

Learning Dynamics

News to Peruse

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COMPLIANCE | LEADERSHIP | COACHING | EMOTIONAL INTELLIGENCE | TEAM BUILDING | CUSTOMER SERVICE | MYSTERY SHOPPING | CHANGE MANAGEMENT | STRATEGIC PLANNING | DIVERSITY

DO YOU HAVE THE WRITE STUFF?

“You’re so good at what you do... you should write a book.”

When you are good at what you do, it’s a compliment to hear from your peers and target audience that you should share your expertise with the world. But, getting published is no easy feat, particularly in the technologically-charged business world in which we operate. Great words have the power to convince, coerce, and even change previously held business beliefs.

LEARNING DYNAMICS consultants are often contacted by publication editors to write feature articles or a business synopsis based on their in-depth experiences in their chosen field. In some cases, these writings led to increased business opportunities because of the compelling way they “speak” to business owners and corporate decision makers. In several cases, a successful business book emerged from keen insight in addressing today’s workplace challenges.

If you’re thinking about sharing your expertise in your field by writing a book, here are some insightful comments from several of our published authors – Wilbur Pike, author of the book **LEADING THE TRANSITION: MANAGEMENT’S ROLE IN CREATING A TEAM-BASED CULTURE**; Rosa Mo, author of two books, **FEAR OF FRYING** and **LET THEM EAT CAKE**; Anne Nickerson, author of the book **NOT BY THE SEAT OF MY PANTS**; and Bob Day, author of the book **WORKING THE AMERICAN WAY**. Here is a snapshot of how these authors used their astute observations in today’s workplace, and turned them into successful business books that discuss today’s challenges.

Q. What did you see in today’s workplace that inspired you to devote the effort required to write your book?

A. I saw a pattern developing in business where project managers believed that the human element in Total Quality Management (TQM) was becoming insignificant. The notion was wrong, and I set out to demonstrate that the predominant reason for TQM failure was actually due to ineffective leadership, especially during times of transition from previous business practices. I also saw newly-minted managers sink or swim by sheer willpower. If they were lucky, they had a mentor: however, it is extremely difficult to come close to pleasing everyone without proper guidance and training, and that was sorely lacking. Over the years, I coached many managers, and I found recurrent themes that I used in my book.

Q. How long did it take you – from the inception of the idea to completion – to write your book?

A. It usually takes a minimum of two years. Most works go through several iterations as you obtain professional feedback –

then the work goes to a professional editor for criticism, analysis and text changes. It can take upwards of three years or more for the book to hit the shelves or become available for order on the Internet.

Q. Did you use a publisher/editor or did you self-publish?

A. Fortunately, writing a book today offers many options in getting your work published. Web publishing is an option: books are printed on demand rather than warehoused. Sometimes you are fortunate enough to be contacted by a publisher who has been impressed with a feature article you penned, and asks you to expand it into a book.

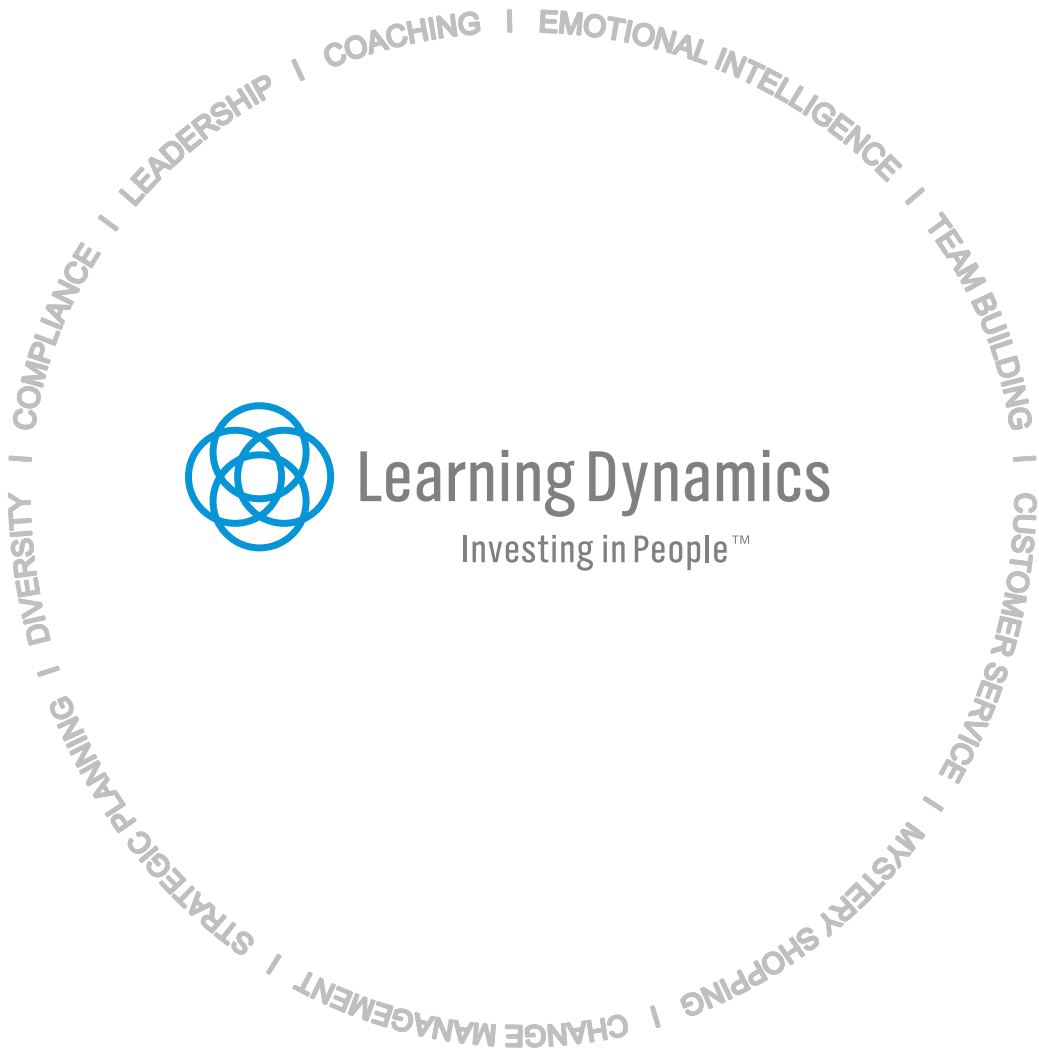
A publishing company that can get your book on Amazon gives you a presence immediately with an interested target audience. And self-publishing is a viable option for individuals who grow weary of appealing to a myriad of publishers. The work world changes so rapidly that being timely in your public outreach with your material is of paramount importance: don’t let your content stagnate or become obsolete.

Q. In your opinion, what “hot topics” in today’s changing workplace would be well-served by a timely, well-written book?

A. One book waiting to be written is a “how to” book for senior leaders over age 50 who need to develop the skills required to successfully navigate the dramatic changes that occur at breakneck speed in today’s workplace. This goes beyond multi-generational workplace savvy. Age differences, cultural diversity, position, globalization – all these and many other factors are so radically different than they were, even only five years ago! The ability to make drastic shifts in leadership is critical – especially for senior leaders – and even more important to the future success of the companies they lead.

For more information on the books discussed above, contact LEARNING DYNAMICS at 203-265-7499, or visit us on the web at www.learningdynamics.com.





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