

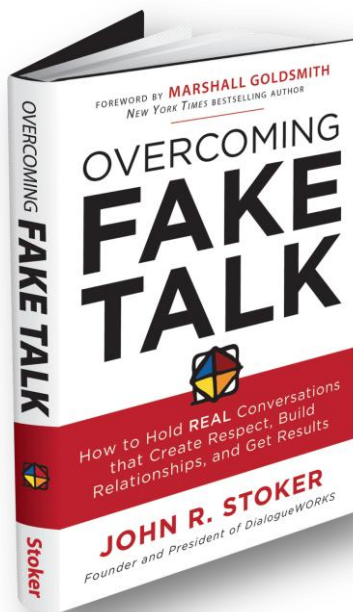
**SPEAKER  
INFORMATION  
KIT**



# JOHN R. STOKER

PRESIDENT & CEO OF  
 Dialogue**WORKS**<sup>®</sup>

AUTHOR OF  
*OVERCOMING FAKE TALK*



- PROFILE
- 
- KEYNOTES
- 
- TESTIMONIALS
- 
- THE COMPANY
- 
- CLIENT LIST
- 
- LOGISTICS
- 
- ONE PAGER
- 
- ARTICLE

WEBSITES

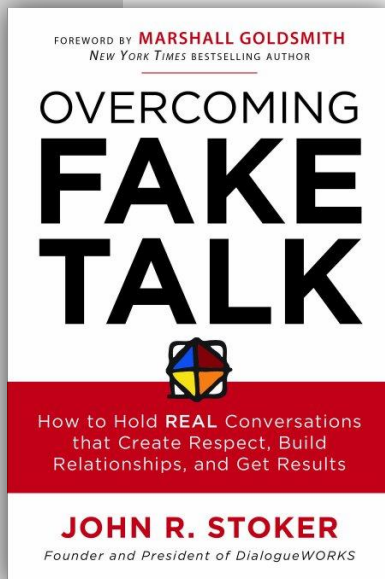
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Dr. John R. Stoker is the author of *Overcoming Fake Talk: How to Create REAL Conversations that Create Respect, Build Relationships, and Get Results*. This landmark book emphasizes that to improve results, one must simultaneously work on improving respect and relationships. *Overcoming Fake Talk* gives readers a set of universal skills as well

as a process for talking about any difficult topic with anyone, anytime. Sadly, “fake talk”—conversations that are devoid of results or that fail to get to the heart of the matter—is all too pervasive today. Skills for overcoming “fake talk” are valuable to everyone. This book is filled with inspiring and thought-provoking stories for every professional, parent, or partner.

A polished speaker and facilitator, John is expert in the areas of communications, critical thinking, performance management, change management, leadership, conflict resolution, and emotional intelligence. He has presented to and trained in multiple Fortune 500 companies, including well-known organizations like Turner Broadcasting, Lockheed Martin, Honeywell, and Cox Communications. Other past clients include Comcast Cable, Banner Health, Kodak, Maxum Petroleum, AT&T, OG&E, AutoTrader.com, Manheim, Payflex, Cigna Healthplan, Nebraska Furniture Mart, HCA

Healthcare, Wheaton Franciscan Medical Group, and Presbyterian Health Services.

He has worked with individuals, teams, and audiences large and small for over 20 years. John’s presentations are the perfect mix of theory, practical application, and humor. Those who listen to his presentations or participate in his training courses increase their personal awareness and learn time-tested skills and approaches that improve their personal and professional capability. And they have an enjoyable time while doing so!

John is dedicated to helping individuals and organizations increase their effectiveness and improve their results. John believes that the challenges we face—whether on the personal, organizational, or even national level—could be more easily resolved if people only knew how to think and talk together effectively. Accordingly, his writing, presentations, and trainings focus on helping professionals and leaders from all walks of life increase their personal effectiveness, engagement, and accountability so they can achieve the results they really want.

John holds a Bachelor’s degree in English and a Master’s degree in Organizational Behavior. After catching his breath, he went on to earn a J.D. degree and became a practicing criminal defense attorney. He spent his summers as a whitewater guide in the Grand Canyon and taught at a leading university for 13 years. Even in view of all his many successes, John considers his greatest accomplishment to be marriage to his wife Stephanie and the ongoing adventure of working together to raise their five engaging children.

*"The DialogueWORKS training has helped me and my team to improve our results and the way we interact with our clients more than any other training we have ever experienced. It was spot on!"*

Director, Honeywell, Inc.





## Keynote Presentations

Author John R. Stoker delivers a number of presentations, some focused on the skills and principles presented in *Overcoming Fake Talk*, and some focused on other key leadership skills. The most popular of these keynotes are outlined below; information on other presentations you may be interested in can be found on the DialogueWORKS website.

### 1 Can You Talk About Any Topic, With Anyone, Anytime?

#### *Eight Principles for Overcoming Fake Talk*

When it comes to holding difficult conversations, we usually handle them poorly or we avoid them altogether. Either way, results are bound to suffer. If you understand these eight principles that are at work in every conversation and how to manage them, you will be better able to results and be able to hold REAL conversations—talking about what matters most.

