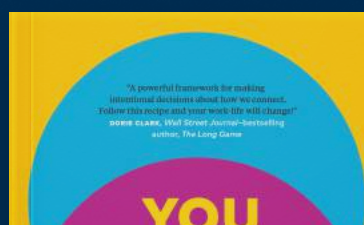
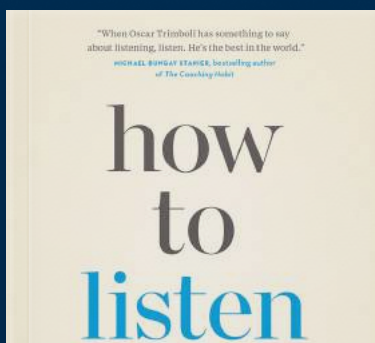
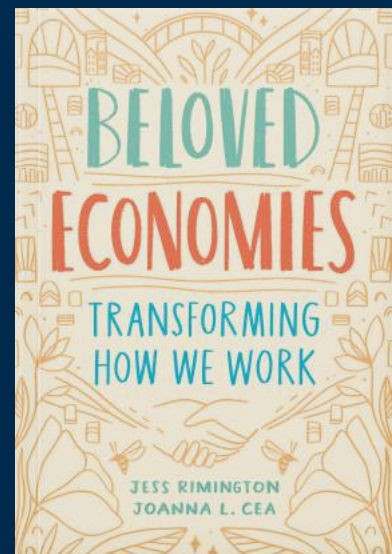
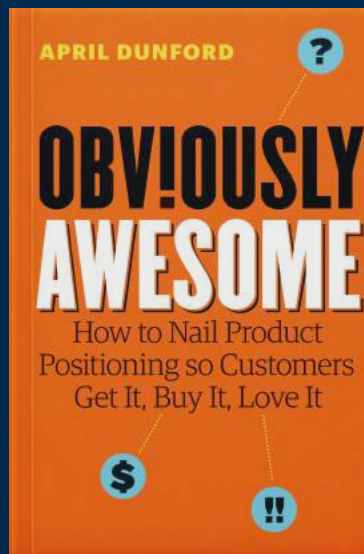
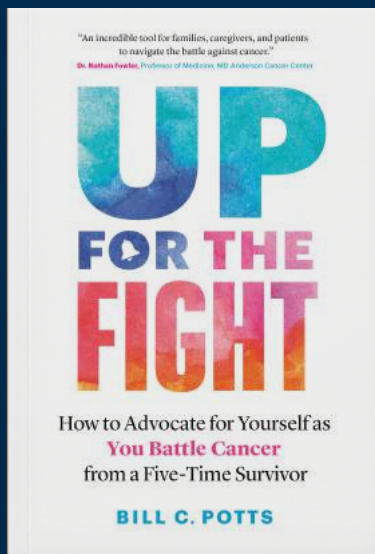


TRANSATLANTIC
AGENCY

PAGE TWO CATALOGUE

FRANKFURT
2022



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"An incredible tool for families, caregivers, and patients to navigate the battle against cancer."
—Dr. Nathan Fowler, Professor of Medicine, MD Anderson Cancer Center

UP FOR THE FIGHT

How to Advocate for Yourself as
You Battle Cancer
from a Five-Time Survivor

BILL C. POTTS

Health & Wellness

Publication:

September 2022
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Up for the Fight

How to Advocate for Yourself as You Battle Cancer— from a Five-Time Survivor

Bill C. Potts

The ultimate cancer patient and caregiver guide, from a five-time survivor and IRONMAN triathlete.

Every year, 18 million people are diagnosed with cancer. If you or a loved one are one of them, you know how overwhelming, scary, and confusing it can be. In this invaluable guide for patients and caregivers, five-time survivor Bill C. Potts shares everything you need to know to take on this fight, with stories and lessons from his own 20-year battle against the disease.

Learn how to advocate and care for yourself, and how to manage your care team. Find out how to make your treatment days more comfortable, manage side effects, understand changes to your immune system, and interpret test results. And discover important information on diet, exercise, and mental and emotional wellness.

With special sections on supporting loved ones with cancer, facing and making peace with death, and recalibrating priorities to get the most out of the life you have now, you'll gain the knowledge and tools you need—from someone who is walking the path alongside you.

Bill C. Potts is a motivational speaker, creative business leader, energetic community builder, and dedicated father and husband. He is co-founder and managing director of marketing agency Remedy 365, and a university lecturer. An IRONMAN triathlete and five-time cancer survivor, he pursues life with the utmost passion and drive. While his kids say he's "sometimes slightly embarrassing," they admit he's the "toughest man we have ever met." He loves his job and wakes up each morning expecting an A+ day—because every day is an A+ day.

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"RECEIVING A CANCER DIAGNOSIS CAN BE A SCARY AND LIFE-ALTERING MOMENT.... UNFORTUNATELY, RESOURCES TO HELP GUIDE PATIENTS ARE OFTEN SCATTERED, OUTDATED, OR, AT WORST, WRONG. BILL C. POTTS HAS CREATED AN INCREDIBLE TOOL FOR FAMILIES, CAREGIVERS, AND PATIENTS TO NAVIGATE THE BATTLE AGAINST CANCER.... BILL PROVIDES UNIQUE AND INVALUABLE INSIGHT INTO WHAT IT TOOK TO WIN HIS OWN BATTLE. I HOPE THAT EVERY NEW CANCER PATIENT HAS AN OPPORTUNITY TO READ THIS INCREDIBLE BOOK AND USE IT AS A RESOURCE TO BEAT CANCER."

—DR. NATHAN FOWLER, PROFESSOR OF MEDICINE, MD ANDERSON CANCER CENTER, HOUSTON, TX; CHIEF MEDICAL OFFICER, BOSTONGENE; CO-FOUNDER, HALO HOUSE FOUNDATION

"Dr. Howatt offers the tools you need to live a fulfilled life with peace, leaving shame, regret, and questions of 'what if' behind. Insightful and relevant like never before!"
—DR. MARSHALL GOLDSMITH,
New York Times bestselling author of
What Got You Here Won't Get You There

NO REGRETS

Dr. Bill Howatt

HOW TO LIVE
TODAY FOR
TOMORROW'S
EMOTIONAL
WELL-BEING

Health & Wellness

Publication:

October 2022
Page Two

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No Regrets

How to Live Today for Tomorrow's Emotional Well-Being

Dr. Bill Howatt

One of Canada's foremost mental health experts gives you five ingredients that will strengthen your lifelong mental health.

Mental health isn't something you're born with—it's something you can cultivate, nurture, and strengthen, no matter your background or life experiences. In NO REGRETS, nationally bestselling author Dr. Bill Howatt teaches the tools you need to make better choices grounded in happiness, career satisfaction, and resilience, and shows you how to be prepared for the challenges life may throw your way.

Drawing on positive psychology research, client stories, and his own experiences overcoming adversity, in NO REGRETS Dr. Howatt provides activities, exercises, and key insights into decision making. With simple changes you can start basing your choices on values, being mindful of your reputation, and, most importantly, with no regrets.

A powerful interactive guide for anyone feeling stuck, lacking confidence, or caught in a cycle of bad decisions, this book offers you the tools, and the instructions to use them, to build a life that finally feels good.

Dr. Bill Howatt is known as one of Canada's top experts in mental health issues in the workplace. He has more than thirty years of experience in mental health and addictions counselling, HR, and leadership. He is a regular columnist for the Globe and Mail and the Chronicle Herald, an instructor for the University of New Brunswick, and the author of over five hundred articles and fifty books.

Represented by: Evan Brown

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"INCREDIBLE! DR. HOWATT OFFERS THE TOOLS YOU NEED TO LIVE A FULFILLED LIFE WITH PEACE, LEAVING SHAME, REGRET, AND QUESTIONS OF 'WHAT IF' BEHIND. INSIGHTFUL AND RELEVANT LIKE NEVER BEFORE!"

