

# SANTASADŌ

## Bert van Dijk - Influence Others, Start With Yourself

On Behavior And Leary's Rose

COMMUNICATION | PERSONAL DEVELOPMENT



'That's just the way I am.' A lot of people think that the way they behave is carved in stone, but nothing could be further from the truth. This book shows you how you can consciously choose to adopt the most effective behavior in order to improve your success rate at achieving your goals.

*Influence Others, Start With Yourself* uses Leary's Rose interaction model to give you an insight into the different communication processes. Leary's Rose is a schematic reproduction of different ways of behaving and the effect this has on other people. With the help of exercises you learn how you can choose to behave differently, how you can manage each situation and obtain the result that you want and still accept the other person for who they are.

This practical model can be applied in all types of everyday situations; a difficult work discussion, a business conflict or a difference of opinion about a holiday destination. It is just a question of making the right choice.

Published in 2010 | Paperback | 110 pages | ca. 30,000 words | With illustrations

- Over 50,000 copies sold
- Full English translation available
- Chinese rights sold to China Machine Press
- English and Dutch editions published by Thema Publishers



## ABOUT THE AUTHOR

Bert van Dijk is trainer, with ten years of experience as a trainer and advisor for a large educational organization. He also founded the Leary Academy where professionals can learn how to influence others with accuracy using self-knowledge and people skills. Moving others smoothly how to adapt their behavior. Bert is an inspiring trainer, speaker and writer, he invites his audience to behavioral change with a humoristic and thorough approach.

## RECOMMENDATIONS

*'Influence Others, Start With Yourself* is successful in supplying practical tools and helped me chose the right behavior in the situations that required conscious and tactful interaction. Besides a practical model, the book also offers exercises that the reader can apply in their daily practice. Read the book, but most of all, apply the theories.'

### **Jont Groenendaal**

'A delightful book. You can start working with the exercises and examples or you can enjoy the familiarity of the discussed situations, and your own behavior, with a sly smile.'

### **Karen Coesmans, manager and coach**

'A clear explanation on the benefits of communicating deliberately and purposeful.'

### **Dutch Library Services**

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Preface to the ninth (revised) edition

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