### 2 Do You Ruin Everything by Being You?

#### *The Reflection Principle: Reflect Reflections*

Although we don't intend to offend others, the simple fact is that we often do. Our communication style is different from others, and those unique differences may hinder our ability to understand, engage, and connect. Learning to recognize another person's style and reflect their reflections will increase your ability to work and play well with others.

### 3 How Do You Get Out of Your Stinking Thinking?

#### *The Perception Principle: Recognize and Suspend to Uncover*

Most of us believe everything we think, even though our perception of reality is in fact usually either inaccurate or at least incomplete. This presentation explains how we as humans usually form our perceptions, opinions, and judgments; becoming aware of why you think what you think can help you challenge and assess the accuracy of your thinking. Learning to challenge your reality and see outside yourself will help you broaden your perspective and understanding of others.

*"This training offered a unique approach in applying theory and practicing the conversation. It was delivered with passion and enthusiasm that fully engaged each audience, eliciting voluntary participation from all. The content and delivery was well received by everyone."*

Human Resources Manager - Maxum Petroleum East

#### **4 Can You Navigate the Waters of Change?**

##### ***Focusing Minds for Results***

Any change, whether large or small, can have a huge impact on individual energy, focus, and productivity. This session addresses how to manage the dynamics of change so that people can remain productive and focused, even amidst the competing distractions of the change process.

#### **5 Are Emotions Derailing Your Results?**

##### ***Four Strategies for Defusing “Hot” Emotions***

When confronted with negative or “hot” emotion, most of us struggle to know what to do to return to rationality and get the conversation back on track. If we understand how violated values create emotional reaction, we hold the key to defusing defensiveness in ourselves and others. Dr. Stoker teaches four effective strategies that anyone can use to shift resistant emotion into tempered engagement.

*“John’s presentation not only helped me effectively communicate with my boss and my coworkers, but it helped me see how I could be more effective communicating with my family. For the first time, I actually can ‘hear’ my daughter. It literally changed my life.”*

Participant - PerkinElmer, Inc.

# TESTIMONIALS

Organization Consultant, Humana Healthcare

Over the years, I have told and retold John's stories to my colleagues and friends, with amazing clarity. Of course, I don't come close to the engaging and humorous style John conveys. This is a testament to his impact, his relevancy and his creative speaking ability. Be sure to ask him about what makes "ya hu-u-u-ungry"!

Internal Development Consultant,  
Scottsdale Healthcare

John is gifted in sharing stories and humor to convert the complex to simple, actionable elements. The learning heightened our personal awareness about conscious choice versus autopilot default, in all our verbal and non-verbal communications. John challenges us to deliver ROI through "win-win" outcomes based on constructive interaction and effective decision-making for individuals, leaders, and organizations.

President, The Learning Exchange

John is one of the best leadership development presenters that we currently have because of his ability to teach important content in a way that keeps people engaged and interested in changing the way they think and behave. He presents information that is grounded in research in a way that helps people understand what it means to them and what they need to do to change, and he does it with a presentation style that is warm, hysterically funny and always stimulating. He's a tremendous speaker!

President and CEO, Provision Communication

Our company recently spent a day working with John on dialogue effectiveness. Everyone, to the person, was impacted by the insights that John shared. His knowledge and delivery keep you captivated and leave you understanding why it is critical to pay attention to and improve your dialogue skills. Our time together was a homerun!

Sr. Vice President, Human Resources,  
Connolly, LLC

John Stoker has a very down-to-earth style that combines thought-provoking insights into the way we think and behave with real-life stories that we can all relate to. John has helped me become more effective in every interaction I have with people up, down, and across my organization.

President, HRMA SWFL

We knew John would be talking about ego and gaining understanding, so most of us were prepared for an hour of psychology terms and basic recommendations about how to communicate. Much to my delight and that of others, the content of his presentation offered definitions with clear examples of how they impacted us; focused activities that solidified his points; clear, realistic suggestions for applying what we learned to our everyday interactions with others, and a healthy dose of humor. I recommend John Stoker without reservation.

*"There is no better facilitator of dialogue skills than John Stoker. He is extremely self-aware and lives the principles he teaches. He listens to what people are saying and not saying and understands what needs to be said in holding courageous conversations."*

Former Senior Manager, Education - Pay Pal, Inc., an eBay company

## TESTIMONIALS

Division Director for Workforce Development, HCA

Because John Stoker came highly recommended from a peer from another healthcare agency, we had no doubt that he would exceed our expectations. He is a very effective lecturer with great communication skills. He was interesting and he linked his presentation to our industry and effectively engaged our audience in the presentation. I hope to have John present to us again in the future.