—DR. MARSHALL GOLDSMITH,
THINKERS50 #1 EXECUTIVE COACH
AND NEW YORK TIMES BESTSELLING
AUTHOR

"DR. BILL HOWATT HAS ASSEMBLED A BRILLIANT AND PRACTICAL GUIDE TO NAVIGATING AND OVERCOMING REGRET AND ITS ACCOMPANYING SENSE OF OVERWHELM. GROUNDED IN SCIENCE BUT ALSO PERSONAL AND INSPIRATIONAL, NO REGRETS WILL HELP YOU MOVE FORWARD IN A CHALLENGING WORLD REGARDLESS OF WHAT HAS HAPPENED IN YOUR LIFE UP UNTIL THIS POINT."

—GREG WELLS, PHD, AUTHOR OF THE
RIPPLE EFFECT

"NO REGRETS TAKES YOU ON A DEEP AND POWERFUL JOURNEY ON THE IMPORTANCE OF SIMPLY LETTING GO OF ANY REGRETS IN BUSINESS AND LIFE! THE LESSONS WE CAN LEARN FROM REGRETFUL EXPERIENCES ARE INVALUABLE! THIS BOOK WILL TAKE YOU ON A PATH OF BEING GRATEFUL, POSITIVE, AND MOST IMPORTANTLY, SELF-LOVE!"

—JOHN "GUCCI" FOLEY, BESTSELLING
AUTHOR OF FEARLESS SUCCESS

APRIL DUNFORD

OBVIOUSLY AWESOME

How to Nail Product Positioning so Customers Get It, Buy It, Love It



Marketing & Communication

Publication:

May 2019
Page Two

Materials:

Books

Rights Sold:

English (World): Page Two
Arabic: Jabal Amman
Chinese (Simplified): Jie Teng
Japanese: Direct

Obviously Awesome

How to Nail Product Positioning so Customers Get It, Buy It, Love It

April Dunford

Positioning guru and tech exec April Dunford shows you how to find your product's "secret sauce" and then sell that sauce to those who crave it.

Forget everything you thought you knew about positioning. Connecting with consumers isn't a matter of following trends, copying the competition, or appealing to the broadest customer base. Having spent years as a start-up executive (with sixteen product launches under her belt) and a consultant (who's worked on dozens more), April Dunford speaks with authority about breaking through the noise of a crowded market.

Discover the components of effective positioning and learn how to instantly connect with the right audience. Find out how to choose the best market for your products; how to use positioning to your advantage; and how to leverage market trends to help buyers understand why making a purchase is important right now. Whether you're an entrepreneur, marketer, or salesperson struggling to bring inventive products to market, Dunford's insights will help you find your awesome, so that your customers can easily see it too.

April Dunford is an executive consultant, speaker, and author who helps technology companies make complicated products easy for customers to understand and love. She is a globally recognized expert in positioning and market strategy and has launched sixteen products into market across her twenty-five-year career as VP of marketing at a series of successful high-growth start-ups. April advises leadership, sales, and marketing teams through training, workshops, and keynote talks. She is also a board member, investor, and advisor to dozens of high-growth businesses.

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Contact: evan@transatlanticagency.com

"OBVIOUSLY AWESOME IS A MUST-READ FOR ANY FOUNDER, MARKETER, OR SALESPERSON STRUGGLING TO MAKE THEIR PRODUCT STAND OUT IN CROWDED MARKETS."

—KIRK SIMPSON, CO-FOUNDER AND CEO, WAVE

"APRIL DUNFORD'S TWO DECADES OF MARKETING LEADERSHIP IN LARGE COMPANIES AND SMALL GIVE HER A UNIQUE PERSPECTIVE ON POSITIONING. THIS HOW-TO GUIDE IS A MUST-READ. BEFORE YOU SPEND A DOLLAR ON SALES AND MARKETING, READ APRIL'S BOOK ON POSITIONING."

—RENNY MONAGHAN, VP SOLUTIONS, RINGCENTRAL

"APRIL DUNFORD MAY KNOW MORE ABOUT PRODUCT POSITIONING THAN ANY PERSON ALIVE AND HER DEEP, PRACTICAL EXPERIENCE SHINES IN THIS BOOK. WITTY, THOUGHTFUL, AND GENUINELY USEFUL, OBVIOUSLY AWESOME IS THE MUST-READ BIBLE ON POSITIONING. IF YOUR PRODUCT IS HARD FOR CUSTOMERS TO FIGURE OUT, THIS BOOK IS FOR YOU."

—RICH EMRICH, CEO, ALTUS ASSESSMENTS



Big Little Legends

How Everyday Leaders Build Irresistible Brands

Gair Maxwell

A wild, rollicking journey! Brand strategist and history maven Gair Maxwell explores the real-life stories of otherwise ordinary, everyday leaders who accomplished extraordinary results—and reveals how they did it.

Among 35,000 masterworks in the Louvre, just one comparatively unremarkable, relatively small painting is always surrounded by tourists. It's irresistible. But it's not magic. Like the Mona Lisa, successful brands focus their efforts on creating an organic pull instead of a manufactured push. Ditch the frustrating cycle of pitching and advertising and become a "Category of One" for decades to come.

In BIG LITTLE LEGENDS, you'll discover timeless secrets like the Mona Lisa Effect—an invisible force that completely flips the dynamics of marketing. Learn how to become a word-of-mouth juggernaut and make people become willing accomplices in marketing your brand. From a "Huggable" car dealership on Canada's east coast to slap-happy fishmongers in Seattle, an Ontario burger stand to a Vegas pawn shop, and more, BIG LITTLE LEGENDS is jam-packed with reasons why every brand should discover, tell, and believe in their own story.

Gair Maxwell is a storyteller, brand strategist, and keynote speaker who has shared the stage with icons such as Richard Branson and Gene Simmons, and was named Speaker of the Year by TEC Canada, the country's largest CEO organization. Big Little Legends is his second book. Gair currently resides in London, Ontario, with his business and life partner, Dana Zilic, and their brood of two cocker spaniels (Theodore & Sophie) and a beagle-mix rescue named Maggie.

Represented by: Evan Brown

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"GAIR MAXWELL'S APPROACH TO UNDERSTANDING THE ART OF STORYTELLING IS TRULY INSPIRATIONAL AND EASY TO IMPLEMENT. BY MASTERING THIS SIMPLE, YET IMPACTFUL APPROACH YOU WILL BE ABLE TO EXPAND MARKET SHARE FOR YOUR BUSINESS AND FORGE A PATH TOWARD ENRICHING THE LIVES YOU TOUCH."
—TODD MILLAR, PRESIDENT AND CEO, TEC CANADA

"THE BEST ORGANIZATIONS UNDERSTAND THAT PEOPLE WANT MORE THAN JUST PRODUCTS AND SERVICES. USING FASCINATING AND UNUSUAL EXAMPLES OF SUCCESS, GAIR MAXWELL SHOWS HOW TO CREATE A BRAND IDENTITY THAT REALLY MATTERS."
—DAVID MEERMAN SCOTT, CO-AUTHOR OF WALL STREET JOURNAL BESTSELLER FANOCRACY

"BIG LITTLE LEGENDS HELPS YOU UNDERSTAND TO THE CORE OF YOUR BEING THAT THE SUREST PATH TO VICTORY IS CREATING AND BECOMING A 'CATEGORY OF ONE.' THIS IS SIMPLY A MINDSET THAT ANY ENTREPRENEUR OR BUSINESS LEADER CAN CHOOSE TO ADOPT, PROVIDED THEY'RE WILLING TO EXPLORE IDEAS OTHERS MIGHT FIND A LITTLE TOO DANGEROUS!"
—JEFF ALPAUGH, FOUNDER, "THE WORLD'S MOST DANGEROUS DRESS SHIRT"



Marketing & Communication

Publication:

September 2022
Page Two

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Books

Rights Sold:

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Speak Easy

Connect with Every Conversation

Lou Diamond

From the host of the *Thrive LouD* podcast comes an essential playbook to unlocking the unlimited potential that lies in every conversation.

