

## MEDIA KIT

# HOW to Say ANYTHING to ANYONE

A GUIDE TO BUILDING BUSINESS  
RELATIONSHIPS THAT REALLY WORK

**AUTHOR:** Shari Harley

**CATEGORY:** Business Communication

**PRINT ISBN:** ISBN: 978-1-60832-409-5

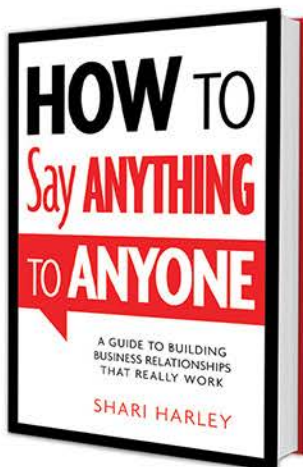
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PRESENTING  
A PRACTICAL,  
EASY-TO-USE  
FORMULA  
TO MANAGE  
YOUR CAREER  
& BUSINESS  
RELATIONSHIPS.



My boss thinks  
I'm **AWESOME!**

I can wait six more  
months to tell her  
she's not cutting it,  
**RIGHT?**



About

**SHARI  
HARLEY**

Shari Harley is founder and President of [Candid Culture](#), an international training and consulting firm that is bringing candor back to the workplace, making it safe to tell the truth at work. Shari is known globally as an engaging, funny, content-rich business speaker and author. Before launching her business Shari led leadership development training for OppenheimerFunds, conducted customer service training for American Century Investments, and facilitated and sold programs for Dale Carnegie Training. She holds an MA in Communication and taught leadership at the University of Denver. Shari's practical approach has led her to speak and train across the U.S. and in Singapore, Thailand, Malaysia, India, Dubai, and Australia. From making meetings work and delegating better to managing your career and saying anything to anyone, Shari's techniques are sure to delight and inform in a real, direct, and very funny way.

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INTERVIEWS, ARTICLES, AND  
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VISIT: [howtosayanythingtoanyone.com](http://howtosayanythingtoanyone.com)

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## About **HOW to Say ANYTHING to ANYONE**

A GUIDE TO BUILDING BUSINESS RELATIONSHIPS THAT REALLY WORK

We all know how it feels when our colleagues talk about us but not to us. It's frustrating, and it creates tension. When candor is missing in the workplace, employees feel like they're working in the dark. Leaders don't know what employees really think; managers are frustrated when outcomes are not what they expect; and employees often don't know where they stand performance-wise.

Many of us remain passive against broken, indirect communication habits, hoping that things will miraculously improve—but they won't. Not without skills and effort.

The people you work with can work with you, around you, or against you. How people work with you depends on the relationships you cultivate. Do your colleagues trust you? Can they speak openly with you when projects and tasks go awry?

Take charge of your career by taking charge of your business relationships. Make your work environment less tense and more productive by practicing direct communication. Set relationship expectations, work with people how they like to be worked with, and give and receive regular feedback.

In *How to Say Anything to Anyone*, you'll learn how to

- ask for what you want at work
- improve all types of working relationships
- reduce the gossip and drama in your office
- tell people when you're frustrated in a way that resonates
- take action on your ideas and feelings
- get honest feedback on your performance

Shari Harley shares the real-life stories of people who have struggled to get what they want at work. With her clear and specific roadmap in hand, she enables you to create the career and business relationships you really want—and keep them.

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- ✓ Interview Shari
- ✓ Ask Shari to write an article
- ✓ Review the book
- ✓ Print an excerpt

## SHARI HARLEY & this book will enable people to:

- advance their career
- hire and retain the right employees
- lead people and organizations
- manage conflict in the workplace
- make difficult conversations easy
- get and keep the right customers

## WHO SHOULD READ How to Say Anything to Anyone:

A GUIDE TO BUILDING BUSINESS  
RELATIONSHIPS THAT REALLY WORK?

- professionals who want to get ahead
  - managers who want to hire and retain the right employees
    - business leaders
    - business owners & entrepreneurs
    - salespeople
    - customer service representatives
    - human resources professionals



# HOW TO Say ANYTHING TO ANYONE

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BUSINESS RELATIONSHIPS  
THAT REALLY WORK

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# GET SHARI HARLEY

MA, Certified Speaking Professional  
the media's go-to expert on building business relationships that really work!