President and CEO,  
Wheaton Franciscan Healthcare

Mr. Stoker was a great speaker who was highly engaging. He delivered his message in a way that was genuine and entertaining and that caused one to evaluate oneself toward the end of improving results and one's leadership. He also provided terrific content that really hit the mark in helping us to learn how to hold the conversations that are relevant in a physician's world.

Although our expectations were high, Mr. Stoker exceeded those expectations. At the end of the program, many expressed that they wished he had spoken longer. Not only did Mr. Stoker address the issues that are relevant to any leader, but he also taught us skills that were immediately applied to a variety of situations. Those who have the chance to hear John speak will not be disappointed.

Executive Vice President, Chief Legal Officer, Chief Administrative Officer, and Secretary, UST, Inc.

John is one of the most creative and effective consultants I have ever retained. Whether it was building teams for customer service, sales, marketing, IT, and senior management, or creating customized training programs to deal with the unique issues facing a highly regulated industry, John's grasp of the issues and his extensive experience carried the day.

John was particularly helpful in developing a "managing change" program as we implemented a \$250 million cost reduction program. John was so well received through the Company that he was often asked to coach executives through their issues. John always had the Company's interest foremost in his mind.

VP Workforce Solutions, Member Experience,  
Payflex-Aetna

John's sessions have enabled our teams to speak the same language, become better listeners, understand self-defeating barriers and to have far more productive and constructive conversations throughout all levels of the organization. This in turn has had a tremendous impact on our customer service, employee engagement, and ability to accomplish great work in a rapidly-changing environment.

*"John is a skilled facilitator and has quality materials (audio/visual and written) which help keep the training on track. He has a special skill to entertain and to teach at the same time and relates well to members from diverse backgrounds. Our team appreciated the training!"*

Regional President - Maxum Petroleum East



## TESTIMONIALS

Director, Talent Management & Development,  
Lennox International

John is a tremendous asset to the work we've done within the organization. His ability to tie leading research to practical recommendations and then to teach others to use new skills and achieve better results has fueled a variety of initiatives within the organizations for which I've worked.

I recommend his work without hesitation and am grateful to count him as a colleague and collaborator.

Sr. Vice President of Human Resources,  
Maxum Petroleum

A gifted teacher and storyteller, John guides learners to be better communicators and more effective team members by combining humorous and highly relevant stories from his experience as a lawyer, business educator, and whitewater guide with practical, relevant business tools. I have become a better leader through my association with John.

CEO, Partnership Coaching

John is a gifted presenter and facilitator with amazing energy and the best stories in the world. His expertise in dialogue and communication as essential tools to effective leadership is unparalleled. John's audiences and clients not only gain awareness and insight, but develop practical skills, enabling them to be more effective as individuals and in teams. I highly recommend John without reservation.

Executive Vice President, USSTC

John's research and training programs blend just the right amount of theory with real world application. I saw firsthand the benefits his programs had on individuals within the region and the bottom-line performance increases to productivity, profitability, and customer satisfaction. After the DialogueWORKS Training, our departments also experienced lower turnover and higher job satisfaction scores.

In terms of my personal management experience, no other training had a greater impact on me than John's work on Dialogue, Mental Models, and Leadership. These programs were not just seminars with a binder, the training was actionable and used to create positive, sustainable change and organizational momentum.

I highly recommend John and his training programs to any results-oriented company that is truly interested and committed in working with a principled professional who delivers a positive road map to change and organizational improvement.

*"The skills I learned really WORKED!!!"*

*Supervisor - United States Air Force*

## About DialogueWORKS

**DialogueWORKS** is an organizational development firm that believes REAL conversation is the key to increasing individual capability and capacity to achieve results.

**DialogueWORKS** specializes in the design, creation, and delivery of training products that help leaders and individual contributors acquire the behaviors that yield superior results through working with people.

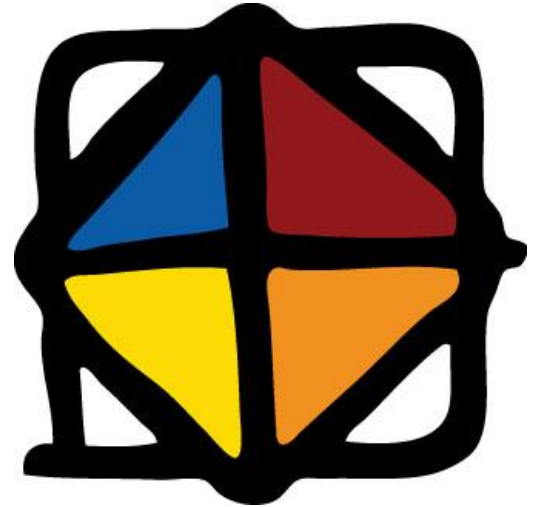
Founded in 1998, the company is headquartered in the shadows of the Rocky Mountains, and has affiliates throughout North America, South America, Europe, India, Asia, New Zealand, and Australia.

Because the performance of people is central to personal, professional, and organizational effectiveness, we help organizations put people back into the business of the business. Our training focuses on time-tested models and principles that improve individual performance and effectiveness by creating a culture based on respect, trust, candor, collaboration, learning, and accountability to achieve results.

