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Publishers



**Connecting  
people and ideas  
to create a world that  
works for all**

# **SUMMER 2021 CATALOG**

**BK Life • BK Currents • BK Business • BK Professional**



# Berrett-Koehler Publishers

Connecting People and Ideas to  
Create a World That Works for All

Dear Book Lover,

If you're anything like the Berrett-Koehler team of authors and staff, you're pretty exhausted by the events and changes in 2020 and 2021. Life has just been harder of late, and we can't fail to think of the loss of life due to covid, the political instability after the Jan. 6 insurrection, and the unfinished social justice work in the wake the George Floyd murder.

We wouldn't blame you if you decided to just tune out and binge-watch reruns until your vaccine appointment comes through (or your local bookstore reopens). It is all the more remarkable, then, that our Berrett-Koehler community has leapt to action to bring hope and solutions to frayed and tired organizations across the world.

We experienced a huge response to our groundbreaking *Self to Systems Training Course*, which gathers together BK authors Tiffany Jana, Edgar Villanueva, Jennifer Brown, and Lily Zheng to provide much-needed strategies to create just and equitable systems in both our workplaces and communities, with indispensable trainings on inclusive leadership practices, anti-racism, and dismantling oppression. Our unique inclusive pricing, including a "No One Turned Away" sliding scale, has proven to be a hit. This course is available at any time at our website for individuals and teams—check it out!

I'm struck by how our summer list offers some unique morale-boosting and personal-growth titles as our world, we hope, returns to a semblance of normal. From *New York Times* bestselling author Hal Urban comes *The Power of Good News*, seeking to help us in a world of trauma and upset to find precious moments of meaning and positive energy. Likewise, Richard Leider and David Shapiro return with a soulful discussion of purposeful aging in *Who Do You Want to Be When You Grow Old?* Our friends Patrick Malone and Zina Sutch from George Washington University's Key Executive Leadership Programs have written a lovely, funny book titled *Leading with Love and Laughter* which we hope will make returning to the office happier for all. On the more serious side, Dr. Thom Mayer provides much needed solace for our heroic healthcare workers with *Battling Healthcare Burnout*. And we're proud to publish a book for Latinx leaders, *Auténtico* by Andrés Tapia and Dr. Robert Rodriguez, just in time for the most Latino presidential cabinet in history!

I would be remiss in closing not to mention Berrett-Koehler's first *New York Times* bestseller in some years: *The Body is Not an Apology* by poet and activist Sonya Renee Taylor. Like all works of true love, it is radical and unstoppable. Congratulations to Ms. Taylor for bringing the healing power of radical self-love to a sick and tired world when we most need it!

Sincerely,

*Neal Maillet*

Neal Maillet  
Editorial Director and Associate Publisher

## New Titles for Summer 2021

<i>Who Do You Want to Be When You Grow Old?</i>	1
<i>Leading with Love and Laughter</i>	2
<i>The Power of Good News</i>	3
<i>Launch Your Career</i>	4
<i>Co-Active Leadership, Second Edition</i>	5
<i>Make It, Don't Fake It</i>	6
<i>The Culture Puzzle</i>	7
<i>The 6 Enablers of Business Agility</i>	8
<i>Battling Healthcare Burnout</i>	9
<i>The Language of Leadership</i>	10
<i>Auténtico, Second Edition</i>	11
<i>The Knowledge Café</i>	12
<i>Living Beyond "What If?"</i>	13
<i>Healing Our Future</i>	14
<i>Leading Beyond Change</i>	15
<b>Berrett-Koehler News</b>	16

How Do Berrett-Koehler's  
Diversity, Equity, and Inclusion  
Efforts Measure Up?

## Ordering Information/ Staff

Inside back cover



Berrett-Koehler is both a B Corporation and a California Benefit Corporation—a certification and a for-profit legal status that require us to meet rigorous standards of social and environmental performance, accountability, and transparency.

Richard J. Leider and David A. Shapiro

# Who Do You Want to Be When You Grow Old?

## The Path of Purposeful Aging

**Grow old on purpose.** This book invites readers to navigate a purposeful path from adulthood to elderhood with choice, curiosity, and courage.

Everyone is getting old; not everyone is growing old. But the path of purposeful aging is accessible to all—and it's fundamental to health, happiness, and longevity.

With a focus on growing whole through developing a sense of purpose in later life, *Who Do You Want to Be When You Grow Old?* celebrates the experience of aging with inspiring stories, real-world practices, and provocative questions. Framed by a long conversation between two old friends, the book reconceives aging as a liberating experience that enables us to become more authentically the person we always meant to be with each passing year.

In their bestseller *Repacking Your Bags*, Richard J. Leider and David A. Shapiro defined the good life as “living in the place you belong, with people you love, doing the right work, on purpose.” This book builds on that definition to offer a purposeful path for living well while aging well.

“In a culture that offers little guidance for growing old, but excels at pushing elders aside, here’s a book that will help us age into the fullness of life. I’ve been reading Richard Leider and Dave Shapiro with gratitude for years, and once again they’ve offered grounded guidance for the fourth quarter of life. I’m still a young man (81), but this book goes into my backpack as I journey on.”

—Parker J. Palmer, author of *On the Brink of Everything* and *Let Your Life Speak*



**Richard J. Leider** is the founder of Inventure—The Purpose Company, whose mission is to help people unlock the power of purpose. Widely viewed as a pioneer of the global purpose movement, Leider has written or cowritten eleven books, including three best-sellers, which have sold over one million cop-

ies. **David A. Shapiro** is a philosopher, educator, and writer whose work consistently explores matters of meaning, purpose, and equity in the lives of young people and adults. He is a tenured philosophy professor at Cascadia College, a community college in the Seattle area.

### Contents

Preface: Choosing the Path  
Introduction: The Long Conversation  
1. Old? Who, Me?  
2. If We All End Up Dying, What's the Purpose of Living?  
3. Aren't I Somebody?  
4. Am I Living the Good Life My Whole Life?

5. How Do I Stop Living a Default Life?  
6. Am I Having a Late-Life Crisis?  
7. Will I Earn a Passing Grade in Life?  
8. How Can I Grow Whole as I Grow Old?  
9. How Will My Music Play On?  
Afterword: Staying on the Path

WHO DO YOU  
WANT TO BE  
WHEN YOU  
GROW OLD?



THE PATH OF  
PURPOSEFUL AGING

RICHARD J. LEIDER  
AND DAVID A. SHAPIRO

BESTSELLING AUTHORS OF *REPACKING YOUR BAGS*

- **Huge audience:** There are 75 million Americans over the age of sixty, many of them looking to continue the personal growth journey that has been the hallmark of their generation. They want to grow old, not just get old.
- **Warm, inspiring tone:** This is not a preachy book of advice or a dry gerontological text but a reflective exploration—drawing on psychology, philosophy, literature, and lived experience—on what the good life can truly mean as we move from adulthood to elderhood.

**Publication date:** July 2021

**\$19.95, hardcover**

**168 pages, 5" x 7"**

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**Digital audio ISBN 978-1-5230-9248-2**

**Personal Growth**

**Rights: world**

Zina Sutch and Patrick Malone

# Leading with Love and Laughter

## Letting Go and Getting Real at Work

Leadership has for too long been treated as a function and not as a relationship. Zina Sutch and Patrick Malone argue that successful leadership must be based on love (altruism and empathy) and laughter (positive emotions and joy).

Science tells us that humans are deeply wired for empathy and compassion and that our emotional selves help us make better decisions and motivate others. However, the tactics we use to train leaders bear little reflection of these advancements; we're still creating competent but emotionally distant leaders who "manage human assets" and lead by setting goals, deadlines, and deliverables.