Sometimes, a promising lead turns out to be a bust. That first date doesn't lead to a second. The sales pitch fails to land. But what if every conversation you had was a great one? What if you knew the steps to "set up" each conversation, to increase the likelihood that you connect, engage, and win?

In *SPEAK EASY*, storyteller, podcaster, and professional speaker Lou Diamond reveals the best-kept secrets of elite interviewers and conversationalists. Discover the mindset you should strive to be in before, during, and after you have a conversation, and how to maximize and continue a great one. Learn how to steer a conversation to connect with prospects and engage with partners, clients, and colleagues.

Drawing on his analysis of thousands of interviews and great conversations, Diamond shares the strategies, tactics, and lessons you need to make more of your conversations, resulting in great connections, so that you can win in business and in life.

Lou Diamond is a highly sought-after speaker, connector, leadership and performance mentor, and podcaster. CEO of Thrive and author of the international bestseller Master the Art of Connecting, Lou has made it his life's work to help businesses, leaders, and brands thrive through the power of connecting. His innovative connecting tactics have helped hundreds of companies across the globe explode their sales, retain clients, and build a thriving culture.

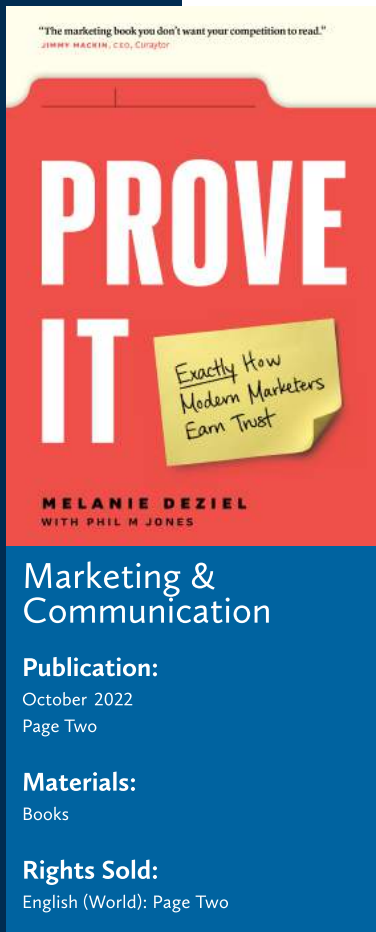
Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"EVERYONE LOVES A GREAT CONVERSATION, YET MOST PEOPLE HAVEN'T MASTERED THE ART OF CRAFTING ONE. IN *SPEAK EASY*, LOU DIAMOND DELIVERS BOTH THE INGREDIENTS AND THE METHOD TO EMPOWER ANYONE TO ELEVATE THEIR CONVERSATIONAL COMPETENCE AND INFLUENCE OTHERS WITH INTEGRITY."
—PHIL M. JONES, BESTSELLING AUTHOR OF *EXACTLY WHAT TO SAY*

"LOU DIAMOND HAS CREATED A MASTERFUL HANDBOOK ON THE POWER AND PROCESS—AND YES, EVEN PROFIT—OF MEANINGFUL CONVERSATIONS. AFTER READING THIS, YOU'LL NEVER BE LOST FOR WORDS AGAIN."
—LESLIE EHM, WALL STREET JOURNAL AND USA TODAY BESTSELLING AUTHOR OF *SWAGGER*

"LOU DIAMOND'S *SPEAK EASY* PROVIDES US WITH THE ROAD MAP WE NEED IN TODAY'S DISCONNECTED WORLD TO CREATE RELATABLE CONVERSATIONS IN BOTH OUR PROFESSIONAL AND PERSONAL LIVES."
—RACHEL DEALTO, COMMUNICATIONS AND RELATIONSHIP EXPERT, SPEAKER, AND BESTSELLING AUTHOR OF *RELATABLE*



Prove It

Exactly How Modern Marketers Earn Trust

Melanie Deziel with Phil M. Jones

Melanie Deziel and Phil M. Jones reveal powerful content marketing strategies that make a winning case for your brand.

In a crowded consumer courtroom, your brand is literally on trial—and that means you better deliver the proof. In *PROVE IT*, StoryFuel founder Melanie Deziel and master of influence Phil M. Jones show you how to leverage every content marketing tool in the box to win the case with your customers.

Using real-world examples from trusted brands across dozens of industries, Deziel and Jones walk you step-by-step through the process of identifying and categorizing your business promises—even the ones you don't realize you're making—so you can back up each claim. Apply strategies like corroboration, demonstration, and education to help you show—not tell!—how your offering is the most convenient, most competitive, most competent, connected to your community, and committed to your values; and discover the right format and platform to best connect with your audience. Your customers are out there waiting for you to prove it. Pick up this book and find out how.

*Melanie Deziel is recognized as one of the world's leading experts in content marketing. She is the author of bestselling marketing and business communications book *The Content Fuel Framework*, translated in multiple international territories.*

*Phil M. Jones is the author of the bestselling *Exactly* book series—with over 1 million copies sold worldwide—and producer of the “most listened to” non-fiction audiobook of all time. Phil has been an entrepreneur since the age of 14 and is now a trusted advisor for some of the world's biggest brands.*

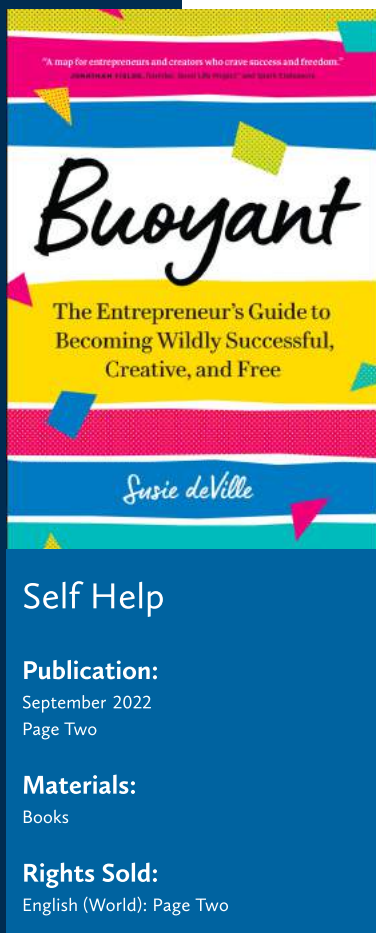
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Contact: evan@transatlanticagency.com

“LEARNING HOW TO BUILD CUSTOMER TRUST IS ESSENTIAL FOR SMALL BUSINESS SUCCESS, AND THIS BOOK IS THE PERFECT ‘HOW TO’ GUIDE!”
—MELINDA EMERSON, “SMALLBIZLADY” AND AUTHOR OF *BECOME YOUR OWN BOSS IN 12 MONTHS*

“PRAISE BE TO EVERY DEITY EVER NAMED, WE FINALLY HAVE A BOOK THAT RECOGNIZES WHAT CONTENT MARKETING IS ACTUALLY FOR: TRUST. EVERYTHING ELSE FLOWS FROM THAT. WHICH MEANS EVERYTHING ELSE FLOWS FROM THIS BOOK.”
—JAY ACUNZO, AUTHOR OF *BREAK THE WHEEL* AND FORMER MARKETER, GOOGLE, HUBSPOT, AND ESPN

“MELANIE DEZIEL IS SOMEONE I’VE WATCHED AND RESPECTED FOR YEARS, AND THIS BOOK IS JUST FURTHER EVIDENCE OF HER COMPLETE MASTERY OVER THE CONTENT MARKETING SPACE. I’D CONSIDER THIS A MUST-READ FOR ANYONE LOOKING TO EARN THE TRUST OF THEIR AUDIENCE.”
—KALEIGH MOORE, FREELANCE WRITER AND CONSULTANT



Self Help

Publication:

September 2022
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Buoyant

The Entrepreneur's Guide to Becoming Wildly Successful, Creative, and Free

Susie deVille

A transformational guide to reconnecting with your creativity, so you can reclaim your confident, true self, and attract your ideal clients.

