



Glaser Messaging Guide

Welcome to the Glaser's Messaging Guide

Glaser & Associates, Inc. provides this source of information to assist in writing articles and other marketing/public relations materials for publication. We sincerely hope it is useful to you. All material in this document is intellectual property of Glaser & Associates, Inc. It may be used only in publications about the Glasers. Elements of this text may be used but not rewritten. Its' meaning may not be modified.

Please do not hesitate to contact us with any concerns or questions.

Core Message

Glaser & Associates is a company dedicated to the interpersonal health of your business or organization. Glaser & Associates can analyze your organization's work culture, provide education and training, help you build effective teams, and help expand trust throughout the organization.

The Glaser's approach is unique because they don't just provide ideas and theories; they offer people models and skills based on their own published research, to use in everyday life. The Glaser's work is enormously valuable, keenly pragmatic, and thoroughly entertaining.

Tag Line

Solving Problems. Strengthening Relationships. Building Trust.™

Talking Points

Key Points

- Important Insight
Many people think that trust is a *prerequisite* for communication, but rather the opposite is true – trust is a *byproduct* of effective communication.
- Practical Methods
The Glaser's approach is unique because they don't just provide ideas and theories, they give people research-based models - skills to use in everyday life.
- Dynamic Intervention
People need to function as a high-performance, high synergy team, where divergent points of view are vigorously discussed and consensus is actively developed.
- Big Picture Focus
Our lives are defined by a universe of potentially deadlocked moments and how we navigate through those moments in the end determines our impact, or influence, and even our legacy.

Glaser Messaging Guide, Version 1.

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- Measurable Results
Organizational culture has measurable links related to strong interpersonal communication: profitability, quality, market share, sales growth, and customer and employee satisfaction.

Glaser Services

- Conduct intensive workshops, keynotes, conferences, on-site trainings, and crisis interventions.
- Help people and organizations resolve conflict and build trust.
- Help people transform interpersonal relationships.
- Help foster high-performance teams.
- Primary goal is always to solve the problem and strengthen the relationship.

Glaser Background

The Glasers:

- Are a husband and wife team.
- Are backed by over 35 years of published, award-winning field research in communication, workplace culture, and relationships.
- Have published 3 books and over 40 research articles. Their last book, the 2006 internationally award winning **Be Quiet Be Heard**, features tangible skills, progressive steps and flexible navigating through life's deadlocks and creating agreement from discord.
- Have consistently been rated the top speakers at conferences around the world.
- Have authored practical and powerful communication tools – delivered in a personal and entertaining way.
- Travel the world working with businesses, organizations and governments, including ongoing work with the US Senate and the House of Representatives.

Umbrella Message

Glaser & Associates are changing the way people and organizations handle conflict resolution and build trust, enabling them to transform interpersonal relationships and develop high-performance teams.

The Glasers provide essential interpersonal communication and consulting services to business, non-profits, and governments worldwide. Their hands-on approach transforms organizational culture as it promotes long-term change with immediate and sustainable results.

Backed by over 35 years of published field research, the Glaser's practical and powerful communication tools are delivered in a personal and entertaining way. Their work is described as enormously valuable, keenly pragmatic, and thoroughly entertaining.

The Glasers teach individuals and teams how to master conflict resolution, gain respect from others, and reach consensus. Deadlock can lead to solutions, and most importantly, to strengthened relationships.

The Glasers believe that our lives are defined by a universe of potential deadlock, and how we navigate through those moments, in the end determines our impact, our influence, and even our legacy.

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