Zina Sutch and Patrick Malone hope to flip a light switch and illuminate, above all else, that leadership begins with heart and soul. Too many training programs reduce leadership to an equation, matrix, or acronym. But leadership is a relationship. It's one human helping another. The most successful leaders show they genuinely care about their employees and are, well, fun. It's just like any relationship.

In seven succinct chapters, the authors show that people lead best when they tap into their genetically driven human nature to love and nurture, connect and trust. Leading with love and laughter offers powerful dividends: tighter teams, stronger performance, improved morale, greater trust, more creativity, and even better health. While Sutch and Malone cite the science and offer examples, tips, and practices, their larger purpose is to reintroduce the warmth of human interaction and emotion as the foundation of what leadership is all about.



**Zina Sutch** is a faculty member in the Key Executive Leadership Programs in the School of Public Affairs at American University. She was formerly deputy associate director of the Office of Personnel Management, the federal agency that manages the government's 2.1 million

civilian employees. **Patrick Malone** is director of Key Executive Leadership Programs at American University and a frequent lecturer at Yale School of Management and the Fulbright Scholar Program.

### Contents

#### Part I: Love

1. Love Is the Answer
2. Leaders Who Love
3. The Love Behaviors

#### Part II: Laughter

4. Why Laugh?

5. Leaders Who Make Us Laugh
6. The Laughter Behaviors

#### Part III: The Leap

7. You Have Permission—Now What?

Zina Sutch and Patrick Malone

# LEADING with LOVE and LAUGHTER



Letting Go and  
Getting Real at Work

- **Deeply needed:** Compassion and humor are vital but unrecognized aspects of leadership. This book puts them front and center.
- **Leads by example:** The authors share terrible jokes like "A pair of jumper cables walk into a bar. The bartender says, 'OK, I'll serve you, but don't start anything!'"

Publication date: May 2021

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Business

Rights: world



Hal Urban

# The Power of Good News

## Feeding Your Mind with What's Good for Your Heart

**The media's bias toward stories of conflict, violence, and division is bad for your health. Hal Urban shows how to find the positive and uplifting all around us.**

What we eat greatly impacts our physical health. Hal Urban says that we can nourish our minds just like we nourish our bodies by choosing what information we consume. Urban explains why, due to neuroscience as much as economics, the media—left, right, and center—focuses mostly on negative stories. And he describes the psychological toll this takes on our mental health. But he's not suggesting we ignore these stories, just that we vary our diets.

We can find countless signs of progress and acts of kindness all around the world if we know where to look. And there are positive aspects in our own lives—family, friends, beauty, generosity, and progress—that we take for granted. Offering techniques he road tested as a teacher for thirty-six years, Urban helps readers become a conscious consumer of information, balancing sources like food groups.

If, as the late Zig Ziglar put it, “you are what you are . . . because of what has gone into your mind,” then it's in our best interest to choose positive, healthy, and uplifting input whenever possible. Urban shows how to do this with open eyes and an open heart.

“This little book is full of wonderful stories of human resilience, solutions for what I call stinkin' thinkin', and easy ways for you to boost not only your own mood but the mood of every person you meet.”

—Ken Blanchard, coauthor of *The New One Minute Manager* and author of *Leading at a Higher Level*

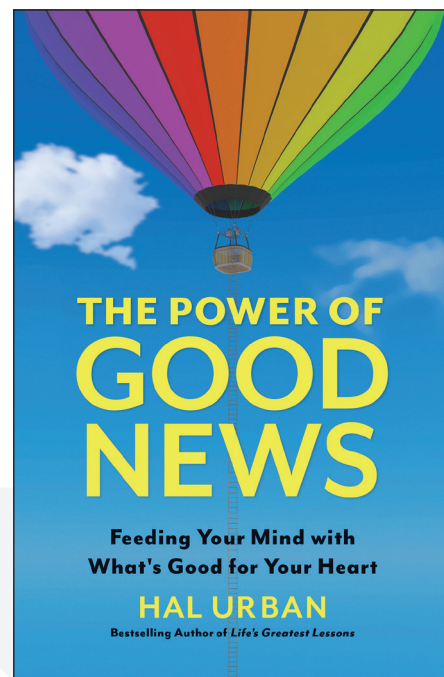


**Hal Urban** was an award-winning teacher at San Carlos and Woodside High Schools and an adjunct professor at his alma mater, the University of San Francisco, where he received a lifetime achievement award. Since 1992, Dr. Urban has been passionately dedicated to the Character Education movement—he also received a lifetime achievement award from Character.org. He speaks nationally and internationally.

The heart of his message is good character and good news lead to a good life.

### Contents

1. Wake-Up Call
2. What My Students Taught Me
3. Bad News Overload
4. The Good News
5. Happy Hormone Research
6. Looking for the Good
7. Count Your Blessings
8. Good Friends, Good News
9. Pass It On



- **Bestselling author:** Hal Urban has authored seven successful books over the course of his career. His bestselling book, *Life's Greatest Lessons*, was selected by *Writer's Digest* as the Inspirational Book of the Year and has sold more than half a million copies.
- **Enduring message:** The media will always be drawn to bad news, but there is good news all around us. Hal Urban shows us how to improve our mental health by finding the good without ignoring the bad.

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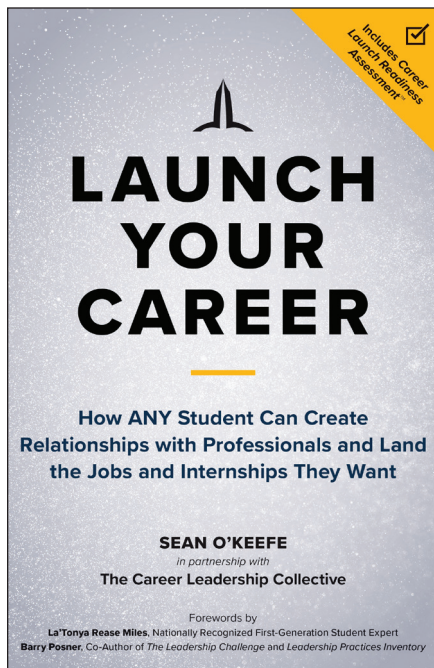
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**Personal Growth**

**Rights: world**



- **Critical need:** It's a tough job market out there. This book offers a new and far more effective approach to finding and landing a job.
- **Coauthored with a major student service association:** The Career Leadership Collective is one of the fastest growing career service providers in higher education.

Publication date: May 2021

\$19.95, paperback

240 pages, 6" x 9"

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Careers/ Education

Rights: world

Sean O'Keefe, in partnership  
with the Career Leadership Collective

Forewords by La'Tonya Rease Miles, Dean of  
Student Affairs, Menlo College, and Barry Posner,  
coauthor of *The Leadership Challenge*

## Launch Your Career

**How ANY Student Can Create Relationships with  
Professionals and Land the Jobs and Internships They Want**

This book shows how any college student can land the position they want by creating relationships with professionals in the industries they're interested in by using the author's proven Career Launch Method.

Did you know only 20 percent of jobs and internships are posted online? This means 80 percent of positions are filled in what Sean O'Keefe and others call the hidden job market. This book will teach you how to tap into that 80 percent!

O'Keefe, in partnership with the Career Leadership Collective, is now sharing his proven eight-step Career Launch Method. This book demystifies the concept of intentional relationship building by teaching all the practical microsteps needed to succeed. And O'Keefe explains how to "play the student card," turning inexperience and eagerness to learn into a powerful advantage.

The book includes the Career Launch Readiness Assessment, which helps students evaluate their competency in five key areas. This book will become a go-to resource for students looking to find internships and jobs, as well as a needed tool for colleges looking to increase retention rates and students' return on investment.