You're burned out, lost, and rudderless. Susie deVille was where you may be now: drowning in debt, in the grip of unhealthy habits, with a marriage and business that had come crashing against the rocks. But today she is thriving.

In BUOYANT, deVille shares her personal journey, and reveals life-changing insights and exercises so you, too, can take the Creative Rebel's Voyage™. Learn how to transmute feelings of overwhelm and fear into decisive action and confidence, and discover how to tap into your innate creativity, find your way back to feeling more alive, and effortlessly connect with and captivate your market.

The prevalent advice to entrepreneurs is broken: go all-in, maximize productivity at all costs, and live to work. There is a much easier path to success, joy, and flow. It's time to wake up, stir your soul, and reach your intuitive longings. Will you accept the grand adventure of living your inspired, true nature?

Susie deVille is dedicated to helping entrepreneurs build wildly successful businesses by rediscovering their creativity and leveraging the power of their true nature. An author, coach, and entrepreneur who built and sold a highly profitable real estate firm, she has been researching innovation and creativity since 2005. She is the founder and CEO of the Innovation & Creativity Institute and trained as a coach with Dr. Martha Beck.

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"BUOYANT IS EXACTLY WHAT A CREATIVE THINKER NEEDS TO HELP THEM GAIN CONTROL OF THEIR JOURNEY AND GET BACK ON TRACK."
—SYLVIA WEHRLE, CREATIVE DIRECTOR EXPERIENCE, PUBLICIS SAPIENT

"BUOYANT DEMONSTRATES HOW TO BREAK THROUGH BLOCKS OR STUCKNESS USING CREATIVITY AS THE OVERARCHING TOOL. BUT DON'T BE INTIMIDATED BY THE LIMITING BELIEF THAT YOU ARE NOT CREATIVE. THERE ARE DOABLE EXERCISES TO WALK YOU THROUGH THE PROCESS."
—LORI PETERSEN, FOUNDER AND CEO, ACCOUNTSOLVE LLC

"A SUPPORTIVE AND REFLECTIVE GUIDE FOR ENTREPRENEURS TO HELP RELEASE THE CREATIVITY THAT HAS BEEN HIDING INSIDE OF US. BUOYANT HELPS US LEVERAGE OUR CREATIVITY IN A BIGGER WAY SO WE CAN CREATE A STRONGER BUSINESS FILLED WITH NEW IDEAS AND ATTRACT OUR IDEAL CLIENTS."
—SUSAN M. BARBER, EXECUTIVE COACH AND AUTHOR OF THE VISIBILITY FACTOR

EMBRACE THE POWER OF YOU



TRICIA MONTALVO TIMM

Self Help

Publication:

March 2023
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Materials:

Manuscript

Rights Sold:

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Embrace the Power of You

Owning Your Identity at Work

Tricia Montalvo Timm

A warm and courageous guide to finding success through choosing your authentic self, from one of the only Latinas to have reached the C-Suite, joined the boardroom, and cracked the venture capital ceiling.

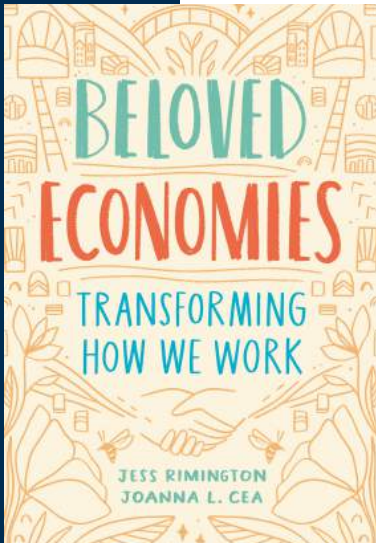
For years, in the competitive world of Silicon Valley, corporate lawyer Tricia Montalvo Timm hid her real self to belong. But, as a high-powered Latina lawyer, she knew she had a responsibility to be visible; to be a role model. And she realized that true belonging begins with self-acceptance.

Timm knows firsthand the fear and shame that comes from hiding your identity, and in EMBRACE THE POWER OF YOU, she shows how to overcome those feelings one small step at a time. With practical tips and strategies based on research and personal experience, Timm proves an expert guide for those who want to bring their authentic selves to work and don't know where to begin. If you're seeking a way to embrace your identity at work or need management strategies to aid those who want to do so, this book will set you on the path to success.

Tricia Montalvo Timm is a first-generation Latina, mother, executive, board member, investor, and entrepreneur. As a Silicon Valley advisor, she oversaw the sale of data analytics software company Looker to Google for \$2.6 billion. In her twenty-five-year career Timm has worked with start-ups and publicly traded multinationals. Timm was awarded the 2020 Women of Influence Award and the Latino Business Leadership Award by Silicon Valley Business Journal, and was named Diversity Champion by the SVBJ Corporate Counsel Awards.

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Leadership & Coaching

Publication:

August 2022
Page Two

Materials:

Books

Rights Sold:

English (World): Page Two
Korean: BooksnDigital

Beloved Economies

Transforming How We Work

Jess Rimington & Joanna L. Cea

Based on extensive research with organizations and companies that are boldly breaking out of “business as usual,” discover an imagination-expanding vision of what work could be.

In *BELOVED ECONOMIES*, visiting scholars with Stanford University’s Global Projects Center Jess Rimington and Joanna L. Cea explore new possibilities for how we work, learning with more than sixty people from a wide array of enterprises. What these groups have in common is that they are generating forms of success that audaciously prioritize well-being, meaning, connection and resilience—alongside conventional metrics like quality and financial success.

BELOVED ECONOMIES offers readers seven specific practices as a springboard for changing how we work. As the book reveals, it’s not only what we do, but how we do it that can be a powerful lever to move us into economies that all of us can love.

Jess Rimington is a next economy strategist with over a decade of experience leading global organizations as both an executive and managing director. Her work focuses on the design and ethics of emerging post-capitalisms, supporting small business and organizational leaders to imagine more resilient paradigms and transform how we work.

Joanna L. Cea is dedicated to reimagining investment and funding practices to lift up the well-being of all. She has worked in community-driven efforts to stop destructive investments and helped launch solutions that enable communities to determine our own economic futures. For eight years she led the human rights organization International Accountability Project, and she has served as founding director of the Buen Vivir Fund with Thousand Currents.

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

“A PRAGMATIC GUIDE FOR ALL OF US WHO KNOW WE ARE READY TO MOVE BEYOND OUR CURRENT EXTRACTIVE AND VIOLENT ECONOMY... BUT WONDER HOW TO MAKE SUCH A MASSIVE SHIFT INTO WHAT FEELS UNKNOWN. THIS JAW-DROPPING CIRCLE OF BRIGHT MINDS GATHER HERE TO GENEROUSLY SHED LIGHT FOR US ON A MULTITUDE OF PATHWAYS FORWARD... AS WE ARE REMINDED OF OUR AGENCY IN CREATING MORE POSSIBILITIES FOR THE FUTURE.”


—ADRIENNE MAREE BROWN, NEW YORK TIMES BESTSELLING AUTHOR OF PLEASURE ACTIVISM: THE POLITICS OF FEELING GOOD

“A DEEPLY COMPELLING VISION OF A WORLD IN WHICH THE RELATIONSHIP BETWEEN WORK, THE ENVIRONMENT, AND HUMAN FLOURISHING IS ONE OF HARMONY RATHER THAN FRICTION AND INEQUITY.... IT’S AN INVITATION TO DISCOVER THAT CONTINUOUS INNOVATION BORN OF TRUST AND SHARED INVESTMENT IS THE WAY FORWARD, AND A CASE FOR REFUSING TO ACCEPT THAT THE WAY WE LIVE NOW IS THE WAY WE HAVE TO LIVE FOREVER.”

