



FOR IMMEDIATE RELEASE

**GLASER & ASSOCIATES, INC. LAUNCHES BREAKTHROUGH COMMUNICATION 2.0:  
Mastering Human Relationship Dynamics for People in Local Government.**

*Drs. Susan and Peter Glaser release online platform for their international award-winning communication learning system: How to create a culture of trust in local government organizations.*

**EUGENE, Or. Aug 8, 2014-** Glaser & Associates Inc. is launching the first of its kind video-based online communication learning system. [Breakthrough Communication 2.0](#) provides communication mastery in [breakthrough conflict](#), [hardwiring teamwork](#), and [persuasion](#).

This [data driven](#) program teaches local government leaders skills for raising delicate issues, responding to conflict, turning adversaries into thought-partners, and making meetings creative, productive, and short. Skills can now be reviewed online on demand before life's defining conversations. This evidence-based multimedia learning system has produced immediate impact and [measurable](#), lasting results.

Over their 40 years of [published](#) award-winning research, university teaching, and international consulting, the Glasers have presented for over 800,000 people. Amid growing demand for an ongoing way to hardwire communication skills, the Glasers broke into the digital space last year with a beta release of Breakthrough Communication 2.0 for existing clients. In Sep 2014 it's being publically released.

Breakthrough Communication 2.0 gives online subscribers control over the time, place and pace of their learning. Reinforcement quizzes ensure best practices rather than bad habits. The option of before/after surveys provides [measurable](#) evidence of individual skill development.

To help reinforce best practices, the Glasers connect with participants through live video coaching and in discussions on their online [Community of Practice forum](#). Individual [certifications](#) and [training](#) of internal coaches within organizations are also available through the online program.

**[ABOUT GLASER & ASSOCIATES, INC.](#)**

Glaser & Associates, Inc. specializes in leadership development, conflict resolution and team dynamics. As married business partners and co-presenters for over 40 years, Drs. Peter and Susan Glaser are authors of the globally acclaimed book, ["Be Quiet, Be Heard: The Paradox of Persuasion."](#) The Glaser's expertise in Communication has been [buzzed](#) about in major publications including Business Week, Working Woman, Success Magazine and the Washington Post. Their research on transforming organizational culture has received the International Association of Business Communication Research Foundation Award for bridging communication theory and practice. The Glasers joined the faculty of the University of Oregon in 1975. Active consultants since then, their work has taken them around the world working with federal, state, and local government leaders throughout the US, New Zealand, Canada, and the U.K., including their ongoing work with the US Congress. They have been featured presenters at the International City/County Managers Association and also at regional local government leadership conferences throughout the U.S. They have also been keynote speakers at the Society of Local Government managers in New Zealand and the Society of Local Authority Chief Executives in Great Britain.

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