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WE NEED TO TALK: Building Trust When Communicating Gets Critical

PRINCETON, KY (May 10, 2010) The day started like any other day – just one more chaotic day in the life of a young family. Little did Phillip Van Hooser know this day – a typical work day interrupted by an emergency trip to the pediatrician – would forever change his approach to building trust and communications success.

Through a masterful use of story and illustration, **WE NEED TO TALK: Building Trust When Communicating Gets Critical (Dulaney Publishing; February 2010; \$16.95; Paperback)** by Phillip Van Hooser, a nationally recognized leadership development strategist, reveals key strategies to help anyone build trust, win respect and sidestep common minefields when communicating in professional and personal settings.

Each chapter of **WE NEED TO TALK** looks at one of six principles for building trust when communicating. From his son's encounter with the family pediatrician, Van Hooser discovered how you can:

- Establish empathy and trust when communicating with subordinates, co-workers, superiors or customers
- Earn respect while delivering difficult or sensitive messages
- Rebuild the believability quotient when truthfulness has not always been practiced
- Rein in “brutal honesty” and the damage it causes
- Build rapport by “actively” listening

- Get results by guaranteeing the message you shared with interpreted correctly.

Like it or not, all relationships are impacted – positively or negatively – by the ability to communicate. Customers are won or lost --- employees are encouraged or de-motivated – personal networks are expanded or extinguished – all by how well one communicates.

These strategies and commonsense tips will help anyone – in business and in personal interactions -- communicate with greater results. From talking *with* people, to explaining the process, to telling the truth, to ultimately doing your job, there is something especially valuable about this approach to communicating. **WE NEED TO TALK** offers readers a powerful advantage when relationships and results are riding on their communications abilities.

About the Author

Phillip Van Hooser has spoken, written and consulted on leadership development issues worldwide since 1988. His popular book, “*Willie’s Way*” and his management training system, “*The Leadership Journey*,” have been used by corporations around the globe to cultivate great leaders who create competitive advantage. A masterful communicator and leadership strategist for top U.S. and multi-national companies, Van Hooser is also a certified speaking professional and member of the Speaker Hall of Fame. Van Hooser holds a B.S. in Marketing from Murray State University and an MBA from Nova Southeastern University.

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Building Trust When Communicating Gets Critical

By Phillip Van Hooser

Dulaney Publishing; February 2010

\$16.95; ISBN 978-1-893322-00-4; Paperback

Note to reporters: Copies of “We Need to Talk” are available for review or reference. Contact Susan Van Hooser at susan@vanhooser.com to request your free copy. Phillip

*Van Hooser is also available by phone or email for interviews. For the convenience of your readers, please include the following in your review: **“We Need to Talk” is available at Amazon.com.***