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"What a timely book for business managers and anyone who manages people. Most of the time people don't take responsibility because their responsibilities are not clear to them."

-- Tina D'Aversa, Publisher **SPORTING KIDS MAGAZINE**

THE ART OF CONSTRUCTIVE CONFRONTATION

**How to Achieve More Accountability with Less Conflict
by John Hoover & Roger P. DiSilvestro**

There is a seemingly endless supply of new and over hyped methodologies for helping businesses get things done. But none of those methodologies address one of the most fundamental problems in business today: our fear of face-to-face confrontation.

THE ART OF CONSTRUCTIVE CONFRONTATION (Wiley, July 2005, \$xx) shows why confrontation isn't something we should fear at all, but is instead something we should embrace and use to our advantage. Constructive confrontation can be the difference between people just doing things and people getting things done.

Often, when we think of confrontation, we think of conflict and anger. But constructive confrontation isn't conflict; it's a structured, systematic approach to decreasing conflict and increasing accountability in the workplace. Unlike other business improvement methodologies, it doesn't cost you money and you can implement it today. Constructive confrontation works because it's simple.

In **THE ART OF CONSTRUCTIVE CONFRONTATION**, authors **JOHN HOOVER** and **ROGER DISILVESTRO** present their straightforward, common sense system in three easy steps.

- **PART 1: COMMITMENT:** Parties discuss specific goals, the schedule for reaching the goals, and the process for achievement. Confrontation becomes a negative and potentially frightening proposition when it's not engaged early enough.
- **PART 2: CONFRONTATION:** It is misunderstood, avoided, and not applied as soon, or as often, as needed. It can be the most powerful tool in your arsenal for increasing accountability and decreasing conflict.
- **PART 3: CELEBRATION:** Rewarded behavior is repeated behavior. Celebration helps keep confrontation constructive. Just as success over time builds confidence, appropriate recognition for every level of effort builds goodwill and the desire to meet and exceed expectations the next time around.

As team members and team leaders journey through the cycle from start to finish, constructive confrontation provides ample opportunity for course correction and adaptation to new realities. Not only is it simple and effective, it's flexible and adaptive—and it works for any business in any industry. For anyone assigned to a task or project, as well as the leaders responsible for seeing that the work gets done—and gets done right and on time—**THE ART OF CONSTRUCTIVE CONFRONTATION** is the most powerful tool available to increase accountability and decrease conflict.

The authors describe the process for in three steps:

For more information about **THE ART OF CONSTRUCTIVE CONFRONTATION** or to schedule an interview with the authors, please contact Newman Communications at 617.254.4500.

ABOUT THE AUTHORS

John Hoover, PhD has successfully used the leadership techniques in this book as an entrepreneur and executive with Walt Disney Productions and McGraw-Hill. He has helped dozens of corporate and public sector consulting clients, including Boeing, Delta Air Lines, IBM, Hilton Hotels, Motorola, the New York State Training Council, Printronix, Sanyo Fisher USA, and Xerox to learn and apply the concepts of constructive confrontation, internal and external communication strategies, and how to form and sustain internal and external strategic relationships. Dr. John belongs to the Society for Human Resources Management, the American Society of Training and Development, and the Organization Development Network. His other books include:

- *How to Sell to an Idiot: 12 Steps to Selling Anything to Anyone* (John Wiley & Sons December 2005)
- *Unleashing Leadership: Aligning What Your People Do Best with What Your Organization Needs Most* (Career Press 2005) with Angelo Valenti, PhD
- *How to Live with an Idiot: Clueless Creatures & the People who Love Them* (Career Press 2004)
- *How to Work for an Idiot: Survive and Thrive without Killing Your Boss* (Career Press 2003)
- *Leadership When the Heat's On* (McGraw-Hill 2002) with Danny Cox
- *Think Out of the Box!* (Career Press 1996) for Mike Vance & Diane Deacon
- *Seize the Day: How to be an Extraordinary Person in an Ordinary World* (Career Press 1995) with Danny Cox
- *An American Quality Legend: How Maytag Saved our Moms, Vexed the Competition, and Pre-saged the Quality Revolution* (McGraw-Hill 1994)

Roger P. DiSilvestro brings 30 years of hard-won leadership experience to *The Art of Constructive Confrontation*. As Chairman and CEO of Athlon Sports Communications, he has left his mark as a recruiter and leader of top executive and sales talent. Under his innovative guidance Athlon grew from a company with limited vision to an expanding, industry-leading enterprise. At the time of Roger's retirement in 2005, Athlon revenues were over 30 times what they were upon his arrival. Roger believes in recruiting the best people and then getting the best out of them through the power of communications and constructive confrontation. Roger is a compelling speaker, a compassionate coach, and powerful consultant. From the podium at a conference or leadership retreat, in the conference room, in the chair across from your desk, or on the telephone, he teaches the communications principles and techniques that build the people who build your business. *The Art of Constructive Confrontation* is his first book.

The Art of Constructive Confrontation How to Achieve More Accountability with Less Conflict

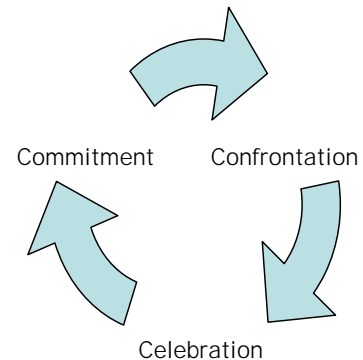
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The Circle of Confrontation