**Sean O'Keefe** is the founder, partner, and chief impact officer for Career Launch and the cofounder and director of impact for Empowered Students. The two organizations operate as a mission-driven social enterprise. O'Keefe is also an award-winning professor of business communication at Santa Clara University.

### Contents

Introduction: From College to a Job You Want and a Career You'll Love

#### Part 1: How to Access the Hidden Job Market

1. The Origin of the Career Launch Method
2. Habits and Mindsets for Career Success
3. Don't Believe These Common Misconceptions
4. Professionals Will Want to Meet with You

#### Part 2: The Career Launch Method

- Step 1: Discernment—Prioritize the Organizations You Want to Work For
- Step 2: Strategic Research—Discover Professionals Who Can Be Helpful to You
- Step 3: Personal Brand—Enhance Your Online Reputation

Step 4: Outreach—How to Play the Student Card to Set Up Career Conversations

Step 5: Preparation—Strategies and Best Practices for Career Conversations

Step 6: Advanced Preparation—Turning Career Conversations into Interviews, Recommendations, and Referrals

Step 7: Effective Follow-Up—Differentiate Yourself and Build Long-Term Relationships

Step 8: Ace the Job Interview—Convey Your Value and Land the Position

Final Thoughts: Implementing the Career Launch Method

Conclusion: Your Career Will Be a Journey

Karen and Henry Kimsey-House

# Co-Active Leadership

## Five Ways to Lead, Second Edition

As leaders, how we are is as important as what we do. The second edition of this leadership classic, updated with new chapters, shows how to master the inner and outer work needed to build relationships that unleash the transformational creative potential in everyone.

We need to expand beyond top-down, one-dimensional leadership models and find alternatives that are more fluid and inclusive and that harness the possibility of many rather than relying on the power of one. This is exactly what Karen and Henry Kimsey-House provide in this groundbreaking book. Co-Active Leadership is a deeply collaborative approach, which is why the first of its five dimensions is leading from within: self-leadership. Leaders must be fully present and live lives of integrity, openheartedness, and self-awareness if they are to make the kind of conscious, creative choices Co-Active Leadership demands.

Each of the remaining four dimensions work together holistically. Depending on the situation, you may lead from the front, offering guidance and inspiration; from behind, supporting and encouraging others; from beside, partnering with and supporting other members of your team; or from the field, drawing on insights and wisdom available beyond the rational mind.

This edition includes two new chapters, one offering new ways to utilize the Co-Active Leadership Model and another that goes deeply into the Co-Active philosophy. Co-Active Leadership celebrates and honors different expressions of leadership. It invites all of us to share our expertise and allows collaborative solutions to emerge that would never have been possible otherwise.

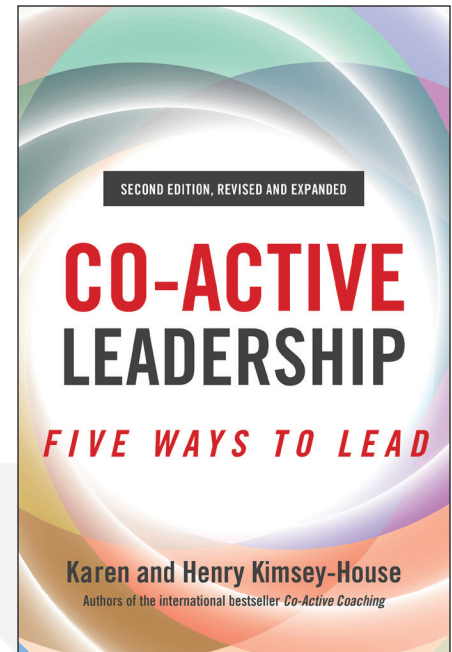


**Karen and Henry Kimsey-House** are the cofounders of the Co-Active Training Institute, a global coach training and leadership development company with a global community of over 100,000 and more than 300 world-class faculty. Coauthors of the industry bestseller *Co-Active Coaching: The Proven Framework for Transformative Conversations at Work and*

*in Life*, Karen and Henry are considered pioneers in the coaching profession.

### Contents

1. A New Leadership Story
2. Your Leadership Journey
3. What Is Co-Active?
4. The Co-Active Leadership Model
5. Co-Active Leader Within
6. Co-Active Leader in Front
7. Co-Active Leader Behind
8. Co-Active Leader Beside
9. Co-Active Leader in the Field
10. The Dance of the Dimensions
11. The Good Life



- **Bestselling authors:** *Co-Active Coaching* and *Co-Active Leadership* have sold a combined 185,000 copies.
- **Revised edition:** The new edition includes two additional chapters, as well as new case studies and ideas for practicing and developing Co-Active Leadership skills.

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**Business**

**Rights: world**

Sabrina Horn

Foreword by Geoffrey A. Moore

# Make It, Don't Fake It

Leading with Authenticity for Real Business Success



An award-winning CEO and communications expert shows how authentic leadership eliminates the need for the shortcuts that sabotage success. “Fake it till you make it” just doesn’t work—at least not long enough to build a sustainable business.

Driven to succeed under constant pressure, entrepreneurs and business leaders alike can be tempted to exaggerate their strengths, minimize weaknesses, and bend the truth. Through the twin lenses of running her own national public relations firm and advising thousands of executives for a quarter-century, Sabrina Horn revisits the core of leadership; defines authentic, reality-based business integrity; and shows readers how to attain and maintain it.

With firsthand accounts of sticky situations and painful mistakes, Horn lays out workable strategies, frameworks, and mental maps to help leaders gain the clarity of thought necessary to make sound business decisions, even when there are no right answers. In her straightforward, no-nonsense style, she shares the power of humility and empathy, mentorship and self-assessment, and a strong core value system to build a leader’s confidence and resilience. Horn’s fake-free advice will empower readers to disarm fear, organize risk, manage setbacks and crises, deal with losing and loneliness, and create a culture and brand designed for long-term success.

“[Sabrina Horn] approaches business and life from an integrity-first perspective and ‘keeps things real’—a strategy that is fundamental to building successful and enduring products and companies.”

—Dave Duffield, founder of PeopleSoft, Workday, and Ridgeline

- **Delivers a resonant message:** We live in a so-called post-truth world, finding ourselves deeply engaged with questions of leadership, equity, and integrity. There couldn’t be a better time for this book.
- **Challenges conventional wisdom:** “Fake it till you make it” is gospel in our cultural playbook. Who better than a public relations pro herself to take this advice down?

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Business

Rights: world



**Sabrina Horn** is an award-winning C-suite advisor, speaker, and communications expert and the CEO of HORN Strategy. She is the founder of Horn Group (now part of Finn Partners), which received national acclaim as Best US Employer and Best US Tech Agency. Horn has two daughters, Grace and Christina. She splits her time between New York and San Francisco.

## Contents

- |  |  |
|--|--|
| 1. Some Really Bad Advice                  | 6. Airtight  |
| 2. So, You Want to Start a Company . . .   | 7. <i>Leader and Loser</i> Both Begin with a Capital L |
| 3. Becoming a CEO                          | 8. Way Off the Menu                                    |
| 4. Becoming and Staying an Authentic Brand | 9. The Founder’s Curse                                 |
| 5. Get Used to Lonely                      |  |



Mario Moussa, Derek Newberry, and Greg Urban

# The Culture Puzzle

## Harnessing the Forces That Drive Your Organization's Success

**Corporate culture is critical to any organizational change effort. This book offers a proven model for identifying and leveraging the essential elements of any culture.**

In a world that changes at a dizzying pace, what can leaders do to build flexible and adaptive workplaces that inspire people to achieve extraordinary results? According to the authors, the answer lies in recognizing and aligning the elusive forces—or the “puzzling” pieces—that shape an organization's culture.

