest mistake you think most people make with other people?

What is your favorite Interpersonal Edge tool?

Select Excerpts from **Interpersonal Edge** by Daneen Skube, Ph.D.

Interpersonal Edge will teach you how to “kick butt” in the world—and, at the same time benefit everyone and help you evolve spiritually. It’s sort of a Donald Trump marries Mother Teresa concept. It may seem an unusual match because spirituality generally is associated with making sacrifices, whereas kicking butt is associated with getting ahead at any cost. The common language this book will give you combines a strategic effectiveness with generosity and kindness. You’re about to learn the undiscovered secret that getting what you deeply and truly want is actually good for the world. You’ll also learn that your unanswered prayers are opportunities to think bigger, not give up. I’ve discovered that with the right tools most “crappy circumstances” and “sour grapes” can be turned into compost for our gardens and wine for our tables.

Most parents know that kids don’t naturally come to know how to swim, and give their kids lessons. If a parent just throws a kid in the water to teach swimming, they’ll usually end up with a kid who has water phobias for life. Most parents believe that since talking is natural, talking about emotions is natural as well. However, kids who get thrown into emotions without help get phobias about going anywhere near feelings. Emotions are no more dangerous than water, but both swimming and communicating require adequate training.

Having the Interpersonal Edge will make you extraordinarily and abnormally effective because most people operate in ways that are familiar but not very magical. Our tendency is to repeat the normal and safe patterns we learned in our families even if the results we create are painful for us. When Lily Tomlin said, “Reality is just a collective hunch,” she was pointing out that an idea can be highly popular, in our families or society, without that idea necessarily being true. When you have the Interpersonal Edge you realize that normality is highly overrated and abnormality can be a mystical experience where you think outside the box and find flexible solutions to get what you want.

Our culture ignores the fact that people have bodies and we use them to express meaning. When I teach nonverbal communication in organizations, even my executive students will giggle and look embarrassed. I chuckle to myself when “out of body” experiences are mentioned as “advanced” spiritual experiences. A more uncommon spiritual experience for most folks would be one that is “in body.”

Most Western culture treats emotions as if they need to be exorcised. The messages in our culture include: chill out, take an aspirin, have a drink, have a cigarette, or take a day off. The goal is to present a happy, no worries, and sort of neutral appearance at all times. One of my friends who read early drafts of this book told me about how people reacted when they found out she was in therapy. She said, “Most people would have rather heard I was dieting and dropped thirty pounds than listen to the emotional baggage I was dropping.”

Especially on the job, most folks believe people should use their intellects and leave their emotions at home. When I conduct corporate trainings I ask for a volunteer to demonstrate the silliness of expecting people to leave their hearts at home. I divide the room in two; labeling the left side “home” and the right side “workplace.” Then I ask the volunteer to leave their emotions at home while they walk over to the workplace. As the volunteer arrives, I mischievously grin and ask if he or she accomplished the task. The volunteer and rest of the group laugh at the silliness of my request and see that they bring their whole selves to work. If the comedy show, Saturday Night Live, wanted to do a spoof on workplace irrationality, they could call the sketch, “Your personality —you can’t leave home without it!”

To validate a child’s feelings while setting limits, it’s necessary for parents to be able to tolerate it when their children suffer. Many parents say when asked what they want for their children, “I just want them to be happy.” The problem is the bluebird of happiness is fickle. Constant happiness is both unachievable and unnecessary to have a good life. If the minute a child gets unhappy, parents step in, give in, or distract, the child then learns that happiness should be their north star. Children who believe happiness is the benchmark of success end up avoiding important goals requiring temporary discomfort, sacrifice, or loss. Parents who believe happiness is the benchmark of success won’t let children’s poor choices result in necessary suffering that teaches children how to make wiser decisions.

Unfortunately, enlightenment has never had an effective global public relations campaign. We can always point to Jesus as an example of why enlightenment can be a bad idea. Don’t get me wrong, he was a great teacher. But the price Jesus paid for enlightenment was pretty steep—being nailed to a cross by doubters and disbelievers. I’ve always wondered whose side has been promoting that whole martyrdom thing. I figure either we’ve misunderstood the point of the story, or the Devil’s got a really good P.R. staff.

I’ve often have male clients who are considered “nice guys” puzzle over why women fall head over heels for articulate guys who are “bad boys.” I explain to them that many women find emotional expressiveness extremely seductive. Women want an emotional connection so badly they often don’t look closely at men who romance them with extraordinary listening. “Bad” boys don’t follow most rules, including the cultural one about “men don’t express feelings,” so they end up getting women’s attention. But you don’t have to be a “bad boy” to seduce your sweetheart.