## AUTHOR & INTERNATIONAL KEYNOTE SPEAKER

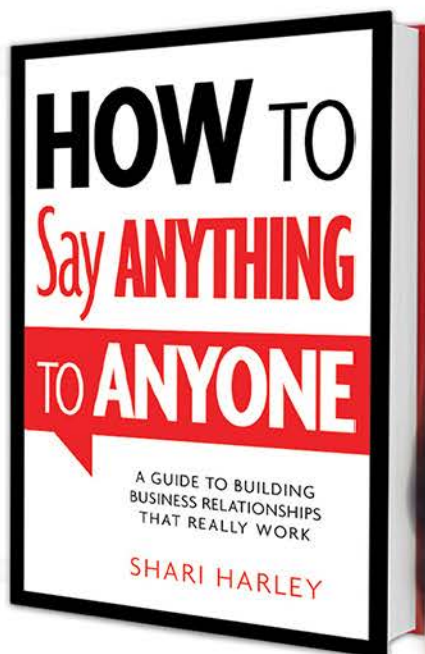
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### FREE ARTICLES AND TIPS

by Shari for publication and  
sourcing, filled with  
communication and career  
development insights and  
strategies for your audience.

### AUTHOR OF THE NEW BOOK

*How to Say Anything to  
Anyone: A Guide to  
Building Business  
Relationships That  
Really Work*



### PARTIAL CLIENT LIST:



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# SHARI HARLEY

Shari Harley is founder and President of Candid Culture, an international training and consulting firm that is bringing candor back to the workplace, making it safe to tell the truth at work. Shari is known globally as an engaging, funny, content-rich business speaker and author. Shari's practical approach has led her to speak across the United States and in Singapore, Thailand, Malaysia, India, Dubai, and Australia. From making meetings work and delegating better, to managing your career and saying anything to anyone, Shari's techniques are sure to delight and inform in a real, direct, and very funny way.

## WRITERS AND EDITORS:

Visit the media pages at [WWW.CANDIDCULTURE.COM](http://WWW.CANDIDCULTURE.COM) to access story ideas, interview questions, and Shari's library of free articles. Shari can also provide you with **features, originals, exclusives, free syndicated tips, and quick hits.**

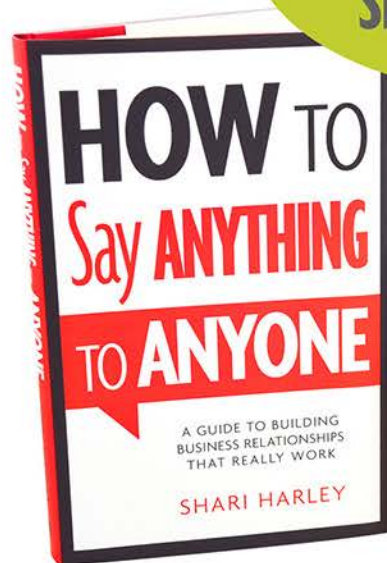


## SHARI BRINGS CREDIBLE EXPERTISE TO YOUR STORIES AND VALUE AND INTEREST TO YOUR AUDIENCE.

Shari gives your audience information and insight they can use on many topics of everyday importance and interest including:

- advancing careers
- managing conflict
- making difficult conversations easy
- getting and keeping the right customers
- hiring and retaining the right employees
- leading people and organizations

## ESSENTIAL RESOURCES FROM SHARI HARLEY:



**SHARI HARLEY – CANDID CULTURE. Business Relationships that Really Work.**  
**E-MAIL: [SHARI@CANDIDCULTURE.COM](mailto:SHARI@CANDIDCULTURE.COM)**

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# ABOUT

## HOW to Say ANYTHING to ANYONE

A Guide to Building Business Relationships That Really Work

***Presenting a practical, easy-to-use formula to manage your career and business relationships.***

We all know how it feels when our colleagues talk about us but not to us. It's frustrating, and it creates tension. When candor is missing in the workplace, employees feel like they're working in the dark. Leaders don't know what employees really think; managers are frustrated when outcomes are not what they expect; and employees often don't know where they stand performance-wise.