With a combined seventy-five years' worth of research, teaching, and consulting experience, Mario Moussa, Derek Newberry, and Greg Urban bring a wealth of knowledge to creating nimble organizations. Globally recognized business anthropologists and management experts, they explain how to access the full power of your culture by harnessing the four forces that drive it:

- **Vision:** Embrace a common purpose that illuminates shared aspirations and plans.
- **Interest:** Foster a deep commitment to authentic relationships and your organization's future.
- **Habit:** Establish routines and rituals that reinforce “the way we do things around here.”
- **Innovation:** Promote the constant tinkering that produces surprising new solutions to old problems.

Filled with case studies, personal anecdotes, and solid, practical advice, this book includes a four-part evaluator to help you build resilient organizations and teams. *The Culture Puzzle* offers the definitive playbook for thriving amid constant transformation.

**Mario Moussa** is president of Moussa Consulting and an affiliated faculty member in the College of Liberal and Professional Studies at the University of Pennsylvania. He is the coauthor of the bestseller *The Art of Woo* and *Committed Teams*. **Derek Newberry** is an organizational development consultant and an affiliated faculty member in the College of Liberal and Professional Studies at the University of Pennsylvania. He is the coauthor of *Committed Teams*. **Greg Urban** is the Arthur Hobson Quinn Professor of Anthropology at the University of Pennsylvania and the current editor of the *Journal of Business Anthropology*.

### Contents

Introduction: The Art of Giving and Getting  
**Part One: The Pharaoh, the CEO, and the Gardener**

1. The Pharaoh and the CEO: Seeing What's Right in Front of Your Nose
2. Tribal Conflict in the Workplace: Peeking behind the Org Chart
3. The Gardener's Creed: Harnessing the Four Driving Forces

### Part Two: The Four Forces of Culture

4. The Vision Ahead: Writing Your Tribe's Story

5. A Tribe of Tribes: Satisfying Interests and Building a Movement

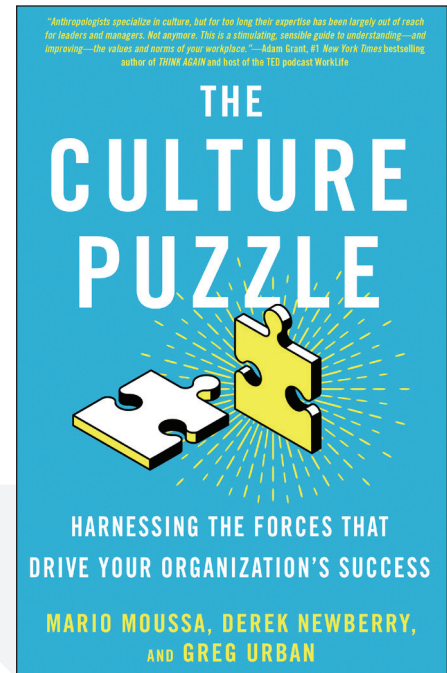
6. The Force of Habit: Reinventing the Rules

7. Bright Ideas: Nurturing the Innovative Impulse

### Part Three: The Dream of Sustainability

8. The Vigilant Gardener: Pulling Weeds and Cultivating Wildflowers

Conclusion: The CEO and the Dreamer



- **Unique author team:** Mario Moussa is the coauthor of the bestselling *Art of Woo*, Derek Newberry is a culture change specialist at Boston Consulting Group, and Greg Urban is a distinguished anthropologist at the University of Pennsylvania.
- **New look at an enduring problem:** Understanding and changing corporate culture is an evergreen topic. The authors provide a fresh, straightforward new way of approaching it.

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**\$27.95, hardcover**

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**Business**

**Rights: world**

Karim Harbott

# The 6 Enablers of Business Agility

## How to Thrive in an Uncertain World

Installing agile tools and practices won't be enough to respond to rapid market change unless you lay the groundwork with six key enabling factors.

An ever-growing pile of frameworks and tools falsely offer an “easy route” to organizational agility. Leaders must first lay the groundwork by creating the right environment for these tools to work. Many managers struggle to install the underlying organizational operating system for business agility. High-performing agile organizations depend on the strength of six key enabling factors: leadership, culture, structure, people, governance, and ways of working. This book explains why these factors are important and how they work together to increase organizational agility. Real-world examples, stories, and tools will help leaders get realistic about the scope of changes needed in their organizations and show them how to get started.

Karim Harbott does not offer a book of recipes. Instead, he focuses on mindset, principles, and general patterns. This book summarizes the most important factors in increasing organizational agility and why they work, which leaders will need to consider in a so-called agile transformation. Because every organization is different, each will have its own route to agility and high performance. Managers will need to tackle all the areas that are crucial to creating an environment in which any chosen approach can work.

“An excellent book I find myself returning to again and again. All organizations would be wise to heed the book's six enablers.”

—Mike Cohn, Cofounder of the Scrum Alliance and Agile Alliance



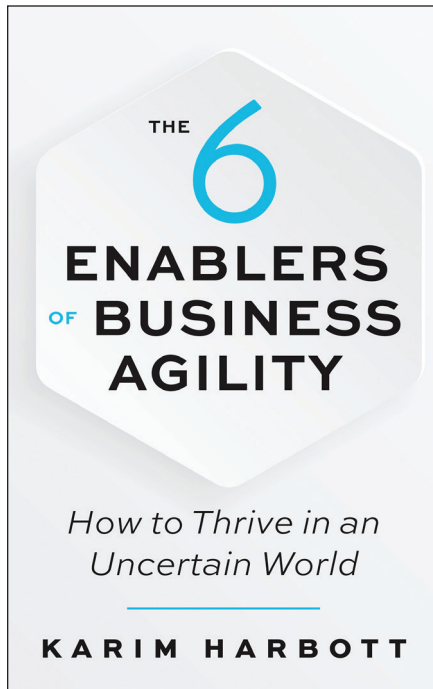
**Karim Harbott** is a world-leading business agility and leadership consultant, entrepreneur, author, and international keynote speaker. He has been involved with software development for twenty years and has more than a decade of experience helping organizations with business agility, working with some of the most complex transformations in the world. He is cofounder of Agile Centre, a leading provider of training and consulting based in London, and cofounder of the Business Agility Academy.

### Contents

Introduction: About This Book

1. The Changing Business Climate
2. Introducing Business Agility
3. The 6 Enablers of Business Agility
4. Leadership and Management
5. Organizational Culture

6. Organizational Structure
7. People and Engagement
8. Governance and Funding
9. Ways of Working
10. Leading the Change



- **Aligned with the best-known agile certifications:** The Agile Centre offers certifications on agile leadership, scrum mastery, and product ownership. This book leverages experience from all three.
- **Balanced, holistic approach:** Karim Harbott covers all facets of agile transformation, including the often overlooked but crucial area of governance and funding.

**Publication date:** June 2021

**\$32.95, paperback**

**304 pages, 6" x 9"**

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**Business/Leadership**

**Rights: world**

Thom Mayer, MD

# Battling Healthcare Burnout

**Learning to Love the Job You Have, While Creating the Job You Love**

**When physicians and nurses suffer from burnout, patients suffer as well. This book pinpoints the how and why and shows what healthcare providers and their organizations can do.**

Burnout is among the most critical topics in healthcare as it deprives us of our most important resource—the talents and passion of those who perform the difficult work of caring for patients and their families. The purpose of this book is to provide not only a taxonomy of burnout within the landscape of healthcare but also to provide pathways for healthcare professionals to guide themselves and their organizations toward changing the culture and systems of their organization.