**DialogueWORKS** provides proprietary training products, assessment tools, and design expertise that produce results in the following areas:

- Organizational culture
- Performance accountability and improvement
- Conflict resolution
- Leadership development
- Emotional Intelligence
- Coaching for contribution and collaboration
- Change management
- REAL conversation

We are happy to create customized products to meet clients' requests, and we will customize existing products to meet specific company needs.



*"During my thirty years of leading and managing, there have been only a few unforgettable programs that have fundamentally changed my overall effectiveness in thinking and communicating. DialogueWORKS is one of them."*

Vice-President of Strategic Planning and Organizational Development - UST, Inc.



## Available Courses

- **Creating REAL Conversations for Results**  
This two-day program teaches participants the skills and techniques for holding difficult conversations.
- **Thinking for Results**  
This course provides participants a number of learning skills to increase their critical thinking skills for improved innovation, creativity, problem solving, and decision making.
- **Expanding Leadership Capacity**  
This program teaches leaders how to hold conversations to manage expectations, give feedback, provide positive feedback and defuse defensiveness.
- **Managing Performance for Results**  
Every conversation that encompasses the performance of others is addressed including the performance review.
- **Managing Conflict for Results**  
The five components that are present in every conflict are identified and participants learn to manage those components to reach resolution.
- **Creating Emotional Intelligence for Results**  
Nothing may be more important than an individual learning to understand and manage the nuances of highly emotional and negative situations. Participants learn to manage the components of emotional reaction in themselves and others.

## Our Mission, Simple and Direct:

*To get people talking  
about what matters most!*

We collaborate with leaders in illuminating, creating, and implementing innovative interpersonal and organizational development solutions which achieve successful results.

In all that we do, we recognize the need for strong client relationships, which are based on trust, respect, candor, collaboration, learning, and accountability. If these are your values then we would love to collaborate with you to increase individual performance and improve your results.

## We invite you...

To visit us on the web at

 [www.DialogueWORKS.com](http://www.DialogueWORKS.com)

As part of our online community, you will have access to a wealth of material that will benefit you and your organization immediately, including

- Articles
- Self-Assessments
- Video clips
- Training summaries

Register for the free monthly **DialogueWORKS** newsletter, and receive email notification when one of our frequent webinars featuring John R. Stoker will be presented.

## **Aerospace Industry**

Lockheed Martin  
Honeywell  
BF Goodrich Aerostructures  
Kelly Aviation

## **Durable Goods / Manufacturing**

Ford Motor Company  
Manheim Auctions  
AutoTrader.com  
Perkin Elmer  
Sonic Automotive

## **Financial Services**

JP Morgan  
American Express  
American National Bank

## **Consumer Goods and Services**

Monsanto Chemical Group  
Oriental Trading Company  
Hallmark Card  
US Smokeless Tobacco  
Kinko's  
Alcon Labs  
Regeneron Pharmaceuticals  
Unified Grocers  
Eastman Kodak  
Nebraska Furniture Mart

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Novations  
South Florida SHRM  
HR Tampa  
ASTD Nebraska  
SHRM Nebraska  
AZODN  
University of Arkansas Currents  
ASTD New Mexico  
Deloitte–Consulting

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Amoco Oil  
Texaco  
Maxum Petroleum  
U.S. Forest Service

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AT & T  
Novell  
BellSouth  
Cox Communications  
Turner Broadcasting  
Comcast Cable  
Provision Communication

## **Healthcare**

Scottsdale Healthcare  
Pinnacle Health System  
GE Medical Systems  
Cigna/Healthplan  
Southeast Georgia Health System  
Nebraska Medical Center  
Wheaton Franciscan Medical Group  
NextCare Urgent Care  
Banner Health  
HCA Healthcare  
Payflex-Aetna  
Connolly Healthcare

## **Electric Utilities**

Oklahoma Gas & Electric  
Wisconsin Electric

## **Hospitality and Entertainment**

Pan Pacific Hotels

## **Government and Public Services**

U.S. Department of Veteran Affairs  
County of San Bernardino, California  
State of Georgia  
City of Bradenton, Florida  
Alaska Department of Fish and Game  
Susan G. Komen Breast Cancer Foundation  
Springville (Utah) Chamber of Commerce  
Utah Council of City Managers  
Boystown

## **Agriculture**

U.S. Sugar Corporation

## **Steel**

Geneva Steel  
Bethlehem Steel

## Fees and Setup Requirements

### Event and Travel Fees

- Agreed-upon speaking fees are due on the day of the event.
- Travel fees and per diem will be billed within 14 days of the event. Travel fees include round-trip coach airfare, transportation to and from the event, parking fees, and meals. When an overnight stay is required, travel fees also include costs for hotel accommodations.

