



C.S. Lewis & Co. Publicists

Editor/Producer,

A young boy, whose father died before his birth, grows up with an alcoholic and often abusive stepfather.

Another boy, who suffers a nervous breakdown as a teenager, is a poor student and has no friends. His father is ashamed of his lack of athletic prowess.

A little girl loses her parents in the Holocaust and then grows up in an orphanage.

Another girl, born on a dirt-poor Mississippi farm, grows up in poverty and was raped at nine.

If you think these individuals were doomed to lives of hardship and underachievement, you just dismissed Bill Clinton, Albert Einstein, Dr. Ruth Westheimer, and Oprah Winfrey.

In his new book, *The Resiliency Advantage: Master Change, Thrive Under Pressure, and Bounce Back from Setbacks* (Berrett-Koehler, June 2005), resiliency psychologist and best-selling author **AL SIEBERT, PhD**, explains what makes certain people thrive despite relentless hardship, and how you can learn these same resiliency skills. Being resilient makes you a better manager, a better employee, and ultimately happier and more successful in everything you do.

Dr. Siebert is a charismatic, engaging media personality with extensive national TV, radio, and print experience. He can discuss such topics as:

- ***Thriving in a Pressure Cooker Job:*** Learn how to get more work done, in new ways, in less time, with a reduced budget and a downsized staff. Make yourself indispensable at work and find new passion in your career.
- ***Overcoming the Myth of Stress:*** Dr. Siebert shares a whole new way to handle stress, gain control over your reactions, remain healthy under pressure, and prevent many stress-related health conditions.
- ***How to Bounce Back from Adversity:*** Learn how life's best survivors convert bad experiences into valuable learning opportunities. Learn practical tips on how to remain optimistic when surrounded by negative people and situations.

This much-awaited book by America's leading expert in resiliency psychology is destined to be as commercially successful as Dr. Siebert's previous best-seller, *The Survivor Personality*. You can find out more about the author at www.resiliencycenter.com.

Please let me know if you'd like me to set up an interview.

Warm regards,
Cathy Lewis

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The Resiliency Advantage

New book teaches how to cope well with change, pressure, and adversity.

Some people seem unfazed by negative people and daunting problems. They seem to bounce back from disaster better, stronger, and smarter than before. Such highly resilient people are happy and successful in their lives, and make great employees, excellent managers, and superb leaders.

Best-selling author **AL SIEBERT, PhD**, says resiliency skills can be learned at any age. In his new book, ***The Resiliency Advantage: Master Change, Thrive Under Pressure, and Bounce Back from Setbacks*** (Berrett-Koehler, June 2005), Dr. Siebert has drawn from decades of social science research to develop the first practical program for learning resiliency skills, in five stages:

LEVEL 1: Sustain optimal health under pressure and nonstop change.

LEVEL 2: Develop innovative ways to solve problems.

LEVEL 3: Boost self-confidence, self-esteem, and self-concept.

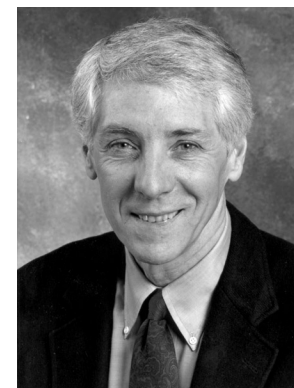
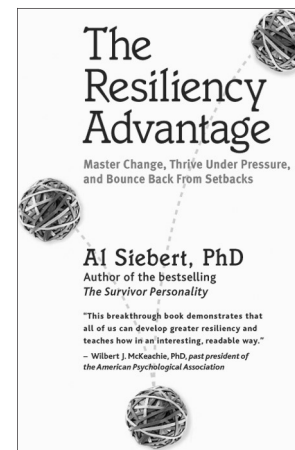
LEVEL 4: Master high-level resiliency skills such as curiosity, optimism, and paradoxical thinking.

LEVEL 5: Develop your talent for serendipity.