The work of battling burnout begins from within. Thom Mayer views every healthcare team member as both a leader and performance athlete, engaged in a cycle of performance, training, and recovery. In these roles, they must both lead and protect themselves and their teams.

*Battling Healthcare Burnout* looks at individuals' role in promoting change within themselves and their organization and addresses solutions to change the culture and systems of work. Both are presented with a pragmatic focus and a liberal use of examples and case studies, including those from several nationally recognized healthcare systems.



**Thom Mayer, MD**, is medical director for the National Football League Players Association, the founder of Best Practices Inc., the CEO of Survival Skills Solutions, a national speaker for Huron Consulting, a clinical professor of emergency medicine at George Washington University, and a senior lecturing fellow at Duke University. He is a widely sought-after speaker on burnout, resiliency, crisis management, healthcare patient experience, leadership and management, and emergency and disaster medicine.

## Contents

Introduction: The Passion Disconnect of Burnout

### Part One: Understanding Burnout

1. Why Burnout Matters
2. Defining and Modeling Burnout
3. The Six Maslach Domains
4. Causes and Drivers of Burnout
5. The Calculus of Burnout and Leadership
6. A Model for Change and Mutual Accountability
7. Meaningfully Measuring Burnout

### Part Two: Developing and Implementing Solutions

8. Sustaining Personal Passion and Resilience
9. Organizational Solutions for Improving Culture

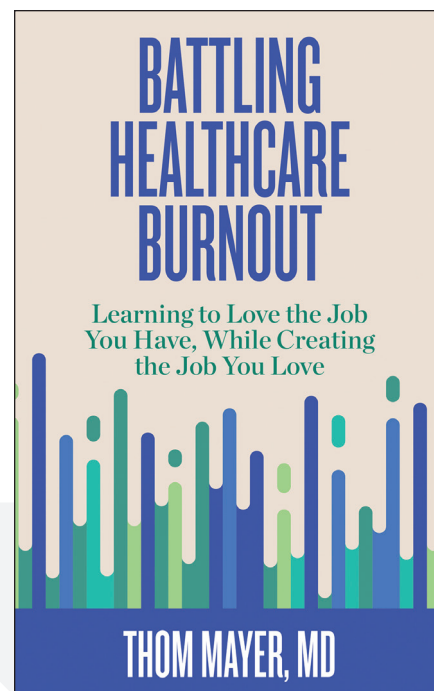
10. Hardwiring Flow and Fulfillment
11. Burnout and the Electronic Health Record

### Part Three: Other Voices

12. Novant Health System
13. Brigham and Women's Physician Organization
14. Duke Health System
15. Inova Health System
16. WellStar Health System

### Part Four: Tools for Battling Healthcare Burnout

17. Tools for Personal Passion and Adaptive Capacity
  18. Tools for Changing Culture
  19. Tools for Hardwiring Flow and Fulfillment
- Conclusion: Reconnecting Passion to Purpose



- **Urgent problem:** Over one-half of physicians and one-third of nurses experience symptoms of burnout. The problem has been amplified with the COVID-19 pandemic.
- **Practical solutions:** This book includes strategies and tools to tackle some of the root causes of healthcare burnout.

**Publication date:** June 2021

**\$34.95, paperback**

**352 pages, 7" x 10"**

**ISBN 978-1-5230-8991-8**

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**ePub ebook ISBN 978-1-5230-8993-2**

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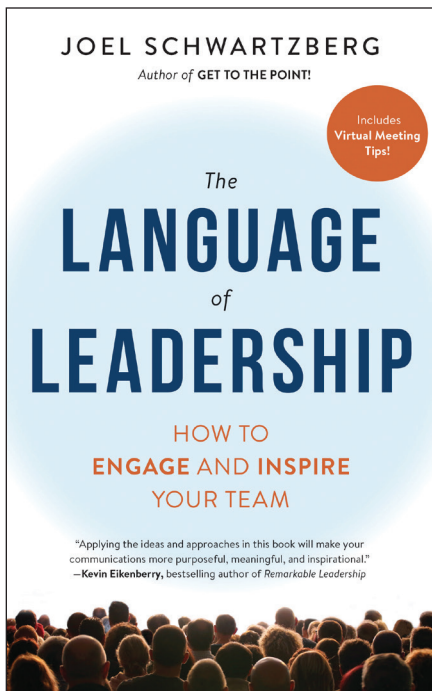
**Healthcare**

**Rights: world**

Joel Schwartzberg

# The Language of Leadership

## How to Engage and Inspire Your Team



- **Impress from a distance:** Joel Schwartzberg offers practical advice on making a strong leadership impression even when you're a face on a screen.
- **Expert author:** Schwartzberg is a highly sought-after coach and speech writer for New York CEOs and public speakers, and his columns have been published in *Harvard Business Review*, *Fast Company*, and many others.

**Publication date:** July 2021

**\$18.95, paperback**

**144 pages, 5½" x 8½"**

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**ePub ebook ISBN 978-1-5230-9242-0**

**Digital audio ISBN 978-1-5230-9243-7**

**Business / Communication**

**Rights: world**

**The impression you make as a leader has the power to build, enhance, or sabotage your authority and ideas. Discover how to convey the essence of leadership with every interaction.**

Every communication leaders make—speaking, writing, posting, sharing, and even listening—has the power to either secure or sabotage their impact. But wanting to inspire and engage their team and knowing how to do it are two different things.

In this book, Joel Schwartzberg suggests mindsets, tactics, tips, and examples to help readers reach that goal using the most powerful leadership tool available: a leader's voice. Whether managers are giving speeches, telling stories, sending emails, posting messages, recording videos, or running Zoom meetings, these are essential tools for establishing authority and galvanizing an audience.

Readers will learn how to inspire instead of inform, communicate with purpose and power, and sell—not just share—their most important ideas.



**Joel Schwartzberg** is a leadership communications coach whose clients include American Express, Blue Apron, the Brennan Center for Justice, Comedy Central, the American Jewish Committee, and North Point Ministries. He is senior director of strategic and executive communications for the New York City American Society for the Prevention of Cruelty to Animals. Schwartzberg's articles on effective communication have appeared in *Fast Company*, *Harvard Business Review*, and *Toastmaster* magazine, and he's been the featured guest on business and communication podcasts.

### Contents

#### 1. Think Before You Speak: Developing a Leadership Communication Mindset

Content Is Not King  
The Dynamic Duo: Purpose and Power  
Making Your Points Matter  
Balancing Realism and Idealism  
Know What Your Audience Wants and Needs  
Problem-Solving Versus Problem-Sharing  
We, Myself, and I  
It, This, and That  
The Beauty of Brevity

#### 2. Make It So: Key Targets and Tactics

Communicating Hope  
Communicating Vision  
Communicating Confidence  
Communicating Empathy  
Communicating Authenticity  
This Should Give You Pause  
Making Your Thanks Matter  
Making Your Story Matter  
Borrowing from Aristotle

Auditing Your As  
Attention Magnets  
The Rule of Three  
Strong Starts and Solid Finishes  
The Language of Listening  
We Need to Start Meeting Like This  
What *Not* to Worry About

#### 3. Plug In: Leveraging Your Tech Tools

Know Thy Platforms  
Zoom In: Making Actual Impact in Virtual Meetings  
More Effective Email  
Putting the Power in PowerPoint  
Digital Video

#### 4. Scenario Studies

Relaying Bad News  
Communication During a Crisis  
Celebrating a Milestone  
Honoring a Person  
Unveiling a New Policy or Strategic Direction  
Conclusion: The Last Lesson



Dr. Robert Rodriguez and Andrés T. Tapia

Foreword by Henry Cisneros

# Auténtico

## The Definitive Guide to Latino Career Success, Second Edition

America has an urgent need for Latino and Latina executives. This book identifies a path to uplift and amplify their representation in leadership.