### Audio/Visual

- **Cordless lapel or lavalier microphone** (Dr. Stoker prefers to move around on stage and in the audience.) If the meeting room is fairly small, no microphone will be necessary.
- **A second microphone** (may be hand-held or stationary) for the introducer. It works best if there is no need to “hand off” a microphone to the presenter.
- **LCD projector and screen** for a PowerPoint presentation. Dr. Stoker will bring his own laptop and wireless remote control. Please provide a high-end LCD projector with standard VGA outlet.
- **Sound system** or speakers for the projection of video segments. Dr. Stoker often shows video segments in his speaking and training. Please inquire whether a sound system is required for your event.
- **Projection screen** large enough that the entire audience can see the presentation and segments. The screen should be large enough that everyone can see the entire screen. The screen may be placed behind the speaker or in one of the corners at the front of the room.

### Room Setup

- **Lighting:** The energy and “electricity” in the room are increased when the speaker can see the audience and when the audience members can see each other’s reactions. For this reason, Dr. Stoker would like to have the house lights (excluding fluorescent lights) turned up full.
- **Seating:** If seated in rounds, try to seat the audience in crescent so all participants will be facing the stage area. If seated theater-style, try a curved effect as this dramatically enhances the warmth and interaction of the group.
- **No head table** or other obstacle between the lectern and the audience. Dr. Stoker appreciates the opportunity to connect with the audience by moving around and into the group whenever possible.
- **Small table** in an accessible spot to hold Dr. Stoker’s laptop computer.

## Profile



For over 20 years, John R. Stoker has been facilitating and speaking to audiences, helping them to improve their thinking and communicating skills. He is an expert in communications who believes the human capacity to achieve astonishing results is contingent upon the individual's ability to interact with others. John's entertaining and thought-provoking presentations are always well received. He blends theory, engaging stories, and practical application into all of his presentations, providing rich takeaways for all participants.

John has dedicated his professional career to the science of communication and interpersonal interaction. He has worked extensively in the areas of dialogue, critical thinking, performance management, conflict resolution, and change.

Since leaving VitalSmarts in 1991, John has founded two organizations, Light Storm Consulting, Inc., and DialogueWORKS, LC. In these two entities, he has taught and spoken to thousands of individuals and leaders, helping them to increase their capacity to achieve results.

John holds a Master's Degree in Organizational Behavior as well as a J.D. Degree. He is the author of *Overcoming Fake Talk: How to Hold REAL Conversations that Create Respect, Build Relationships, and Get Results*. This landmark book is both entertaining and engaging, and it presents a number of applicable skills that will help readers to learn to talk about what matters most.

## Speaking Topics

John is willing to customize any of his presentations in order to directly address the particular needs of your group. He teaches on a number of topics in these areas:

- Communication
- Conflict Resolution
- Performance Management
- Emotional Intelligence
- Change Management
- Culture Change

## Testimonials

Sr. Vice President, Human Resources, Connolly, LLC

John Stoker has a very down-to-earth style that combines thought-provoking insights into the way we think and behave with real-life stories that we can all relate to. John has helped me become more effective in every interaction I have with people up, down, and across my organization.

CEO, Partnership Coaching

John is a gifted presenter and facilitator with amazing energy and the best stories in the world. His expertise in dialogue and communication as essential tools to effective leadership is unparalleled. John's audiences and clients not only gain awareness and insight, but develop practical skills, enabling them to be more effective as individuals and in teams. I highly recommend John without reservation.

## Clients

Some of John's recent clients include: Honeywell, Cox Communications, Nebraska Furniture Mart, Payflex-Aetna, Comcast Cable, Lockheed Martin, American Express, Boystown, and Banner Health.

# Personal Excellence

The Magazine of Personal Leadership

[www.LeaderExcel.com](http://www.LeaderExcel.com)

 Dialogue**WORKS**<sup>®</sup>

*December 2012*

**John Stoker**  
Consultant

**Opt for  
Optimism**

**Rise Above  
Routine**

**REAL Conversations**  
It's about Respect and Results

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December 2012

The Magazine of Life Leadership

MENTAL • CONVERSATIONS

# REAL Conversations

*What keeps you up at night?*



by John R. Stoker

**Y**OU CLIMB INTO BED AND SUDDENLY *your normal life* reasserts itself. Whether it's sick and crying children, flu pandemics, an ornery boss, higher taxes, a nagging recession, an angry ex-spouse, the prospect of losing your job, not being able to retire, or troubled and puzzling relationships, frustrations play out on the stage of your mind as you lie in bed.

*What's keeping you awake at night?* Your answer likely centers on *one core concern: I'm not getting the results I want!*

Your concern may be with a surly teenager, financial reversals, a difficult boss, an impossible task, or a crazed coworker. Most concerns deal with *violated expectations*. As much as you want to resolve these concerns, you avoid talking about them. And so you continue to experience *violated expectations* and *poor results*. All your frustrations deal with your *interactions* and *relationships* with others—and you contribute to your frustrations.

Yes, you want better *results!* You want to achieve your goals, enjoy your work, have positive *relationships*, and gain the *respect* of associates. When you come up short, sleep can be incredibly elusive.

