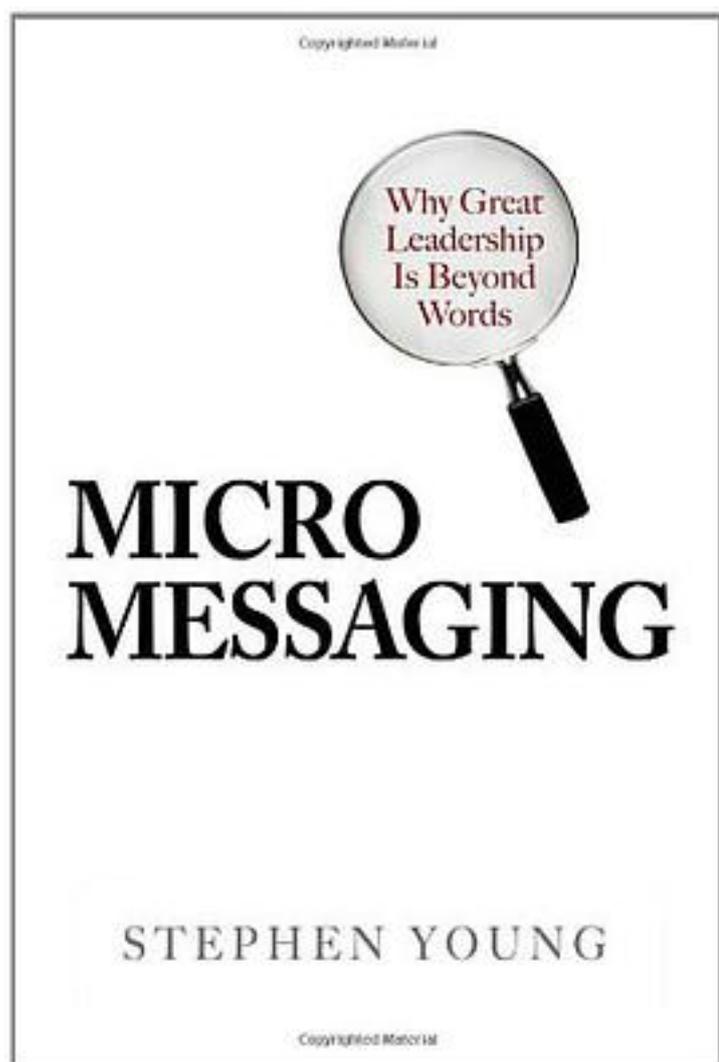


Micromessaging



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Eliminate negative verbal and nonverbal behaviours and replace them with positive signals that improve the entire organisation 'No one argues the importance of the small scale better than Stephen Young, who calls these make-or-break communications micromessages.' - O magazine In this groundbreaking book, Stephen Young, one of the foremost national experts in leadership, introduces his concept of 'micromessages.' Those are critical behaviours-looks, gestures, tone, nuance, inflection, syntax-that tell people what we really think of them, in contrast to the words we speak, and show you how to cultivate positive messages that will enhance the whole company. Key features Young's approach has helped companies around the world generate positive micromessages throughout the organisation, including Apple, Lockheed Martin, H&R Block, Daimler Chrysler, Prudential, and Raytheon Real-life workplace scenarios, self-assessments, and concrete solutions teach readers how to master the skills of interpreting and altering micromessages Stephen Young is recognized as one of the foremost experts in organisational leadership and diversity

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