Many of us remain passive against broken, indirect communication habits, hoping that things will miraculously improve—but they won't. Not without skills and effort.

The people you work with can work with you, around you, or against you. How people work with you depends on the relationships you cultivate. Do your colleagues trust you? Can they speak openly to you when projects and tasks go awry?

Take charge of your career by taking charge of your business relationships. Make your work environment less tense and more productive by practicing direct communication. Set relationship expectations, work with people how they like to work, and give and receive regular feedback.

**In HOW to Say ANYTHING to ANYONE, you will learn how to:**

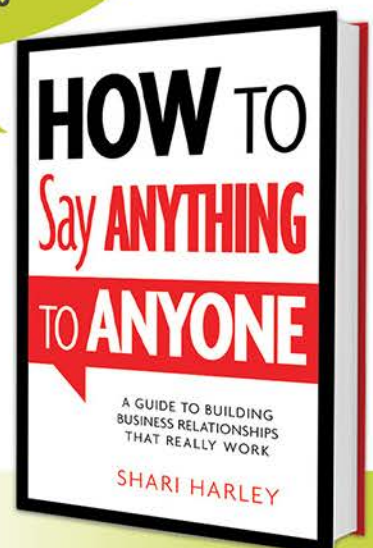
- ask for what you want at work
- improve all types of working relationships
- reduce the gossip and drama in your office
- tell people when you're frustrated in a way that resonates
- take action on your ideas and feelings
- get honest feedback on your performance

Harley shares the real-life stories of people who have struggled to get what they want at work. With her clear and specific roadmap in hand, Harley enables you to create the career and business relationships you really want—and keep them.

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## ABOUT THE AUTHOR

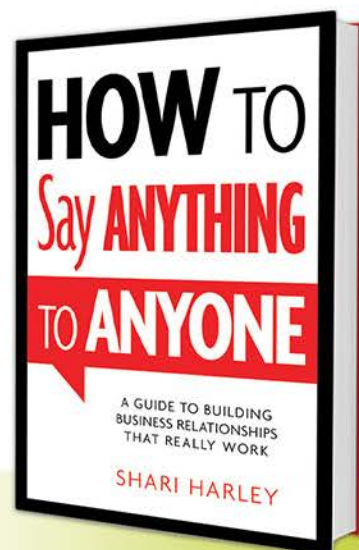
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### VIDEO CLIPS FROM SHARI'S TRAININGS AND PRESENTATIONS:

- » [HOW TO SAY ANYTHING TO ANYONE](#)
- » [COMMUNICATION SKILLS: Business Relationships](#)
- » [CUSTOMER AND EMPLOYEE RETENTION](#)
- » [LEADERSHIP TRAINING: Creating a Candid Culture](#)

Shari Harley is an engaging and lively speaker. Contact Shari to write and contribute to articles and for media interviews about:

- Advancing careers
- Business relationships
- Office culture & communication
- Hiring the right employees
- Engaging and retaining employees
- Having difficult conversations
- Getting and keeping the right customers



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# BOOK EXCERPT

**BOOK EXCERPT** – <http://sayanythingtoanyone.com/excerpt/>

## »» FEATURES AND BENEFITS:

Shari Harley and **HOW to Say ANYTHING to ANYONE**: A GUIDE TO MAKING BUSINESS RELATIONSHIPS WORK help people to:

- advance their career
- hire and retain the right employees
- lead people and organizations
- manage conflict in the workplace
- make difficult conversations easy
- get and keep the right customers

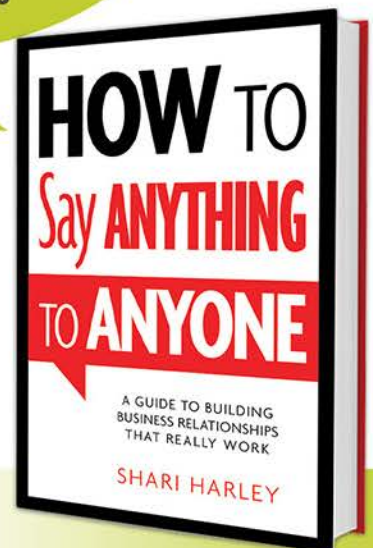
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# ADVANCED PRAISE