As you use your new tools to shift people’s perceptions, you’ll find most people won’t believe you’re qualified to change their point of view unless you can first demonstrate you understand how they see the world. As you listen deeply, you’ll be surprised to discover profound differences in how each of us perceives the same issues. You may start to suspect it’s not just that men and women come from different planets, but that we all live in separate universes. You may then start wondering how to bridge these vast chasms of perceptions.

I've always figured fairy tales stop just before the hard part because conflict is as popular a topic as warts. We usually want to avoid it. It isn't polite dinner conversation; we pretend we don't have it, and books on it typically don't make the bestseller list. We'd mostly rather read about losing weight than losing arguments. Besides, avoiding high-calorie food seems easier than resolving differences.

I find many of my clients get in trouble when they operate as if everyone only has good intentions. They then end up like Charlie Brown, repeatedly trying to kick a football that Lucy is holding...then pulls it away at the last second. Sometimes other people set us up to fail. If we see their plan, we can stop trying to kick the ball.

Think about how much time in your life you've wasted attempting to be right. Many arguments are not about a pertinent issue but about whose self-esteem is going to win. If you focused instead on getting what you want, how much more effective could you have been? If other people want or need to be right—give it to them. They can be right and you can get what you want. You will end up with the better part of the bargain.

That's not to say you won't have negative thoughts and emotions sometimes, but you'll be able to choose the most powerful course of action anyway. It's similar to shopping at the grocery store that has soft Muzak playing. You don't stop buying your produce and cry whenever you hear a sad song. You notice the song, feel sentimental, and buy your broccoli—because that's why you came to the store. With the Interpersonal Edge, your feelings and thoughts will become more like the quiet background Muzak, controlling less of your reactions.

On ancient mariners' maps, adventurous sailors were warned away from too much exploration with the reminder that at the edge of the familiar world, "There be dragons." Now I've always thought investigating dragons would be a good reason to leave the ordinary world behind. After all, dragons were supposed to guard great magic, and if you tamed one—you might just get to fly. If a few people get nervous as you sail off the edge of their known maps, you can let them in on the secret that most of the really good stuff in life is off the beaten path.

Once Upon a Time...there was a kid. This kid looked a lot like you, had big dreams, a bigger imagination, and knew life was an adventure full of magic and discovery. Then the kid grew up, found out Santa Claus wasn't real, the Tooth Fairy was cheap, and "happily ever after" was never the actual end of the story. This book is about rediscovering the kid you left behind on carefree sunny days when the air was full of freshly mowed grass and countless *possibilities*. This book is also chock full of strategies, tools, and a *language* to bring that kid's dreams back to life no matter where you are or who you're speaking with.



Book Synopsis

Interpersonal Edge:

Breakthrough Tools for Talking to Anyone, Anywhere, about Anything

Up till now, the cutting-edge tools in this book have only been available to management teams, high-level executives, and select clients. You've no doubt picked it up because you want to be the CEO of your own life—with a greater sense of empowerment and confidence. Written by Daneen Skube, Ph.D., syndicated columnist, renowned executive coach, and innovative therapist, this practical and sometimes humorous work provides simple tools you can use today to gain respect, get immediate results, and turn the lemons of life into big opportunities. Readers of Dr. Skube's wildly popular column have been clamoring for a decade for a book of this kind, which offers an in-depth look at her advice and methods. There are books that teach a language of intimate communication and books that teach a language of workplace productivity. You've selected the first book that teaches a common language equally effective with your bosses, customers, lovers, spouses, and kids. When you've got the Interpersonal Edge, you don't have to worry about whether you're speaking at home or at work—or whether the other person is from Venus or Mars. In all situations, you'll have in your possession reliable tools to cause almost anything you want to happen. The keys to the life you've longed for are within these pages—just add yourself and stir.

Praise for *Interpersonal Edge*

*“Dr. Skube possesses a unique vision, as she incorporates business, the individual, and the soul. **Interpersonal Edge** is unique in that it challenges the individual on multiple levels—like an internal mission statement. It’s a practical tool to help individuals understand how they can prepare themselves for the business world in a down-to-earth manner. For those individuals and corporations who are looking to hit the snooze button, Dr. Skube’s **Interpersonal Edge** is a no-nonsense wake-up call to action, responsibility, and ownership. In a world of chocolate, **Interpersonal Edge** is New York Super Fudge Chunk.”*

— **Walt Freese**, Ben & Jerry’s CEO (Chief Euphoria Officer)

*“Dr. Skube captures the essence of what drives successful business leadership. She offers sound advice on how understanding the perspective of your customers, employees, and communities can help improve your ability to communicate. She also presents her ideas in a concise format that clearly demonstrates the value of the *Interpersonal Edge*.”*