*You can't talk about improving results without considering the impact that your relationships have on results.* When *respect* is strengthened, your *relationships* improve, and *results* follow. So, the next time you can't sleep, look at the *results* you have, the *relationships* you are in, and the *respect* you bring to or receive in any conversation. You can't improve *results* without addressing *respect* and *relationships*. These 3 Rs are part of every conversation you hold.

*Your conversations affect your results.* Indeed, your *result* is the conversation; the *respect* you experience is the conversation; and your *relationship* with everyone you interact with is the conversation. You are at the core of every conversation you hold—you are respon-

sible for what you get. You are the only one who has control over *you*, your relationships, the respect you bring to those relationships, and the results you achieve. If you're not realizing the results you want, you need to fix what isn't working. So, before you explain to the Cosmos that your problems are someone else's fault—know that while you may be right, *you're also dead wrong.*

If you're part of the relationship, you're part of the conversation. And if the relationship isn't



working, you can *likely* change the way you're engaging in the conversations to positive effect. What you do or don't do contributes to every conversation that you hold. You just can't let yourself off of the hook.

Have you ever been in a prickly situation where you just don't know how to talk about what really matters, so you don't bring up the tough issue? Or how about those times when everyone nods in

agreement during a conversation that seems to go great, but then the expected outcome never materializes? Then there are times when you try your best, but somehow you (or the person you're talking with) make a mess of it. Such scenarios are what I call *counterfeit conversations* or *fake talk*. Such conversations can be about any topic: changing, improving, requesting, or correcting something. The conversation seems

***For 30 years, I've tried to help people see the difference between fake (counterfeit) and real (authentic) leadership. John Stoker not only reveals fake talk, he also delivers spot-on advice for holding real conversations that cultivate relationships, respect and results. Read it and reap. You'll be a better, more effective leader.***

Ken Shelton, editor/CEO,  
Leadership Excellence



to go well, but nothing happens! *Counterfeit conversation* never produces desired results!

We've all held these conversations and then ended up mystified when performance or behavior remains the same, accountability or responsibility never improve, problems aren't solved, customers aren't satisfied, quality and safety continue to be at risk, and change challenges go unaddressed. We think we share our message, but we don't learn until later, *after not getting expected results*, that the conversation went awry.

Sometimes *fake talk* occurs because we expect people to read our minds. So, our listeners keep doing what they've always done. People who engage in *fake talk* tend to beat around the bush or are so vague that we easily misinterpret what is being said, and have no clue how to perform up to expectations or be accountable for results.

*Fake talk* is also marked by a rise in frustration. Such conversations can be so filled with emotion, aggression, and disrespect. People are too busy *fighting* or *flighting* to understand what is really being said. *Fake talk* is vague, manipulative, covert, short-sighted, problematic, disrespectful, accusatory, non-complimentary or an out-right lie. Such conversation can be passive, aggressive, or *both*.

### Hold REAL Conversations

Instead of *counterfeit conversations*, we should be holding *REAL conversation*.

*REAL* is an acronym for *four skills* used in all effective conversation:

- Recognize and suspend judgments
- Express thoughts, feelings, experience, or opinions without creating resistance
- Ask questions to understand
- Listen and attend to messages that others

express verbally and nonverbally.

*These four skills greatly improve the quality of your conversations and help you to talk about anything, anytime, with anyone.* *REAL conversations* achieve results, increase respect, and build relationships. The parties to *REAL conversations* come away feeling understood, valued and respected. The behavior and relationship of the parties are changed for the positive, and things get done.

*REAL conversations* are *specific, direct, open, insightful, solution-oriented, respectful, and encouraging or complimentary.* To assess the *quality of your conversations*, answer **three questions**: How do my conversations impact my results? How would I describe the quality of my relationships? Is *respect* a hallmark of how I treat others and how they treat me?

If you answer *No* to these questions, you're likely engaging in *fake talk*. The greatest opportunities for holding *REAL Conversations* come when no one agrees with your view, you don't get what you want, or others repeatedly violate your expectations. *The quality of all you receive* reflects the *quality of your conversations*. When you engage in *fake talk*, you put *results, respect* and *relationships* in jeopardy.

To achieve the results that you seek, stop engaging in *fake talk*; instead, hold *REAL conversations*. Learn how to talk about what matters most. Engage in conversations that express what you truly think, feel, or want—and give people what they need to succeed.