*How to Say Anything to Anyone: A Guide to Building Business Relationships that Really Work* lives up to its title as a user-friendly, step-by-step guide to communicating well, building trust, obtaining honest feedback on one's performance in the workplace, and much more. Especially valuable for its phrasing recommendations that emphasize politeness, confidence, and respect, *How to Say Anything to Anyone* is also extraordinarily useful as a self-help book to improve one's relationships outside of the business sphere. "...my recommended answer to feedback is 'Thank you,' even if you think the person has no idea what he is talking about and is dead wrong. How accurate he is doesn't matter. What matters is that you find out how you and your department are being perceived. Once you receive and digest that information, you can figure out how to respond. But during the initial conversation, 'Thank you' is the right answer." From how to respond if one is suddenly promoted and put in charge of one's former peers, to dealing with chronically absent bosses, or even what to say to a co-worker who cc's every emailed request she makes to the whole team, *How to Say Anything to Anyone* is packed with indispensable tips, tricks, techniques, and suggestions from cover to cover. Highly recommended.

— **JAMES A. COX**, Editor-in-Chief of Midwest Book Review

"As enjoyable as it is instructive, *How to Say Anything to Anyone* gives business leaders the right advice to take their company and their employees to the next level."

— **MARSHALL GOLDSMITH**, Million-selling author and editor of thirty-two books, including the *New York Times* bestsellers, *MOJO* or *What Got You Here Won't Get You There*

"*How to Say Anything to Anyone* is a rousing call to action for creating a candid company culture. Highly recommended."

— **KEITH FERRAZZI**, bestselling author of *Never Eat Alone*

"This book will make you a better leader! *How to Say Anything to Anyone* will give you the keys and the confidence to be honest and open with the people you lead."

— **CHESTER ELTON**, author of *The Carrot Principle* and *The Orange Revolution*

"*How to Say Anything to Anyone* makes the case for candor and provides practical ideas that will improve your relationship skills and communication effectiveness."

— **MARK SANBORN**, author of *The Fred Factor* and *You Don't Need a Title to Be a Leader*

"Let me be candid...anyone who wants better relationships - professional or personal - must read this book! It will have a profound impact on how you interact with employees, bosses, customers, and spouses."

— **STEPHEN SHAPIRO**, author of *Best Practices Are Stupid* and *Personality Poker*

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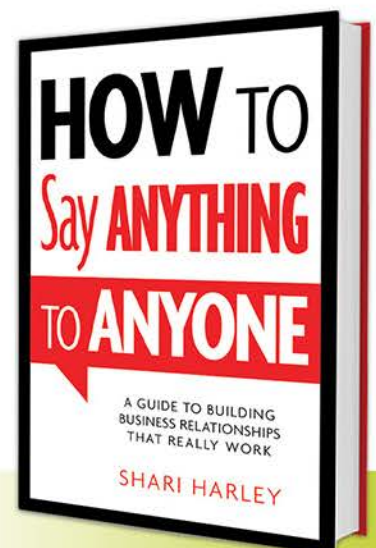
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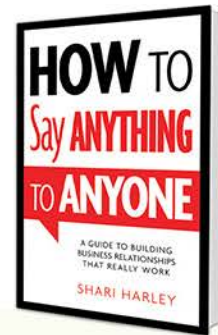
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# POSSIBLE INTERVIEW QUESTIONS

**FOR SHARI HARLEY**, author of *How to Say Anything to Anyone: A Guide to Building Business Relationships That Really Work*.



1. Why is it so hard to be honest in personal and professional relationships? What can people do to make it easier to give candid feedback?
2. How do you tell someone you disagree without damaging your relationship?
3. What do you do with unsolicited advice? Is it ok to tell someone to mind their own business?
4. Every organization has people who are difficult to work with. What are some techniques for working with difficult people?
5. How do you leverage feedback to retain your best customers?
6. Is there such a thing as too much candor? Can people be too honest?
7. Many employees fear retaliation for being candid at work. Is this fear warranted? What are the consequences of being honest at work?
8. There are many books written on being candid. How is *How to Say Anything to Anyone* different from those books?
9. What can managers do to be a great boss?
10. What can employees do to work well with a difficult boss?
11. What's the biggest mistake you see leaders make at work?
12. What's the biggest mistake you see most employees make at work?
13. What are the most important things people can do to accelerate their careers and get ahead?
14. What are the mistakes most job seekers make? What should job seekers do if they've interviewed for several jobs and have not been hired?
15. What should employees do if they've been passed over for a promotion?
16. How can employees differentiate themselves in a tight economy when promotion opportunities are limited?
17. Should people leave a job because they don't like their boss?
18. Should people accept a job because they like the person they will work for?

