

## Book Reviews on Two Handbooks from

### The WALK THE TALK® Company

“Ouch! That Stereotype Hurts” & “How to Lead From a Distance”

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(Review by Gary Tomlinson)

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Since 1977, The WALK THE TALK® Company has helped organizations achieve success through Ethical Leadership and Values-Based Business Practices. They offer a full range of proven resources and customized services all designed to help you turn shared values like Integrity, Respect, Responsibility, Customer Service, Trust, and Commitment into workplace realities.

Their handbooks are quick and easy to read. They're perfect for organizational education and make great themes for company retreats, conferences, and departmental meetings. If you're not familiar with their products, do yourself a favor and check them out. You'll be glad you did! You can purchase their handbooks, as well as their other products, by giving them a call at 1- (888) 822-9255 or on-line at [www.walkthetalk.com](http://www.walkthetalk.com). Below are reviews on two of their newest handbooks:

***Ouch! That Stereotype Hurts:*** Have you ever heard someone say something biased or demeaning and you didn't know whether to speak up? Have you ever said something unintentionally offensive and wished you could take it back? Would you like to know how to present information and lead discussions in ways that include everyone and avoid bias, stereotyping, discounting, or potential discrimination? If you've answered “yes” to any of these questions, *Ouch! That Stereotype Hurts* is the book for you.

The fact is – people are naturally biased. Not only “those people over there,” but also you and me. And we have the tendency to let some of our biases slip into communication, consciously or unconsciously. When that happens, everyone loses. Relationships suffer. Cooperation decreases. Our ability to lead or influence others diminishes. Those who feel demeaned and excluded often “drop out.” They stop listening. They may even stop respecting us. The result: All too frequently, our intended message never gets through. Not good!

Biased, stereotypical, or otherwise demeaning communication also undermines morale, teamwork, and productivity in our organizations. It can drive customers away. It can cause public-relations fiascos. And, it could be interpreted as an indicator of a hostile workplace – even exposing us to the nightmare of legal actions.

The great news is that each of us can choose to communicate more effectively. We can identify our own biases, explore ways to reduce them, and work to communicate in more

inclusive, bias-free ways. That's what this book is about. *Ouch! That Stereotype Hurts* will help you:

- Improve your written and verbal communication by eliminating communication “static.”
- Ensure your message gets across – while conveying respect for others.
- Gain insight into the impact of your language choices.
- Learn ways to successfully recover when you've put your foot in your mouth.
- Speak up effectively if others stereotype or make biased or demeaning comments.
- Enhance your credibility and influence as a communicator.

***How to Lead From a Distance:*** The days of going to work and seeing everyone you work with are becoming more and more a thing of the past. The ways we “see” one another, communicate, build teams, establish trust, collaborate, and achieve results have all changed. What was once a nontraditional way of working is now more commonplace and an increasing reality for leaders across a broad spectrum of organizations and industries.

A growing number of leaders manage and lead each day from a distance –through technology tools that connect them to remote teams, virtual workers, telecommuters, and distance employees. And they do this with the need to control costs, retain talent, ensure clear communication, manage productivity, maintain motivation, and achieve results. It's a challenging task...and an increasing reality for every leader.

If you're one of the growing legions of virtual leaders, this book is for you – offering practical tools and techniques for leading effectively in our expanding virtual workplace. *How to Lead From a Distance* will show you how to build the bridges and close the gaps to connect people in the virtual world. The three key bridges you must build are Trust, Communication, and Performance. This book will show you how to do that. Learning how to “connect” with people remotely and get results from a distance is your key to virtual leadership success.

Enjoy this month's selection, *Ouch! That Stereotype Hurts* and *How to Lead From a Distance* and share it with others in your life because as Alvin Toffler says; “*The illiterate of the 21<sup>st</sup> Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn.*”