Latinos and Latinas will account for a third of our workforce by 2050—yet they make up only 5 percent of senior roles in corporate America. Dr. Robert Rodriguez and Andrés T. Tapia call this low percentage of Latino and Latina corporate executives today the “5 percent Shame.”

Inspired by Price M. Cobbs’s seminal work on the secrets of successful Black leaders, this book seeks to understand the impact on Latinos and Latinas of the external forces of conscious and unconscious biases and of the internal forces of whether to assimilate or double down on their cultural identities in their quest to get ahead.

The second edition features a new foreword by Henry Cisneros, former secretary of the Department of Housing and Urban Development, as well as updated statistics and graphs to represent how America’s career landscape for Latinos has and has not changed and how to ensure Latinos can rise to their fullest potential.

Using insights from in-depth interviews with twenty highly successful boomer Latino and Latina executives and focus groups with dozens of Gen X and millennial leaders, the authors have captured lessons about how these individuals chose their career paths, addressed challenges, and seized opportunities. The discussions are interpreted through the lenses of the authors’ different personal experiences as Latino leaders in corporate America and synthesized as a guide for future leaders.



**Dr. Robert Rodriguez** is the founder and president of DRR Advisors LLC. He has worked with over one hundred corporations, including AT&T, Walmart, and Facebook, and he previously held leadership roles at BP, Target, 3M, and the *Washington Post*. **Andrés T. Tapia** is senior client partner and the global diversity, equity, and inclusion strategist leader at Korn Ferry, a leadership and talent consultancy. He is the former president of Diversity Best Practices and former chief diversity officer for Hewitt Associates.

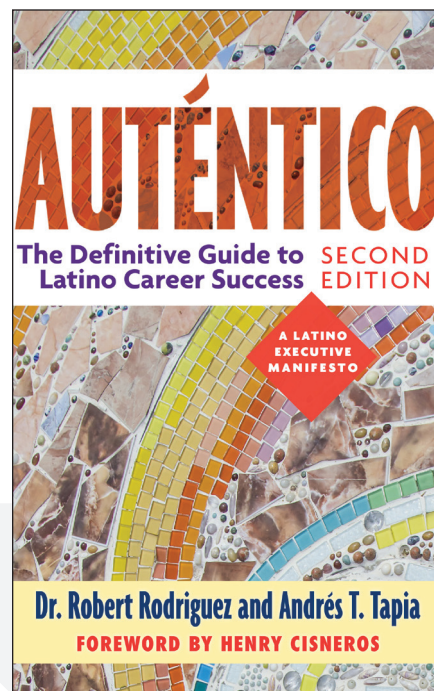
### Contents

#### Part 1: Outer Forces: The Challenge of Being Latino in Corporate America

1. The Myths of Meritocracy and Color-Blind Corporate Cultures
2. Identity Crisis: Assimilate, Opt Out, or Double Down?
3. Intra-Latino Divides: Truth or Consequences
4. Culture Clash: Can Corporate and Latino Cultures Be Reconciled?

#### Part 2: Inner Forces: Successful Strategies of Latino Executives

5. Reaching Outward: Education at All Costs
  6. How to Be: Three Key Traits of Transformational Leaders
  7. What to Do: Three Key Competencies of Transformational Leaders
  8. Power Ambivalence: The Achilles Heel
  9. The Next Generation of Latino Leaders: Latinx Learns, Challenges, and Rises
- Conclusion: Without More Latino Leaders, Companies Will Suffer  
The Latino Executive Manifesto



- **Critical need:** While Latinos now have the highest college attendance percentage of any demographic group, many still face barriers in having access, visibility, and opportunities to advance their careers.
- **Compelling success stories:** This book profiles top success stories and shows how to overcome bias and tensions that hold careers back in the United States.

**Publication date:** July 2021

**\$27.95, paperback**

**304 pages, 6" x 9"**

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**PDF ebook ISBN 978-1-5230-9305-2**

**ePub ebook ISBN 978-1-5230-9306-9**

**Digital audio ISBN 978-1-5230-9307-6**

**Business**

**Rights: world**

Benjamin C. Anyacho, MBA, PMP

# The Knowledge Café

## Create an Environment for Successful Knowledge Management

**Discover a mindset and environment for engaging, discussing, and exchanging knowledge within a group either face to face or virtually.**

At the Knowledge Café, participants can discuss hard-to-solve project issues or resolve a family or community crisis. This metaphorical town square supports knowledge circulation and rejuvenation and increases its velocity—making it a breeding ground for innovation. The aha moments at one Knowledge Café can match the benefits of multiple conferences, workshops, and training put together.

When knowledge management (KM) is part of an organization's culture, performance improves, collaboration increases, and the competitive advantage accelerates. No one can force knowledge transfer. We must create the right environment where knowledge is freely shared, rewarded, and fun. This book demonstrates why the Knowledge Café is such an effective KM tool and shows how to design optimal café experiences and increase learning agility.

The premium on knowledge and agility has never been greater. This book offers a technique for managing knowledge toward the greater good. Tips; templates; practical and relatable experiences; case studies; and examples of knowledge brokers, creators, and sharers across cultures show how the café interfaces with other KM techniques and in different work and project spaces.

"The Knowledge Café brings people together to have open, creative conversations to surface their collective knowledge, to share ideas, and to gain a deeper understanding of a topic."

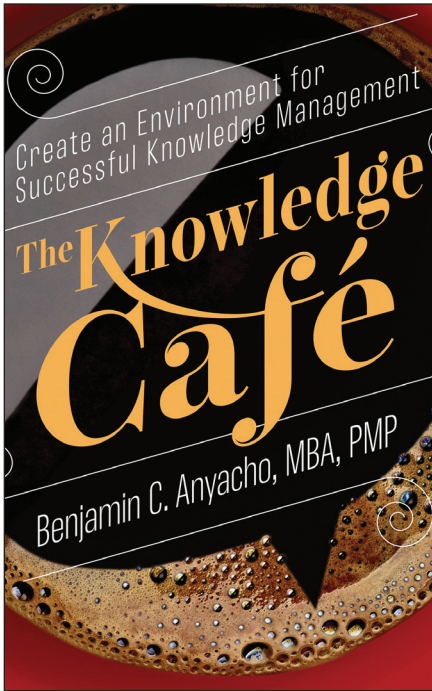
—David Gurteen, founder of Gurteen Knowledge



**Benjamin Anyacho, MBA, PMP**, is senior project manager and enterprise knowledge management lead at the Texas Department of Transportation. He is an expert in project and knowledge management and participates on several national and global panels, research projects, boards, and committees on these topics. Anyacho is executive director of the nonprofit Apostolic Bridge Builders Inc. in Austin, Texas.

### Contents

1. Knowledge Curiosity
2. What Is a Knowledge Café?
3. Caffeinated Knowledge: What Is Knowledge Management?
4. Designing Effective Knowledge Cafés
5. Knowledge Workers at the Café Revolution
6. Knowledge Culture and the Café
7. Knowledge Café Environment: Trends, Future, and Disruptive Technologies
8. Knowledge Café Environment for Dealing with Tough Conversations
9. KM Roadmap, Value, and Knowledge Stewardship
10. Café Interfaces with Other KM Methods and Techniques
11. Knowledge Leadership Café
12. Knowledge Advantage and Why You Should Share Your Knowledge



### • Practical tools for project managers:

This book is written by a certified Project Management Professional (PMP) who leads the Texas Department of Transportation in implementing knowledge management best practices.