© 2013 by Shari Harley. Shari Harley is the author of *How to Say Anything to Anyone: A Guide to Building Business Relationships That Really Work* and the founder and President of [Candid Culture](http://CandidCulture.com), an international training and consulting firm that is bringing candor back to the workplace, making it safe to tell the truth at work. Shari is known globally as an engaging, funny, content-rich business speaker and author. Shari's practical approach has led her to speak and train in Singapore, Thailand, Malaysia, India, Dubai, and Australia. Some of her clients include IBM, DirecTV, Starz Entertainment, Blue Cross Blue Shield, Noodles and Company, and the University of Colorado. From making meetings work and delegating better, to managing your career and saying anything to anyone, Shari's techniques are sure to delight and inform in a real, direct, and very funny way. To have Shari speak at your next event, email [shari@candidculture.com](mailto:shari@candidculture.com) or call 303-868-9880. Visit [www.candidculture.com](http://www.candidculture.com) to sign up for edgy career tips.





# STORY IDEAS

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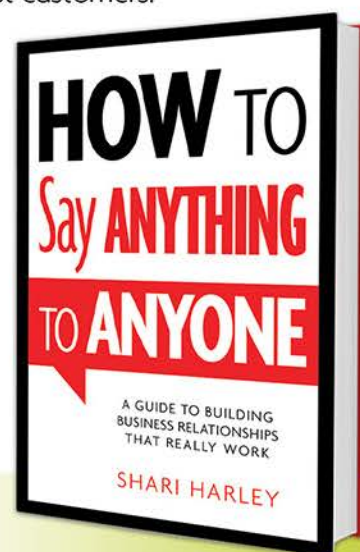
## STORY IDEAS FOR REPORTERS:

1. **Getting Promoted:** I've been passed over for three promotions. What do I do?
2. **Working for a Difficult Boss:** I like my job and don't want to leave. But I can't work with my boss anymore. What do I do?
3. **Gossip in the Workplace:** My coworkers gossip about me and it's impacting my reputation. How do I get them to stop?
4. **Losing Customers:** I'm losing customers, and I don't know why. What do I do?
5. **Getting Passed Over for Jobs:** I've been interviewing for jobs and not getting them. How do I find out why I'm not getting hired?
6. **Getting Laid Off:** I've been laid off three times. How do I find out what I'm doing that is leading companies to let me go?
7. **Hiring the Wrong People:** I keep hiring people who don't work out. How can I make better hiring decisions?
8. **Working with the Person Who No One Can Work With:** Every organization has employees who are difficult to work with. How can employees navigate these challenging people?
9. **Getting Promoted at Work:** What can employees do to position themselves to be promoted?
10. **Getting More at Work:** What can employees do to get more responsibility and respect at work?
11. **Working with Difficult Coworkers:** How to work with difficult coworkers.
12. **Working with Difficult Customers:** How to work with difficult customers.
13. **Retaining Customers:** How to retain your best customers.
14. **Retaining Your Best Employees:** How to keep your best employees.
15. **Getting Rid of Your Bad Employees:** How to get rid of your bad employees?

CONTINUED ONTO NEXT PAGE...