Holding *REAL* conversations requires courage, but the results—and *the good night's sleep*—will be worth it. PE

*John R. Stoker is Founder and president, Light Storm Consulting Inc. and DialogueWORKS Inc. Visit [www.dialogueworks.com](http://www.dialogueworks.com).*

**ACTION: Conduct REAL conversations.**

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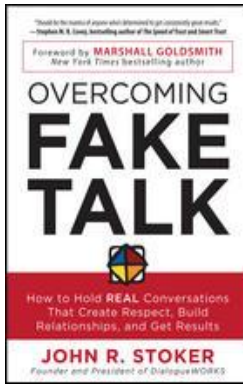
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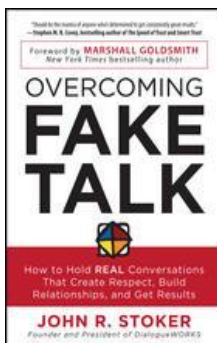
***“OVERCOMING FAKE TALK*** should be the mantra of anyone who’s determined to get great results, consistently. It is a breakthrough book because it so clearly identifies communication problems that relatively few people understand how to solve. It offers the principles, practices, and skills so necessary for honest, trust-building conversation. If you’re truly interested in respect, relationships, and results, this book is for you.”

—Stephen M.R. Covey,  
Bestselling author of *The Speed of Trust* and *Smart Trust*

## **OVERCOMING FAKE TALK: How to Hold REAL Conversations That Create Respect, Build Relationships, and Get Results**

***Practical, Proven Ways to Turn Sensitive, Emotional or Confrontational Conversations Into Positive Exchanges Offered by John Stoker in OVERCOMING FAKE TALK***

### **SALT LAKE CITY**



Why do you fail to get the results you desire in your most important conversations?

Why do you continue to have the same conversations over and over, without resolving the issues?

Why do you avoid, at all costs, having “the talk” when it is vital to an important relationship, at work, at home, or at school?

***Is it because you’re not engaging in effective communication?***

You may be having **COUNTERFEIT CONVERSATIONS**, engaging in **FAKE TALK** where it looks like everyone is sincerely interested in communicating, but there is not a genuine desire to connect in a respectful way that builds relationships and gets the results everyone desires.

**TAKE A FREE SELF-ASSESSMENT: [Assess your ability to hold REAL CONVERSATIONS that achieve results, at http://www.dialogueworks.com/self\\_assessment/.](http://www.dialogueworks.com/self_assessment/)**

In the new book, [\*\*OVERCOMING FAKE TALK: How to Hold REAL Conversations That Create Respect, Build Relationships, and Get Results\*\*](#) (McGraw-Hill Professional; May, 2013; PB, \$20.00), business communication expert, John R. Stoker, provides executives, managers, spouses and parents with the communication principles, processes and skills needed to ensure that every conversation achieves the most optimal result.

John Stoker also shows **OVERCOMING FAKE TALK** readers how to have a positive exchange with others in a way that fosters collaboration, increases mutual respect, improves organizational performance and achieves results – even when conversations are sensitive, emotional or confrontational.

“In order to have meaningful conversations, you must first start with **YOU**, the only person over whom you have control,” advises John Stoker, author, **OVERCOMING FAKE TALK**, and founder and CEO of [\*\*DialogueWORKS\*\*](#), a training and consulting firm whose clients have included, AT&T, Turner Broadcasting, Lockheed Martin, Comcast, Honeywell and other Fortune 100 and 500 organizations. “We fail to create lasting, meaningful relationships because we lack an understanding of the communications principles, processes and skills needed to lead us in conversations, which are needed to engage others in communication that creates understanding, respect, security and mutual trust.”

**OVERCOMING FAKE TALK** offers skill building exercises that will help guide your thinking, as well as your verbal and nonverbal language, helping you learn exactly how to create what is essential in any effective conversation. Additionally, John Stoker offers a simple communication skills model (**REAL**) that is easy to apply, even when the stakes are high, or when in heated, challenging, and difficult conversations:

- **Recognize and Suspend:** Recognize that your thoughts affect your behavior. If the conversation is not working, do something different by suspending your thoughts, purpose or agenda and listen and consider the views of others. This requires you be both a participant and an observer in the conversation.
- **Express Your Intention:** Think and share in terms of “we” rather than “me.” Passionate, assertive, or aggressive, behavior turns others off. Express yourself in a way that invites cooperation and contribution rather than confrontation and rejection. Your expression reflects your intention.
- **Ask to Reveal:** Ask questions to understand and explore others’ viewpoints, which increase your own understanding, creates respect, and improves engagement. The more discovery that occurs, the broader your perspective and the greater your learning. Answers are revealed in the asking.
- **Listen and Attend to Connect:** Don’t just listen to the words of a message; be aware of what isn’t being said. Listen with your ears, but also attend with your eyes, heart, intuition, and body. Listen past what you think you know.

“Most people aren’t mind readers, so they rely on your body language, which reveals whether or not you are truly present in the conversation. They can instantly read whether or not you sincerely and genuinely respect their opinion,” said John Stoker.

**OVERCOMING FAKE TALK** offers proven advice, insights, actionable skills and processes that aid in understanding your own, as well as others communication styles. John Stoker teaches you how to alleviate your ego from the conversation and get to the very heart of the issue so that resolution can occur in respectful manner that not only solves the issue at hand, but strengthens the relationship. Additionally, **OVERCOMING FAKE TALK** includes dozens of anecdotes, examples, and sample dialogue and is a prescriptive guide to forever changing the way you think about real communication. If readers apply the concepts in this book, they will transform their conversations into those which are specific, direct, open, insightful, solution-oriented, respectful, accountability-based, as well as encouraging and complimentary. But, more importantly, they will transform their relationships.