—ERIC RIES, NEW YORK TIMES BESTSELLING AUTHOR OF THE LEAN STARTUP

"Once Upon a Leader details how a leader can transform their inner narrative into a winning tale."
DANIEL GOLEMAN, New York Times bestselling author of Emotional Intelligence

ONCE UPON A LEADER



FINDING THE STORY AT THE HEART OF YOUR LEADERSHIP

Rick Lash & Christine Miners

Leadership & Coaching

Publication:
 September 2022
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Once Upon a Leader

Finding the Story at the Heart of your Leadership

Rick Lash & Christine Miners

Take charge of your leadership story and write a new chapter, with research-backed tools to upgrade how you think so you can lead with more confidence, resilience, and vision.

New research suggests many leaders are guided by a core narrative that defines how they see themselves, and that acts as a key source of personal motivation, drive, and action. It's a lot like a computer's operating system, and like any OS, it can become outdated and overstretched. When your leadership stalls, it's a sign your story has taken you as far as it can. It's time for a rewrite.

In this transformative guide to leadership development, executive coaches and leadership experts Rick Lash and Christine Miners share engaging stories, research-backed insights, and techniques to give you the tools to re-engage and update the story you tell yourself, so you can operate at a higher, more effective level. As you edit your narrative, you'll develop a personal story that is more grounded and anchored in your true self: one that is less fragile, more resilient, and able to withstand the relentless pressures of leadership—and life.

***Rick Lash** has worked for over three decades as a trusted advisor and executive coach to Fortune 500 executives and their teams, and is valued for his deep expertise and thoughtful, creative approach. He received his PhD in psychology from the University of Toronto.*

***Christine Miners** has over two decades of experience, holding senior leadership roles across multiple industries including technology, health care, consumer packaged goods, telecommunications, and professional services. Valued for her depth of expertise, practical approach, and authentic style, Christine is a sought-after advisor, facilitator, and speaker.*

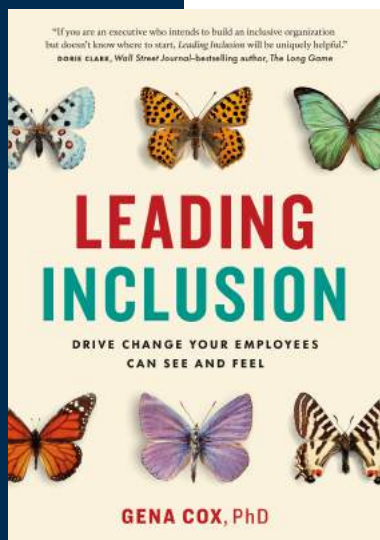
Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"THE STORIES WE TELL OURSELVES ABOUT OUR SELF HAVE POWER.... RICK LASH AND CHRISTINE MINERS DETAIL HOW A LEADER CAN TRANSFORM THAT INNER NARRATIVE INTO A WINNING TALE."
 —DANIEL GOLEMAN, NEW YORK TIMES BESTSELLING AUTHOR OF EMOTIONAL INTELLIGENCE

"TODAY'S LEADERS MUST HAVE CLARITY ON WHO THEY ARE AND WHAT THEY STAND FOR BEFORE THEY SEEK TO LEAD OTHERS. RICK LASH AND CHRISTINE MINERS HAVE DECADES OF EXPERIENCE HELPING LEADERS DO THIS, AND THEIR LEADERSHIP NARRATIVE APPROACH IS AN ESSENTIAL TOOL FOR THOSE WHO WANT TO INSPIRE. THIS BOOK WILL CHANGE HOW YOU SEE YOURSELF AS A LEADER."
 —BART EGNAL, CEO, THE HUMPHREY GROUP, AND CHAIR, NIAGARA INSTITUTE

"FROM REAL-LIFE EXPERIENCES AND A LIFETIME OF RESEARCH, THE AUTHORS PROVIDE PRACTICAL ADVICE ON HOW TO CREATE A LIFE OF PERSONAL GROWTH AND AUTHENTICITY. THIS IS A FRESH AND UNIQUE PERSPECTIVE ON LEADERSHIP AND IT IS WELL WORTH THE READ."
 —DONALD H. MORRISON, RETIRED COO, BLACKBERRY/RESEARCH IN MOTION, AND CHAIR, THE DALAI LAMA CENTER FOR ETHICS AND TRANSFORMATIVE VALUES AT MIT



Leadership & Coaching

Publication:

October 2022
Page Two

Materials:

Books

Rights Sold:

English (World): Page Two

Leading Inclusion

Drive Change Your Employees Can See and Feel

Gena Cox, PhD

Organizational psychologist and executive coach Gena Cox makes the case for building an inclusive organization from the top down—and shows readers how.

Humans vary, and human variation is normal. Yet true inclusion that embraces these variations remains elusive in the workplace. That traumatizing state of affairs will continue until executives lead inclusion from the very top of the organization.

Drawing on psychological science, interviews with corporate leaders, the work of diversity, equity, and inclusion (DE&I) experts, and her own twenty-plus years of corporate experience, in **LEADING INCLUSION** Gena Cox goes beyond the business case for diversity to answer the clarion call for human-centered organizational leadership.

LEADING INCLUSION is not a how-to book; it's a how-to-be book—one that educates, challenges, and empowers you and your C-suite and board colleagues to lead a diverse workforce effectively. Your organization can make a visible, tangible difference that employees will see and feel. **LEADING INCLUSION** will empower you to change your organization—one employee at a time.

Gena Cox, PhD, is an organizational psychologist, executive coach, and speaker. She advises corporate executives, board directors, and DE&I leaders who want to build the inclusive work environments all employees deserve. She holds leadership roles in the Society for Industrial and Organizational Psychology (SIOP) and is on advisory boards of the University of South Florida's Stavros Center and the University of Tampa's TECO Center for Leadership. Gena holds a PhD in industrial and organizational psychology and is a regular contributor to national publications, including Harvard Business Review.

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"INCLUSIVE LEADERSHIP IS A BUSINESS IMPERATIVE. IN THIS IDEAS-PACKED AND HUMANE BOOK, GENA COX EXPLAINS HOW WE CAN OVERCOME FEEBLE EXCUSES AND CULTURAL IGNORANCE TO TAKE THE BOLD STEPS REQUIRED TO CHANGE OUR WORKPLACE REALITY, ONE EMPLOYEE AT A TIME."

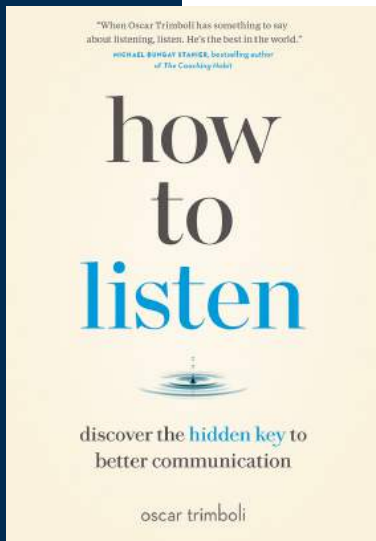
—DES DEARLOVE, CO-FOUNDER, THINKERS50

"GENA COX'S REDI METHODOLOGY IS AMONG THE MOST COMPREHENSIVE AND EFFECTIVE STRATEGIES AVAILABLE IN OUR FIELD. READING AND IMPLEMENTING HER WELL-RESEARCHED PRACTICES AND INTERNALIZING THE GENEROUS PERSONAL PERSPECTIVES OF THIS POWERFUL BLACK WOMAN LEADER WILL SET YOUR BUSINESS UP FOR SUCCESS."

—DR. TIFFANY JANA, CEO, TMI PORTFOLIO, AND AWARD-WINNING CO-AUTHOR OF *SUBTLE ACTS OF EXCLUSION*

"FEW WOMEN OF COLOR CAN DEFINE THE DAY-TO-DAY WORKPLACE USING A NUANCED BLEND OF PERSONAL EXPERIENCE, ORGANIZATIONAL PSYCHOLOGY, AND LEADERSHIP EFFECTIVENESS INSIGHTS. GENA COX HAS THAT UNIQUE VOICE AND USES IT IN LEADING INCLUSION TO REPOSITION 'DIVERSITY AND INCLUSION' AS AN EXECUTIVE LEADERSHIP AND ORGANIZATIONAL GOVERNANCE IMPERATIVE."