- **Builds on project management industry standards:** Anyacho's advice is aligned with the Project Management Body of Knowledge to empower practitioners to lead the charge toward a culture of learning and transparency.

**Publication date:** July 2021

**\$38.95, paperback**

**328 pages, 6" x 9"**

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**Digital audio ISBN 978-1-5230-8954-3**

**Business/Communications**

**Rights: world**

Dr. Shirley Davis

# Living Beyond “What If?”

## Release the Limits and Realize Your Dreams

**Free yourself from self-limiting beliefs and fears that keep you stuck. This book lays out a blueprint for how to take control of your life and begin living your dreams.**

We all dream. We all imagine. And we all want to live our best life. But why is it that 90 percent of people admit that if they got to live their life over, they would live it differently? What keeps us comfortable with the status quo and unable to get beyond “What if?”

In part 1 of this book, Dr. Shirley Davis addresses these and other questions by guiding the reader through a personal journey of self-discovery, a search for significance, and an examination of the self-imposed limitations that can hijack our purpose, power, and possibilities.

In part 2, she details the readers’ journeys toward realizing their dreams by reimagining their lives, identifying their “why,” and developing a life plan to stay focused and accountable. She describes the right questions to ask, the right mindset to adopt, and the right relationships to build that will enable everyone to live the life he or she has always imagined.

Dr. Davis reveals the necessary steps for releasing the limits we place on ourselves as a result of life’s tests, wrong thinking, and bad decisions. She helps readers overcome paralyzing fears that keep dreams on pause and inspires the confidence to jump first and grow wings on the way down.



**Dr. Shirley Davis** is president and CEO of SDS Global Enterprises, a firm specializing in human resources strategy; talent management; leadership effectiveness; culture transformation; and diversity, equity, and inclusion. Dr. Davis has over twenty years of experience in a variety of executive leadership roles in Fortune 100 companies and served as vice president of global diversity and inclusion and workplace strategies for the world’s largest human resources association, the Society for Human Resource Management. Her work has been featured by the *Wall Street Journal*, NBC’s *Today* show, *USA Today*, *CBS News*, *Fox News*, *CNN.com*, *Fast Company*, and many others.

### Contents

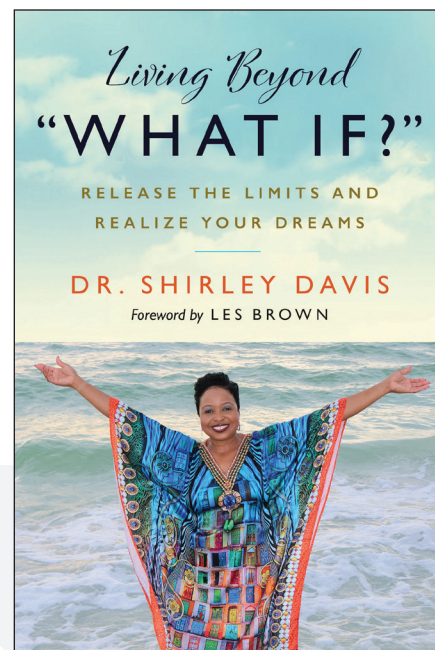
Introduction: Are you Living the Life You’ve Always Dreamed Of?

#### Part 1: Release the Limits

1. Was It Just My Imagination?
2. The #1 Reason Why We Don’t Realize Our Dreams
3. Stuck on “What If?” Common Disempowering Questions

#### Part 2: Realize Your Dreams

4. Face Your Fears Head On
  5. In Search of Significance
  6. Relationships Are the New Currency
  7. Jump and Grow Your Wings on the Way Down
  8. The Payoffs of Living Beyond “What If?”
- Conclusion: Notable Quotables to Live By



- **Deeply personal story:** Dr. Shirley Davis left a lucrative career to follow her dream of becoming an entrepreneur and running her own global consulting, training, and speaking business—and she has been wildly successful. This book shares her secrets.
- **New perspective on an evergreen topic:** Dr. Davis writes as a distinguished Black executive who reinvented herself at a point in her career when she had achieved considerable success and could easily have settled for what she had.

**Publication date:** August 2021

**\$19.95, paperback**

**168 pages, 6" x 9"**

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**Personal Growth**

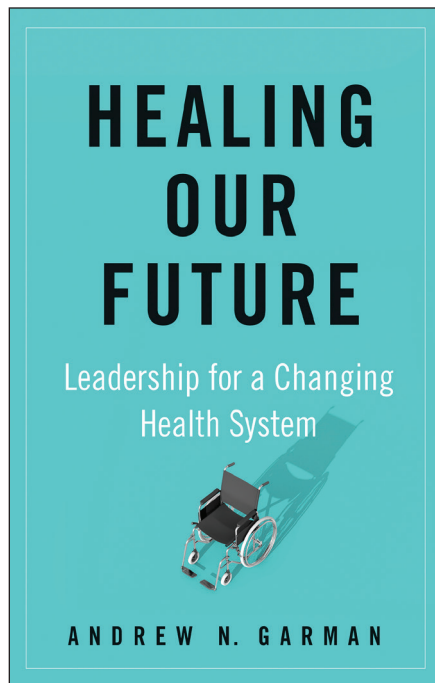
**Rights: world**



Andrew N. Garman

# Healing Our Future

## Leadership for a Changing Health System



**This book is a practical, evidence-based guide to seven key leadership disciplines that will help anyone working in healthcare to pursue brighter futures.**

In this book, Andrew Garman looks at the major changes facing healthcare organizations and the leadership competencies required to successfully meet those challenges. He explains how people become more effective leaders over time and what science tells us works best in making this happen.

At the heart of this book are seven universal disciplines—values, health system literacy, self-development, relations, execution, boundary-spanning, and transformation—which Garman divides into “enabling” and “action” disciplines. The enabling disciplines encompass the foundational work that makes leadership efforts more effective: learning more about ourselves, deepening our understanding of the world around us, and taking care of ourselves. The action disciplines describe leadership in the context of getting the work done: setting and resetting direction, collaborating inside and outside our organizations, anticipating what’s coming, and helping people prepare for it. Collectively, they form an evidence-based common language of leadership that readers can easily map to any model that their organization or profession may already be using.

Each chapter provides a description of the discipline, illustrates why it is important, and offers specific advice on how to raise proficiency. Appendixes offer step-by-step guidance on recruiting and engaging good mentors, along with input on developing long-term and foresight skills.

- **Authored by a respected leader in healthcare:** As a Rush University professor, former clinician, and former CEO of the National Center for Healthcare Leadership, Andrew Garman is an important voice on leadership in health systems.
- **For leaders at all levels:** This book will help all leaders, whether they are new to their roles or veterans adjusting to new challenges.

**Publication date:** August 2021

**\$34.95, hardcover**

**208 pages, 6" x 9"**

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**Healthcare**

**Rights: world**



**Andrew N. Garman, PsyD**, is a professor in the department of health systems management at Rush University in Chicago and director of the Rush Center for Health System Leadership. He previously served for nine years as CEO of the nonprofit National Center for Healthcare Leadership, where he remains involved in an advisory capacity. He is the author and coauthor of numerous research articles, book chapters, and books, including *The Future of Healthcare* and *Exceptional Leadership*.

### Contents

#### Section I: Leadership in the Changing Health System

1. The Changing Health System
2. Accelerating Your Development as a Leader

#### Section II: The Seven Disciplines

3. Values

4. Health System Literacy
5. Self-Development
6. Relations
7. Execution
8. Boundary-Spanning
9. Transformation



Michael K. Sahota and Audree Tara Sahota

# Leading Beyond Change

## A Practical Guide to Evolving Business Agility

**This guide shows readers how to transform a traditional organization into an evolutionary one with a framework and mindset that offer a new way of leading and approaching change.**

Now more than ever, society is demanding change, and organizations are being asked to shift into more conscious and agile business practices. Yet, most of what people believe about leadership, effective workplaces, and how to create lasting change is either incomplete or outright incorrect. And even if the desire to change is there, understanding of how to achieve it is elusive.