**ABOUT THE AUTHOR:** John Stoker is the author of ***OVERCOMING FAKE TALK: How to Hold REAL Conversations That Create Respect, Build Relationships, and Get Results***. He is the Founder and President of DialogueWORKS and has worked extensively with the Fortune 100 and 500, helping to increase their capacity, enhance effectiveness and improve business results. He has more than 20 years in experience as a speaker, facilitator, and coach with expertise in designing strategic change and in creating and implementing training curriculum that supports company-wide improvement initiatives. He focuses on the development of interpersonal skills that leaders must have in order to lead. He is experienced in the fields of leadership, change management, dialogue, critical thinking, communication, conflict resolution, and emotional intelligence. Clients have included AT&T, Turner Broadcasting, Lockheed Martin, Comcast, Cox Communications, Banner Health, Lockheed Martin, Eastman-Kodak, Regeneron Pharmaceuticals, AT&T, and Honeywell.

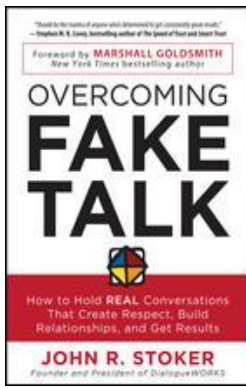
***OVERCOMING FAKE TALK: How to Hold REAL Conversations that Create Respect, Build Relationships, and Get Results*, by John Stoker. PB, \$20.00. ISBN 0-07-181579-1; MHID 978-0-07-181579-6.**

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**###**



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**RE: INTERVIEW OPPORTUNITY: Book Launches - *OVERCOMING FAKE TALK: How to Hold REAL Conversations That Create Respect, Build Relationships, and Get Results***

**Author, John Stoker, Offers *Practical, Proven Ways to Turn Sensitive, Emotional or Confrontational Conversations Into Positive Exchanges***

**Dear Editor, Producer:**

Are your readers and viewers asking the following questions, as it relates to their ability to hold effective and meaningful conversations with others?

Why do I fail to get the results I desire in my most important conversations?

Why do I continue to have the same conversations over and over, without resolving the issues?

- Why do I avoid, at all costs, having “the talk” when it is vital to an important relationship, at work, at home, or at school?
- ***Is it because they are not engaging in effective communication?***

Your readers are not alone! Like so many, they may be participating in holding **COUNTERFEIT CONVERSATIONS**, engaging in **FAKE TALK** where it looks like everyone is sincerely interested in communicating, but there is not a genuine desire to connect in a respectful way that builds relationships and gets the results everyone desires.

In the book, [\*\*OVERCOMING FAKE TALK: How to Hold REAL Conversations That Create Respect, Build Relationships, and Get Results\*\*](#) (McGraw-Hill Professional; PB, \$20.00), business communication expert, John R. Stoker, provides executives, managers, spouses and parents with the communication principles, processes and skills needed to ensure that every conversation achieves the most optimal result ([\*\*Press Release, Book Cover, Assessment and Q & A are Enclosed\*\*](#)).

**In an interview, he can help your readers and/or viewers learn how to:**

- Apply specific principles, processes and skills needed to engage others in communication that creates understanding, respect, security and mutual trust.
- Be aware of their own and others verbal and nonverbal language to create what is essential in any effective conversation.
- Understand their own and others communication styles by applying actionable skills and processes.
- Alleviate ego from conversations to get to the very heart of the issue
- How to create a resolution in a respectful manner that not only solves the issue at hand, but strengthens the relationship.
- Have a positive exchange with others in a way that fosters collaboration, increases mutual respect.
- Improve individual, team and organizational performance and achieves results
- Use a simple communication skills model (**REAL**) that is easy to apply, even when the stakes are high, or when in heated, challenging, and difficult conversations.
  - Recognize and Suspend
  - Express Your Intention
  - Ask to Reveal
  - Listen and Attend to Connect

John will also share anecdotes, examples, and sample dialogue found in **OVERCOMING FAKE TALK** to help your audience transform their conversations into those which are specific, direct, open, insightful, solution-oriented, respectful, and accountability-based, as well as encouraging and complimentary. They will know how to create understanding, respect, security and mutual trust to transform their relationships.

We will be following up with you to arrange an interview.

Sincerely,

**Weaving Influence**

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John Stoker is the author of **OVERCOMING FAKE TALK: How to Hold REAL Conversations That Create Respect, Build Relationships, and Get Results**. He is the Founder and President of DialogueWORKS and has worked extensively with the Fortune 100 and 500, helping to increase their capacity, enhance effectiveness and improve business results. He has more than 20 years in experience as a speaker, facilitator, and coach with expertise in designing strategic change and in creating and implementing training curriculum that supports



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