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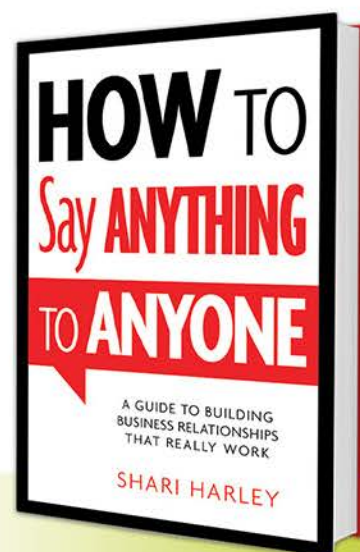
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## STORY IDEAS FOR REPORTERS: CONTINUED

16. **Employee Productivity:** How to get employees off the internet and back to work.
17. **Getting Customer Feedback:** How to never get fired by a customer again and be surprised.
18. **Discovering Your Professional Reputation:** How to discover what your reputation is at work.
19. **Managing Your Professional Reputation:** How to manage your career and reputation, and never be laid off or passed over for a promotion again.
20. **Repairing a Damaged Reputation:** How do you repair your reputation once it's been tarnished?
21. **Getting More Feedback at Work:** How to eliminate your blind spots and get more feedback at work.
22. **Giving Feedback at Work:** How to tell a coworker or customer the truth, when the truth is hard to tell.
23. **Telling Your Boss You Disagree:** Managing up is a skill many professionals don't have. You can say anything to anyone and have them say thank you.

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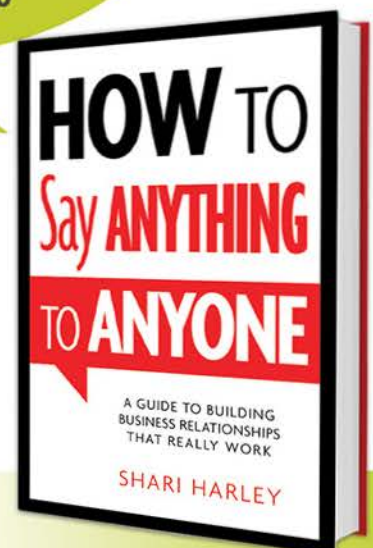


# TIPS TO USE

## TIPS TO USE IN STORIES OR TO FILL COLUMNS

- [1. Ten Tips to Manage Your Career and Get Ahead](#)
- [2. Ten Tips for Telling the Truth at Work](#)
- [3. Ten Tips to Ensure You Never Get Laid Off](#)
- [4. Ten Tips for Job Seekers to Get the Jobs for Which They Interview](#)
- [5. Ten Tips to Make Any Manager a Great Boss](#)
- [6. Ten Questions Managers Should Ask Their Employees Every Quarter](#)
- [7. Five Questions Managers Should Ask Their Employees at the Beginning of the Year](#)
- [8. Ten Questions Employees Should Ask Their Bosses at the Beginning of the Year](#)
- [9. Ten Tips to Be Good to Work With/to Be a Good Coworker](#)
- [10. Eight Steps to Say Anything to Anyone in Two Minutes or Fewer](#)

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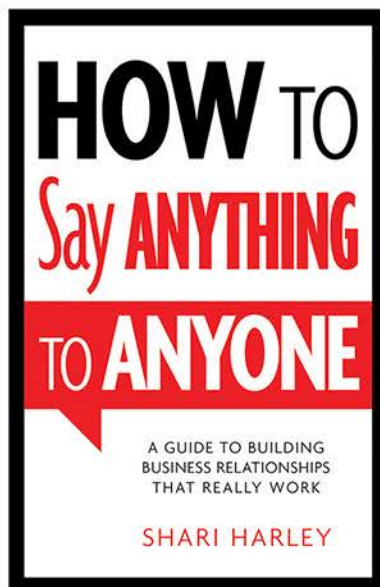
**Shari Harley, B&W**

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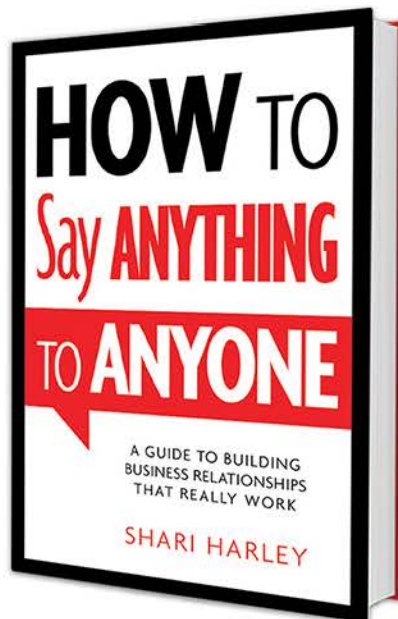
**Book Cover One**

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**Book Cover Two**

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