This book holds the key. It introduces the Shift Evolutionary Leadership Framework (SELF), which helps leaders create the understanding and application needed to evolve high performance. At the core of the book are dozens of business patterns that cut across seven dimensions of organizational functioning. The traps of traditional organizations are contrasted with the high-performance practices of evolutionary organizations. Authors Michael Sahota and Audree Tara Sahota explain the steps of leading beyond change—evolving beyond servant leadership to make the inner shift needed to unlock the practical skills and techniques.

Whether readers call this shift business agility, Teal Agility, evolutionary, or the future of work, it is possible to create high-performing organizations filled with energized people who are able to surf the waves of change.



**Michael K. Sahota** is an international speaker, trainer, and consultant on evolving people and organizations. He is the cofounder of SHIFT314 Inc., a boutique training and consulting organization that specializes in the organizational culture and leadership shifts needed to unlock

success with agile, digital, lean, and other new ways of working. **Audree Tara Sahota, B.Msc.** is chief metaphysics officer and cofounder of SHIFT314 Inc., specializing in evolutionary leadership development and organizational evolution through the powerful framework SELF, which enables rapid change in the evolution of people and organizations.

### Contents

#### Part 1: Starting the Journey

1. An Invitation to the Extraordinary
2. Setup for Success
3. LEADING: The Evolution of Leadership
4. BEYOND: From Traditional to Evolutionary
5. CHANGE: A Radically Different Journey
6. Getting the Most from Patterns

#### Part 2: Patterns for Leading beyond Change

7. Unlearning Reality: Can You Handle the Truth?
8. Getting Results—Beyond Organizational Survival

9. The Truth about Your Organizational Culture
10. It's All about the People
11. The Paradox of Power
12. Organizational Evolution
13. Evolutionary Leadership

#### Part 3: Integration and Application

14. LEADING: Your Evolutionary Journey
15. BEYOND: Moving into the Beyond
16. CHANGE: Evolving Your Organization
17. Application Tips and Tricks
18. Continuing the Journey

MICHAEL K. SAHOTA AND  
AUDREE TARA SAHOTA

# LEADING BEYOND CHANGE

A Practical Guide  
to Evolving  
Business Agility

#### • Framework for lasting change:

Michael Sahota and Audree Tara Sahota, his business partner and wife, have trained thousands of leaders around the globe on the SHIFT314 Evolutionary Leadership Framework.

- **A route to inner change:** This book helps stewards of change to pursue the inner personal development that will help with their organization's development.

**Publication date: August 2021**

**\$39.95, paperback**

**384 pages, 6" x 9"**

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**Digital audio ISBN 978-1-5230-9349-6**

**Business/Leadership**

**Rights: world**

# How Do Berrett-Koehler's Diversity, Equity, and Inclusion Efforts Measure Up?

We've been tremendously gratified by the sales of diversity, equity, and inclusion (DEI) titles, like Mary-Frances Winters's *We Can't Talk about That at Work*, *Inclusive Conversations*, and *Black Fatigue*; Tiffany Jana and Michael Baran's *Subtle Acts of Exclusion*; Jennifer Brown's *How to Be an Inclusive Leader*; and many others. We're proud to share these authors' insights, especially at this critical juncture in US history. In fact, we're hopeful that books like these will help make this moment a critical juncture and not just an historical blip.

But what about us? At Berrett-Koehler, we always say we eat our own cooking. And DEI is no exception.

## The Berrett-Koehler DEI Working Group

In August 2020, BK staff formed a working group to advance diversity, equity, and inclusion at the company and update our data and accountability metrics. Led by President and Publisher Johanna Vondeling, it currently includes a diverse group representing all areas and levels of the company: Tryn Brown, marketing associate and copywriter; Maren Fox, email marketing manager; Kristen Frantz, vice president of sales and marketing; Alexandria Love, communications and sales strategist; and Neal Maillet, editorial director. For the initiative described below, they were joined by now-former employee Shabnam Banerjee-McFarland, editor and producer; Sean Davis, human resources manager; Zoe Mackey, director of digital marketing; and Edward Wade, vice president of production and design.

## The Global Diversity and Inclusion Benchmarks

One of the group's first goals was to figure out where we stand by completing the Global Diversity and Inclusion Benchmarks (GDIB), first developed in 2006 by Julie O'Mara and Alan Richter at the Centre for Global Inclusion, with the assistance of forty-seven experts from around the world. Updated regularly, it currently includes fourteen categories. The DEI Working Group evaluated Berrett-Koehler on its level of achievement in each category: five points for best practices, four for progressive, three for proactive, two for reactive, and one for inactive. They averaged each member's rankings to compile total scores in each of GDIB's fourteen categories.

## How'd We Do?

Full disclosure: we did not give ourselves a score of five on any of the benchmarks. Our own cooking is not always delicious. These are our strongest categories:

- Benefits, Work-Life, and Flexibility (4.20)
- Job Design, Classification, and Compensation (3.80)
- Leadership and Accountability (2.90)
- Marketing and Customer Service (2.83)
- Community, Government Relations, and Social Responsibility (2.58)

And these are the areas most in need of attention:

- Connecting DEI and Sustainability (1.67)
- Supplier Diversity (1.75)
- Assessment, Measurement, and Research (1.83)
- Recruitment, Retention, Development, and Advancement (1.83)
- DEI Learning and Education (1.90)

## What Now?

We've made immediate plans to tackle three of our problem areas: assessment, recruitment, and supplier diversity. We're implementing annual diversity assessments of our staff, authors, and suppliers. We're reviewing our recruitment, staff training, and staff development policies to prioritize diversity, equity, and inclusion. And we're actively working to diversify our suppliers in all areas.

DEI is a process, not a destination. It's a way of being and behaving—not a race to be won. We will always have more to learn, and there will always be room to improve. The GDIB survey gave us a fantastic opportunity to identify where we are now and where we need to do the most work. We're actively reaching out to compare best practices with other organizations, and we are singularly lucky to be able to draw on the expertise of some of the top DEI authors in the world as we proceed in our journey.

Given how crucial DEI is to creating a world that works for all, we commit to periodically updating the BK community on our progress in this area.

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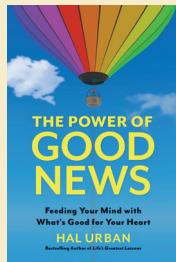
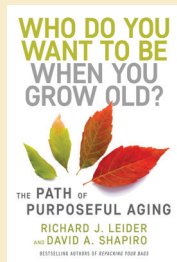


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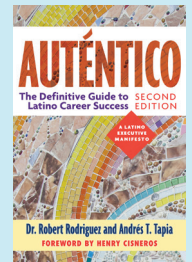
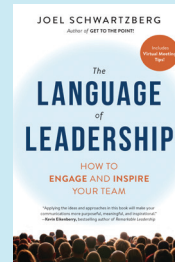
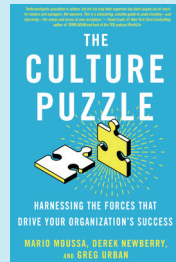
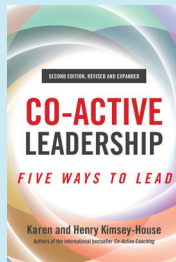
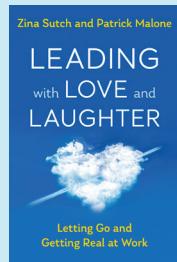
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