



**Stop Talking, Start Communicating:
Counterintuitive Secrets to Success in Business and
in Life, with a foreword by Martha Mendoza**

Geoffrey Tumlín

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PLAY DUMB. BE BORING. LOSE YOUR FRIENDS. DON'T SOLVE PROBLEMS. AND ABOVE ALL, DON'T BE YOURSELF.

Not exactly what you'd expect to hear from a communication expert, but these counterintuitive strategies are precisely what we need to interact productively and meaningfully in today's digital world. Our overreliance on quick, cheap, and easy means of "staying connected" is eroding our communication skills. Speed steamrolls thoughtfulness; self-expression trumps restraint. Errors and misunderstandings increase. And our relationships suffer.

With startling insights and a dash of humor, *Stop Talking, Start Communicating* combines scientific research with real-world strategies to deliver a proven approach to more effective communication.

"Stop Talking, Start Communicating is filled with no-nonsense advice, actionable communication strategies, and plenty of wit and humor to keep you turning the pages. Grab a copy of this book and start improving the quality of the time you spend with colleagues today." Jason Santamaria, president of Stanley Healthcare

"An elegantly analytical, accessible, and enjoyable guide to improving interpersonal communication, Stop Talking, Start Communicating is a key resource for anyone who wants to be a difference-making leader, manager, or team member." Eduardo Sanchez, deputy chief medical officer of the American Heart Association

"Stop Talking, Start Communicating is the perfect book for our time. Geoffrey Tumlin spells out strategies we can immediately use to strike the right balance between our powerful digital devices and the important people they connect us to." Kathy Whitmire, former mayor of Houston and former board member of the New York Stock Exchange

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