—DEEPA PURUSHOTHAMAN, CO-FOUNDER, INFORMATION, AND AUTHOR OF *THE FIRST, THE FEW, THE ONLY*



Leadership & Coaching

Publication:

October 2022
Page Two

Materials:

Books

Rights Sold:

English (World): Page Two

How to Listen

Discover the Hidden Key to Better Communication

Oscar Trimboli

The definitive book on listening, by the leading global expert on communication.

Communication isn't all about what you say. It's about what you hear, what you notice, and how you respond. If you want to be heard, you need to know how to listen. But our conversations have never been more distracted and disconnected. And only 2% of leaders have been trained in how to listen effectively. The result is frustration, confusion, repetition, and exhaustion, as we fight to be truly heard through the noise.

In *HOW TO LISTEN*, Oscar Trimboli, host of the Apple-award-winning podcast *Deep Listening*, shows you how to unlock your listening superpowers. Trimboli shares practical and pragmatic insights to help you notice when you aren't listening—and what to do about it. When you understand the art and science of listening, you'll master the missing half of communication—and create a more powerful impact in your workplace and beyond.

Oscar Trimboli is the host of the Apple award-winning podcast Deep Listening and a sought-after keynote speaker. He is passionate about using the gift of listening to bring about positive change. Trimboli is a marketing and technology industry veteran with over thirty years' experience working with Microsoft, PeopleSoft, Polycom, Professional Advantage, and Vodafone. He consults with major international organizations, including: AstraZeneca, Cisco, Energy Australia, Google, HSBC, IAG, Macquarie Bank, Microsoft, PayPal, Qantas, Reebok, and more.

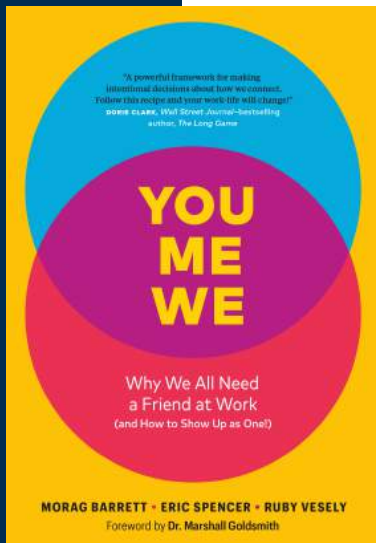
Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"WHEN OSCAR TRIMBOLI HAS SOMETHING TO SAY ABOUT LISTENING, LISTEN. HE'S THE BEST IN THE WORLD."
—MICHAEL BUNGAY STANIER, BESTSELLING AUTHOR OF THE COACHING HABIT AND HOW TO BEGIN

"A POWERFUL WAY TO REIMAGINE LEADERSHIP, THIS BOOK MADE ME REALIZE HOW MUCH MORE WE CAN USE LISTENING TO BUILD HIGH-PERFORMANCE WORKPLACE CULTURES."
—ZOE HAYES, HEAD OF B2C MARKETING, CONSUMER APPS, & SPORT PARTNERSHIPS, AUNZ AT GOOGLE

"HOW TO LISTEN IS THE MISSING PIECE IN EXECUTIVE COMMUNICATIONS WITH PRACTICAL AND ACTIONABLE TIPS TO MAKE US BETTER LISTENERS AND, ULTIMATELY, BETTER LEADERS. THIS BOOK IS A MUST FOR MASTERING COMMUNICATION SKILLS IN THE TWENTY-FIRST CENTURY."
—JOANNA STEPHENS KRAMER, HEAD OF COMMUNICATIONS AND PUBLIC AFFAIRS, JOHNSON & JOHNSON MEDTECH



Leadership & Coaching

Publication:

October 2022
Page Two

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Books

Rights Sold:

English (World): Page Two

You, Me, We

Why We All Need a Friend at Work (and How to Show Up As One!)

Morag Barrett, Eric Spencer, Ruby Vesely

Leadership development experts reveal the powerful relationship-driven framework you need to set everyone up for success in the workplace—including you!

In an age of hybrid work, how can leaders foster relationships that allow everyone to succeed? Discover the Ally Mindset, an indispensable model for proactive, thoughtful work relationships, from a trio of best friends and leadership consultants at SkyeTeam. Drawing on personal stories, science-backed insights, and valuable lessons from clients including Google, the National Geographic Society, and Microsoft, authors Morag Barrett, Eric Spencer, and Ruby Vesely prove that when you have best friends at work—colleagues who have your back—you thrive.

In **YOU, ME, WE**, you'll explore the five key parts of the Ally Mindset and learn how to apply them in the workplace and beyond, to heal adversarial relationships and strengthen weaker ties. By adopting the Ally Mindset, you can increase happiness, incentivize collaboration, and improve business outcomes. Because to have a best friend at work, you need to be a best friend at work.

***Morag Barrett** is a bestselling author, accomplished keynote speaker, leadership development expert, and Dr. Marshall Goldsmith Top 100 Coach. She has supported more than 15,000 leaders from 20 countries. Barrett is the founder and CEO of boutique leadership development firm SkyeTeam.*

***Eric Spencer** has more than 20 years of experience building and shaping human resources organizations and delivering HR and leadership development programs for organizations ranging from startups to Fortune 100 companies.*

***Ruby Vesely** is a sought-out executive coach and savvy leadership development expert with over 20 years of experience in a variety of industries and organizations. She has an MS in organizational leadership from Regis University and is a certified executive coach.*

Represented by: Evan Brown

Contact: evan@transatlanticagency.com

"IN A WORLD BEGGING FOR MORE RESILIENT AND EFFECTIVE LEADERS, YOU, ME, WE CUTS TO THE HEART OF THE MATTER: ABSOLUTELY NO LEADER CAN SUCCEED ALONE. THROUGH STORIES AND HIGHLY PRACTICAL EXERCISES, THE BOOK TEACHES THE VALUE OF ALLIES—HOW TO CULTIVATE THEM AND HOW TO BE ONE. YOU, ME, WE IS A TERRIFIC RESOURCE FOR ANYONE LOOKING FOR A COMPETITIVE EDGE AS A TEAMMATE AND AS A LEADER."

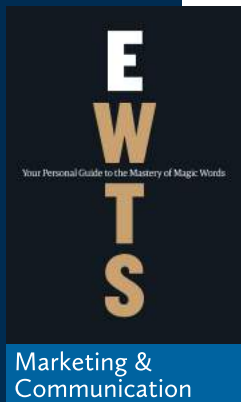
—BRIAN FETHERSTONHAUGH, CEO AND AWARD-WINNING AUTHOR OF THE LONG VIEW

"WE ALL WANT HAPPINESS, COLLABORATION, AND BUSINESS SUCCESS—AND THE BEDROCK THAT MAKES THIS POSSIBLE AT WORK IS HAVING DEEP, HIGH-QUALITY PROFESSIONAL RELATIONSHIPS. YOU, ME, WE PROVIDES A POWERFUL FRAMEWORK FOR MAKING INTENTIONAL DECISIONS ABOUT HOW WE CONNECT, FOLLOW THIS RECIPE AND YOUR WORK-LIFE (AND THE WORK-LIFE OF THOSE AROUND YOU) WILL CHANGE IN A BIG WAY!"

—DORIE CLARK, EXECUTIVE EDUCATION FACULTY, DUKE UNIVERSITY FUQUA SCHOOL OF BUSINESS, AND WALL STREET JOURNAL BESTSELLING AUTHOR OF THE LONG GAME

"I HAVE COACHED EXECUTIVES IN FAR TOO MANY ORGANIZATIONS WHERE THE NEGATIVE RELATIONSHIPS HAVE OUTNUMBERED THE POSITIVE ONES, AND THESE NEGATIVE RELATIONSHIPS HAVE CAUSED GREAT HARM—INTERPERSONALLY, FINANCIALLY, AND IN MANY OTHER WAYS. ULTIMATELY, THIS BOOK IS ALL ABOUT MOVING FROM ME TO WE AND HOW TO TAKE THE FIRST STEP TO TURN OUR COLLEAGUES INTO TRUSTED FRIENDS AND ALLIES."

