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MANAGEMENT SKILLS FOR
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Influencing with Integrity teaches you the very skills you need for success at work, in your family and in your community. -- Rene McPherson, former CEO, Dana Corporation, and Dean, Graduate School of Business, Stanford University

About the Author

Genie Z. Laborde, PhD, is an internationally known communications consultant to major corporations and government agencies. She is a partner in the international communications firm Grinder Laborde Associates and has many years of experience leading seminars for executives in business and government.

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This text is concerned with the psychology of communication. It uses techniques derived primarily from NLP to create state-of-the-art skills which the reader can use to improve any interaction. Chapters cover outcomes, rapport, sensory acuity, meetings and negotiation.

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24 of 26 people found the following review helpful.

A very practical overview of how to communicate for win/win

By A Customer

Although this book is 10 years old, it remains very "current" and powerful. Communicating is the essence of what people do, and so often failure of good communications inhibits and injures. The book offers a great insight and practical approaches to improving communications and negotiating for positive outcomes. A "must" for anyone, but especially for people whose work involves communicating with others (most of us).

17 of 18 people found the following review helpful.

The classic work on using NLP in sales and negotiation

By Amazon Customer

One of the best things about this book is that, as the title suggests, it effectively answers that old chestnut about NLP being manipulative. Genie has simplified the Meta Model down to five types of "Pointers" which you can anchor to your fingers so you can remember them easily! She also has useful exercises for developing sensory acuity.

As a UK NLP trainer I can wholeheartedly recommend this very clear, readable and useful book which anyone in business, or in fact anyone, will benefit from. Of course, being an NLP book, it's "enlivened" by a lot of crap illustrations, but don't let that put you off.

13 of 13 people found the following review helpful.

Clear, Concise, Cogent presentation of NLP!!!

By yellowstonetodd

Having been a psychotherapist for over fifteen years and having struggled understanding sooooo many books on Neuro-Linguistic Programing, Dr. Laborde's book is a breath of fresh air. The topics are clear, powerful and practical in understanding and applying elements of NLP in improving communication. I can't believe the book has apparently been in and out of print as I consider it a "Classic".

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