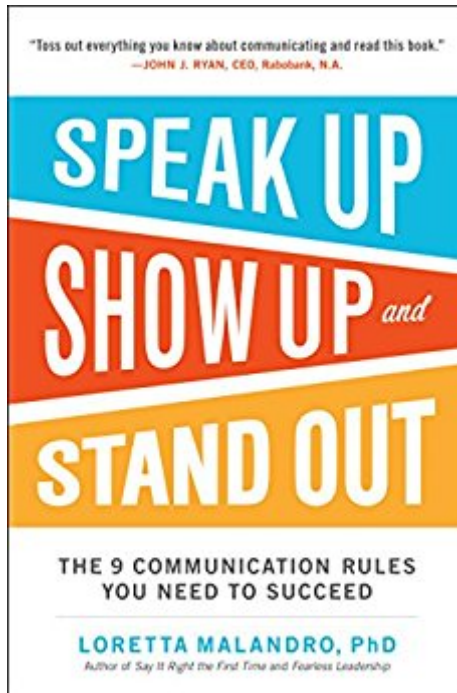


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# Speak Up, Show Up, And Stand Out: The 9 Communication Rules You Need To Succeed



## Synopsis

Master a New Way of Communicating to Build Influence and Achieve Unparalleled Success Radical is the best word to describe Speak Up, Show Up, and Stand Out. This book provides you with The 9 Communication Rules you need to succeed in a crowded world. You need an edge and this book will give it to you. This doesn't mean you need a complete overhaul. It means making a strategic shift in how you think and how you communicate. You will discover how to make significant and profound tweaks in the words and phrases you use. The result: Not only will you boost your communication effectiveness and your ability to influence, you will learn how to get the results you want, fast. Dr. Loretta Malandro and her company, the Malandro Consulting Group, is known worldwide for their expertise in transforming behavior and how people work together. You will learn her secrets to success in this lean and effective book.

## Book Information

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## Customer Reviews

I teach Communication Studies in college and, as you can imagine, I am exposed to tons of trade and academic books on the subject. I wasn't expecting this book to tell me anything new, but I found

myself pleasantly surprised. I even discussed a chapter with my students just yesterday! Current traditional academic Communication texts are missing the robust social media piece that is paramount to most of my students' lives. The chapter we explored involved making assumptions about others' communication styles and determining the best mode of communication to use, depending on the situation (phone, text, e-mail, etc.). It was so nice to have backup on the interpersonal communication advice that my students and I analyze daily. Also, I appreciated the suggestions and questions at the end of each chapter. Easy ways to self-assess communication elements that need work. My only point of question is for the chapter I ended up using in class: The content gives examples about modifying one's communication to a "richer" medium i.e., if you are e-mailing and someone calls you, this means that the situation likely needs someone to shift gears in their communication preference. I appreciated the advice to not necessarily hold tight to a given communication style, but I wondered what people do when neither of them are comfortable in a "richer" medium, and both would prefer to just text? Otherwise, a valuable and practical read!

This book is about more than someone trying to deliver their best, sometimes. It is about a fundamental change, a transformation, which has to come from within. Speak Up, Show Up, and Stand Out drives home the message that personal transformation requires 100% willingness to change ourselves instead of trying to change others or situations. 50/50 ain't doing nothing. 99% won't do it. This book talks about willingness! And this is the dilemma. Unless I am 100% willing to change, I will be ignorant of any issues. I can conveniently project any chaos around me on some external source causing the loss of peace in myself and others. Now why would I do that? Because, as Loretta points out, it will keep me unconscious and any problems that are out there will have nothing to do with me, it won't be my fault! This book lays out a clear roadmap for a team, leaders, a department, right down to oneself! Even I as an individual will have to answer the question: 1. Am I playing fair with myself? I have to get 100% clear about the most important questions which need to be answered at the onset of any undertaking. 2. What is my purpose? 3. What is the outcome I want to see! Read Speak Up, Show Up, and Stand Out if you want to breakthrough anything that has been holding you back and reach a new, much higher level of success. Michael Vogt Director of Operations, Control Technology Solutions, Inc.

Loretta's new book offers a powerful perspective. Her focus on authenticity and trust in her new book continues to reveal useful and unexpected leadership paths. I have had positive experiences using Loretta's commitment to each other's success principle • that she writes about in

Speak Up, Show Up, and Stand Out. The world is replete with authors who articulate useful hints, suggestions, rules, etc. I've had personal experience in participating in the Malandro Consulting Group training programs. For me, the most impressive aspect of the Malandro Consulting Group is not simply their ideas, but the way Loretta and her excellent team apply those ideas, in real time, with people struggling, arguing, fighting, resigning and finally learning how to work together in a way that preserves the individual in all of us, not only without compromising the result, but elevating it. Making it better. Making us better. Even now, I look upon those series of training and consulting sessions as an impressive tour-de-force. An undertaking that could have only worked (I believe) with Loretta's leadership, incisive intellect, and resolute personal strength. You'll see these qualities in her new book. Loretta forces us to see. Once you experience Loretta's approach in this new book, you will learn how to deal with problems, the environment, and your colleagues. I dare say, as a reader, you will not hesitate to find a way to exploit your new insights. Wayne Smith CEO, iTest Quality Partners, Inc.

Although Speak Up, Show Up, and Stand Out is presented relative to business relationships, it can also apply to families, especially marriages. Think about how many marriages fail due to lack of communication, one or both spouses shutting down and giving up. Instead of quitting in the business world, we divorce in the marriage world. This book can help us improve personally with our relationships. It can also improve our relationships with our children by showing them how to respond to difficult situations. As Loretta points out, being genuine by living your values is the first step in resolving the conflict within allowing you to deal with the external conflicts that we face daily. Speak Up, Show Up, and Stand Out also drives home the point that conflict arises when one's actions are not in alignment with one's values. If you have conflict within, it will show in your relationships with others and you will not come across as genuine. Being genuine is required in a relationship. P.S. I find it very valuable to show that I am a human with feelings. Many times in the business world, feelings are suppressed. Open and honest communication is essential as Loretta underscores in her book. "Sugar Coating" or avoiding the difficult conversations only allows the situations to fester. The conversations are not pleasant, but we must have them. One way to approach the difficult conversations is to realize that even though these conversations are unpleasant, I am willing to go through this for the sake of our relationship. That really sinks in with people. It shows how important they are to you. This book hits right at the source of many issues both at work and at home. It points out that the only real person you can change is yourself. You must be open to change, accept responsibility and be willing to make the effort. Lead by example

and others will follow. Daniel Lanfear Servant Leader

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