— **J. Michael Pocock**, chairman & CEO, Polaroid Corporation

*“It is unusual for a clinician to be able to write with clarity and insights for a general audience. Daneen Skube is one of those rare talents. Through her column in **The Seattle Times**, individuals and businesses in our community have benefited from her common sense and knowledge for many years. As one of America’s last family-owned newspapers, she is a perfect fit with our newspaper—one which fosters relationships and family values internally and which tries to provide similar content for its readers. Dr. Skube has been a valuable asset to the *Times* and to the community. Readers will benefit immensely from her new book.*

— **Frank A. Blethen**, publisher, *The Seattle Times*

“The Great Law of the Iroquois Confederacy states:

‘In our every deliberation, we must consider the impact of our decisions on the next seven generations.’ To actually live this ideal, one needs to live life awake . . . the tools Daneen provides in this book will open your eyes to see seven generations out in every moment.”

— **Jeffrey Hollender**, president and corporate responsibility officer, Seventh Generation, Inc.

“A must-read for anyone who wants to become more successful by building strong and productive relationships. Whether you desire to strengthen your relationships with clients, associates, or significant others, Dr. Skube’s powerful ‘toolkits’ are indispensable.”

— **Nina Abelman**, vice president, Merrill Lynch

“This is the first self-help book that doesn’t just spew lofty goals and turgid discourse at readers. The end-of-chapter exercises make you work at becoming more effective listeners and communicators. The advice is both practical and spiritual, with

applications for every venue from the workplace to the home to the health club. Everyone who reads this should learn how to become a better spouse, parent, boss, neighbor— heck, a better human being!”

— **Debbie Van Tassel**, assistant managing editor, *The [Cleveland] Plain Dealer*

“With her practical approach to the Interpersonal Edge, Dr. Skube reaffirms the essential importance— and immense power—of cultivating healthy relationships. Her book provides intriguing ideas and easy-to-apply techniques to use in daily life.”

— **Donald J. Hall, Jr.**, president and CEO, Hallmark Cards, Inc.

“Our journey on this Earth is to sustain our existence and seek a noble direction for our lives. Finding our way to self-awareness and happiness is only enhanced by reading Daneen’s revealing book. Sharing it with the ones you love enhances the positive impact of her insightfulness into everyday experiences.”

— **John Vlahakis**, founder and president, Earth Friendly Products

“In business today, the world is flat. Hierarchies are gone, creativity is generated at all levels, and you must be able to communicate with everyone in your company and your clientele. This book is a guide to success in this new world.”

— **Keith Love**, vice president for communications and corporate affairs,
Ste. Michelle Wine Estates

“Interpersonal Edge provides the tools to practically implement the core values espoused by the World’s Great Religions. These strategies, which are essential for our troubled times, will put you back in touch with your truest self and, indeed, give you a cutting edge.”

— **Bawa Jain**, secretary-general, World Council of Religious Leaders

“Lively, warm, reader-friendly...Dr. Daneen Skube draws upon her years of experience as a therapist to propel people out of their self-defeating patterns and lead them to a wide array of liberating possibilities. It’s easy to see how the communication skills she espouses can dramatically improve relationships with family, friends, fellow workers and perhaps best of all, with oneself.”

— **Adele Faber and Elaine Mazlish**, authors of *How To Talk So Teens Will Listen & Listen So Teens Will Talk*

Praise for Dr. Skube’s column...

"Dr. Skube's *Working Connections* column makes the most important connection -- with readers. Her column is lively, topical, witty and rational. She serves up very explicit advice on workplace issues and personnel problems. And she gives people the tools they need to apply her advice. It's been an asset to our section."

Debbie Van Tassel, former business editor, *The Seattle Times*

"Dr. Skube's *Working Connections* column tackles real life problems everyone faces in the workplace. She maintains a sense of humor while providing answers that are candid and helpful. She gives readers one more resource for handling everyday workplace problems that come up with co-workers, bosses and employees."

Carol Pucci, former assistant business editor, The Seattle Times

"The economy has been on a roller-coaster in recent years, but through good times and bad, Daneen Skube's column has been a steady voice providing workplace wisdom and advice to her many readers. It is a popular column that blends the knowledge of a Ph.D., the concern of a counselor and some good, old-fashioned common sense. The columns connect with readers because they mix insight, advice and humor in a unique way that we don't get from other columnists. One reader recently wrote to her that the column has helped her deal with a difficult boss: 'Your words often inspire me, more than my priest's sermons, I have to admit.'"

Bill Kossen, job market editor, The Seattle Times