—DR. MARSHALL GOLDSMITH, THINKERS50 #1 EXECUTIVE COACH AND NEW YORK TIMES BESTSELLING AUTHOR



Exactly What to Say (Premium Workbook Edition)

Phil M. Jones

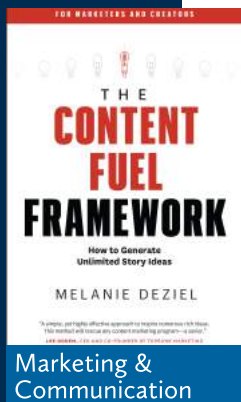
A newly expanded edition of the global bestseller! Learn exactly what to say, when to say it—and how to make it count.

This beautifully designed hardcover contains twenty-two simple and indispensable phrases that can be easily woven into your everyday exchanges, as well as three brand new sequences of Magic Words, and even more examples to demonstrate how to use them. Discover the tools you need to start changing your *words* so that you can change your *world*!

Publication:
June 2022

English (World): Page Two
Arabic: Jarir Bookstore
Chinese Complex: Domain
Chinese Simplified: China Youth
Greek: Klidarithmos
Japanese: Pan Rolling
Korean: The Wings of Thinking
Polish: MT Biznes
Portuguese: Self
Romanian: California Fitness
Russian: Eksmo
Spanish: Urano
Turkish: Sola

Previous rights sold:
Vietnamese



The Content Fuel Framework

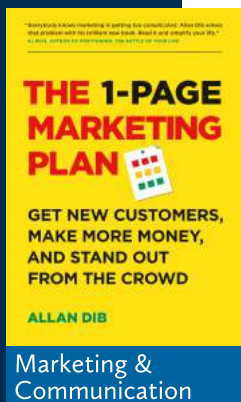
Melanie Deziel

Creators, marketers, business owners: generate limitless authentic content ideas to build an audience and promote a brand.

Award-winning content marketer Melanie Deziel shows you how to maximize your creativity by systematizing it. This simple framework catalyzes the brainstorming process, making idea generation effortless and nearly automatic. Produce fresh story ideas on demand. This book will challenge you—and enable you—to tell stories in entirely new ways. It's an adaptable and evergreen guide you'll come back to repeatedly.

Publication:
February 2020

English (World): Page Two
Chinese Simplified: Huazhang
Japanese: Direct
Russian: Eksmo
Vietnamese: Saigon



The 1-Page Marketing Plan

Allan Dib

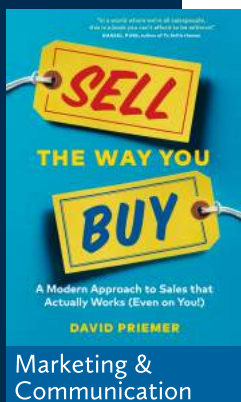
The international sensation with 200,000+ copies sold in English worldwide.

To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares.

Publication:
May 2018

English (World): Page Two
Arabic, Bulgarian, Chinese Simplified, Czech, Dutch, Estonian, French, Hebrew, Hindi Telugu, Italian, Japanese, Korean, Mongolian, Polish, Portuguese, Romanian, Russian, Slovak, Turkish, Uzbek, Vietnamese

Previous rights sold:
Armenian, Burmese, Chinese Complex, Hungarian, Indonesian, Thai, Ukrainian



Sell the Way You Buy

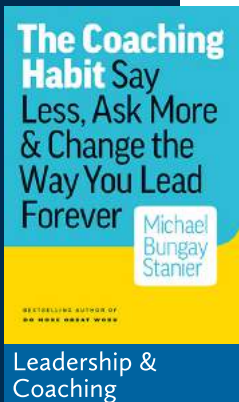
David Priemer

A guidebook to asking the right questions, and listening to the answers.

Discover scientifically supported methods for learning how to ask questions, how to listen, how to tell a compelling brand story, and how to talk to people. Learn to understand the customer, identify their needs, and move them toward the right solution—without becoming the kind of salesperson most people hate. In short, learn to sell the way you buy.

Publication:
April 2020

English (World): Page Two
Arabic: Kalamat
Chinese Simplified: Xiron
Italian: Roi Edizioni
Japanese: Direct
Korean: Feelec



The Coaching Habit

Michael Bungay Stanier

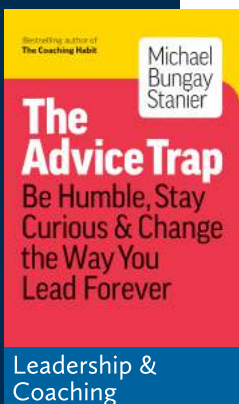
The new coaching classic, a *Wall Street Journal* bestseller, with 500,000+ copies sold in English worldwide!

Coaching can become a regular, informal part of your day so managers and their teams can work less hard and have more impact. Drawing on years of experience training more than 10,000 busy managers from around the globe in practical, everyday coaching skills, Michael Bungay Stanier reveals how to unlock your peoples' potential.

Publication:
February 2016

English (World): Page Two
Arabic, Chinese Complex,
Chinese Simplified, Dutch,
Estonian, French, German,
Greek, Hindi, Hungarian,
Italian, Korean, Lithuanian,
Mongolian, Portuguese in
Brazil, Portuguese ex Brazil,
Romanian, Russian, Spanish,
Thai, Turkish

Previous rights sold:
Czech, Japanese, Polish,
Vietnamese



The Advice Trap

Michael Bungay Stanier

Get to grips with how to actually change your behaviour, so you stay curious a little bit longer.

It sounds like it should be easy, but it's not: learning to tame your Advice Monster, that part of you that jumps in to offer up ideas, opinions, and advice. But taming your Advice Monster is crucial to good leadership. Michael Bungay Stanier has the coaching strategies, conversational tools, and resources to show you how.

Publication:
February 2020

English (World): Page Two
Chinese Simplified: Grand China
French: Diateno
German: Vahlen
Hungarian: HVG Kiado
Korean: Hong C Communication
Mongolian: Education
Development Center for Youth
Romanian: Publica
Russian: Eksmo
Turkish: Sola



How to Begin

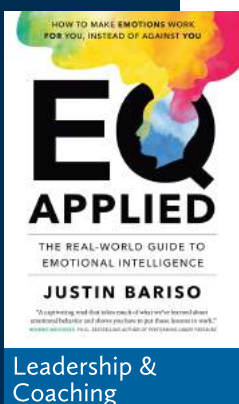
Michael Bungay Stanier

Coaching expert and bestselling author Michael Bungay Stanier is on a mission to help people achieve their most ambitious, worthy projects.

You CAN pursue your dreams! Be unabashedly ambitious. Commit to the work and begin your hero's journey. Instead of doubting yourself, start showing up for yourself so you can show up for the world. It's hard work, but it's important. Let Michael Bungay Stanier show you how to get confident and start anything that matters.

Publication:
January 2022

English (World): Page Two
Chinese Simplified: Grand China
French: Diateno
German: Vahlen
Marathi: Goel Prakashan
Portuguese: Edições ASA
Romanian: Publica
Spanish: Empresa Activa
Turkish: Sola Unitas
Vietnamese: Bloom Books



EQ Applied

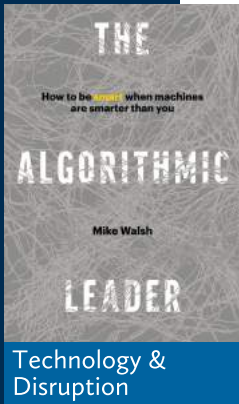
Justin Bariso

In this age of social media attacks, broken commitments, and rampant corruption, emotional intelligence is crucial.

EQ APPLIED teaches you how to channel your strongest feelings in a way that helps, not harms you—or others—enabling you to break down barriers and improve the quality of your relationships. You'll learn how thoughts and habits affect emotions, and how to replace bad habits with healthier ones. You'll see why even negative feedback is a gift, and when being empathetic can actually get you in trouble.

Publication:
May 2018

English (World): Page Two
English (Audio): Tantor
Arabic: Jarir Bookstore
Bulgarian: Hermes
Chinese Complex: China Times
Chinese Simplified: United
Creadion
Czech: Metafora
German: Vahlen
Italian: Unicomunicazione
Korean: Kyohakdoseo
Polish: Rebis
Portuguese: Porto
Russian: Bombora
Slovak: Ultimo
Spanish: Sirio
Thai: Wara
Turkish: Sola
Vietnamese: 1980 Books



The Algorithmic Leader

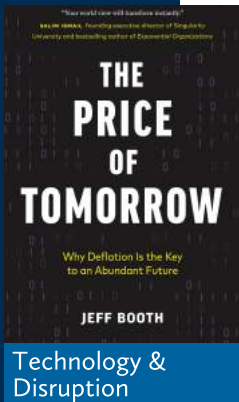
Mike Walsh

The greatest threat we face is not robots replacing us, but our reluctance to reinvent ourselves.

Automation, algorithms, and AI will transform every facet of daily life, but are we prepared for what that means for the future of work, leadership, and creativity? While many already fear that robots will take their jobs, rapid advancements in machine intelligence raise a far more important question: what is the true potential of human intelligence?

Publication:
March 2019

English (World): Page Two
Chinese Simplified: China Machine
German: Vahlen
Japanese: Nikkei
Korean: Alpha Media
Polish: Poznanskie
Russian: Eksmo



The Price of Tomorrow

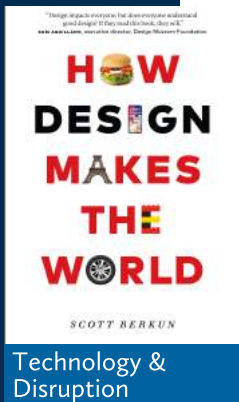
Jeff Booth

Technological advances are happening faster than our ability to understand them. We cannot afford to stand still.

In this extraordinary contrarian book, Jeff Booth, a leading mind and CEO in ecommerce and technology for twenty years, details the technological and economic realities shaping our present and our future, and the choices we face as we go forward—a potentially alarming, but deeply hopeful situation.

Publication:
January 2020

English (World): Page Two
Chinese Complex: Good Publishing
Dutch: Konsensus Network
Finnish: Konsensus Network
French: Konsensus Network
German: Aprycot Media
Hungarian: Scolar
Japanese: Business Kyoiku
Korean: KPI Publishing
Portuguese: Sovereign Individual
Turkish: Liberus



How Design Makes the World

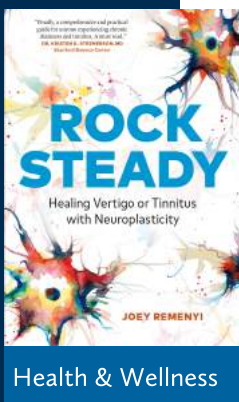
Scott Berkun

Everything, from your home to your phone, was designed by someone. What can we learn that can help us improve our lives?

Bestselling author and designer Scott Berkun reveals how designers, from software engineers to city planners, have succeeded and failed us. From the airplane armrest to the Facebook “like” button, and everything in between, Berkun shows how design helps or hinders everyone, and offers a new way to think about the world around you.

Publication:
May 2020

English (World): Page Two
Chinese Simplified: Liaoning ST
Italian: Tecnica Nuove
Japanese: Filmar-sha
Korean: Turning Point
Russian: Alpina
Turkish: Yakamoz
Vietnamese: Asbooks



Rock Steady

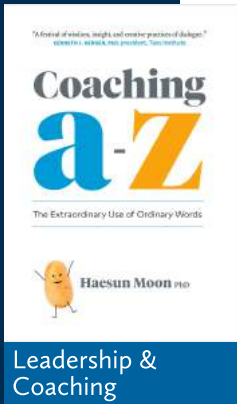
Joey Remenyi

The pioneering approach to healing chronic symptoms through the science of neuroplasticity.

For those experiencing chronic vertigo, dizziness, and tinnitus, ROCK STEADY explains why holistic neuroplasticity is often overlooked; why nobody else can prescribe it; and why ignoring, denying, distracting, and avoiding symptoms may not work. Vestibular audiologist and neuroplasticity therapist Joey Remenyi guides readers to gently feel their way through healing—physically, mentally, emotionally, and spiritually.

Publication:
November 2020

English (World): Page Two
German: Narayana
Hungarian: Jaffa
Polish: Vital
Russian: Eksmo



Coaching A - Z

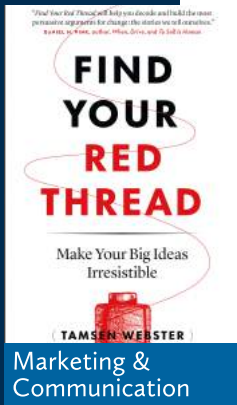
Haesun Moon, PhD

Language is a powerful tool that can unite, engage, and move people to action. It's all in what you choose to say and how you say it.

In this practical, accessible guide to having more powerful conversations, based on her extensive research with the University of Toronto and Harvard Medical School, leading expert Haesun Moon gives you the tools you need to help move others toward greater purpose and accomplishment—with one powerful word or phrase for every letter of the alphabet.

Publication:
March 2022

English (World): Page Two
Hungarian: Solutionsurfers
Japanese: Discover 21
Korean: Pymate



Find Your Red Thread

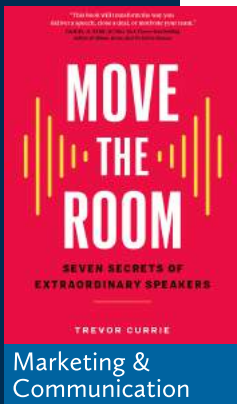
Tamsen Webster

To make your idea irresistible, build the story people will tell themselves about it.

You have a terrific idea, product, service, or business. You know it could change a life, a market, even the world. There's just one problem: others can't, or don't, see it... yet. If you truly value the possibility of your idea, then you're ready to find your Red Thread—the key to make your idea make sense to other people.

Publication:
May 2021

English (World): Page Two
English (India): Most Loving Group
English (Audio): Tantor Media
Chinese Simplified: Cheers
Czech: Grada
Italian: Roi Edizioni
Japanese: Direct
Korean: Hyundai Jisung
Turkish: Nobel



Move the Room

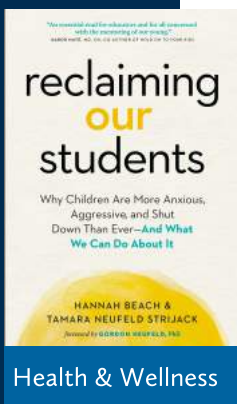
Trevor Currie

A must-have playbook for preparing, framing, and delivering engaging and compelling presentations to any audience.

Powerful speaking will lift your leadership and help you put your dent in the universe. This book will teach you how. Based on academic research and analysis of the top 100 TED talks, and with examples from Trevor's 23 years of experience, gain the confidence to make better choices, improve your presentation skills, and move the room.

Publication:
October 2021

English (World): Page Two
Chinese Complex: Heliopolis
Chinese Simplified: United
Creadion
Hebrew: Steimatzky-Tchelet



Reclaiming Our Students

Hannah Beach & Tamara Neufeld Strijack

A valuable emotional health resource for teachers in the classroom and parents everywhere.

In this thoughtful guide, discover how to build, feed, and protect the student-teacher relationship; learn why children are anxious, bossy, aggressive, or checked out, and what you can do; find out how you can help children shift their negative identities; and benefit from experiential activities for students of all ages that preserve and restore emotional health and well-being.

Publication:
April 2020

English (World): Page Two
Chinese Simplified: Zhengqing
French: Au Carré
Korean: Hanmunhwa
Polish: Szum Lasu
Russian: Resource
Ukrainian: Smaki

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Canada Council Conseil des arts
for the Arts du Canada