The Resiliency Advantage is the first book to teach readers resiliency skills that help them:

- Learn healthful ways to convert “stress” into optimal strain
- Acquire practical tools for finding answers to any problem
- Tap into positive feelings during rough times
- Overcome inner saboteurs to growing and changing
- Embrace complexity without getting overwhelmed
- Convert misfortune into good fortune
- Stop being a victim of circumstances
- Gain strength from adversity

A master teacher who has taught resiliency skills to thousands of students, professionals, managers, and employees, Dr. Siebert has reproduced his famous self-assessment quiz, “How Resilient Are You?” in the book, and presents more than four dozen Resiliency Enhancement Activities throughout so that readers can first learn the principles of resiliency and then practice the needed skills.



Resiliency is the ability to:

- Cope well with high levels of ongoing, disruptive change
- Sustain good health and energy when under constant pressure
- Bounce back easily from setbacks and adversities
- Change to a new way when the old way is no longer possible
- Do all of this without acting in dysfunctional or harmful ways

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About the Author

AL SIEBERT, PhD, is an internationally recognized expert in the field of resiliency psychology and author of *The Resiliency Advantage: Master Change, Thrive Under Pressure, and Bounce Back from Setbacks* (Berrett-Koehler, June 2005).

An ex-paratrooper with a PhD in psychology, Dr. Siebert is known for his breakthrough research into the inner nature of highly resilient survivors. He first drew national attention in 1986 when his research findings were featured in *Love, Medicine, and Miracles*, by Dr. Bernie Siegel. This led to television interviews by Gary Collins on *Hour Magazine* and Bryant Gumble on NBC's *The Today Show*.

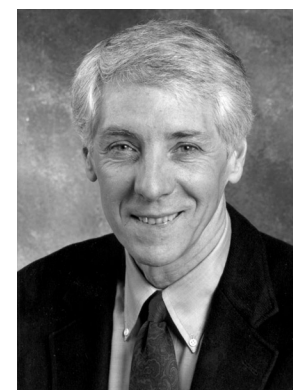
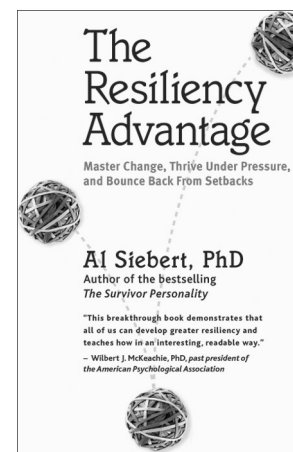
A decade later, he penned his first best-seller, *The Survivor Personality: Why Some People Are Stronger, Smarter, and More Skillful at Handling Life's Difficulties... and How You Can Be, Too*, now in its fourteenth printing, which landed him on *OPRAH*.

Since then, Dr. Siebert has made numerous local and national television appearances, has been interviewed on NPR and New Dimensions radio, and been featured in dozens of resiliency articles in such diverse publications as *Woman's Day*, *New Woman*, *Good Housekeeping*, *Prevention*, *Men's Fitness*, *Outdoor Life*, *The New England Financial Journal*, *The Harvard Business Review*, *Modern Maturity*, *USA Weekend*, *Wall Street Journal*, and *Los Angeles Times*.

A master teacher who taught management psychology at Portland State University for over thirty years, Dr. Siebert speaks to more than 10,000 people a year, giving keynote addresses and leading resiliency-skill workshops for audiences of all types, including IT executives, US Forest Service managers, small business owners, public sector employees, US Navy officers, college administrators, and bank executives.

In addition to his books, Dr. Siebert has penned numerous articles and resiliency manuals. His popular quiz, "How Resilient Are You?" has been featured in many publications and was posted at the Discovery.com/health website to accompany the 9/11/02 TV special.

He is founder and director of The Resiliency Center, a training and consulting firm that helps individuals, teams, and organizations gain competitive advantage by developing resiliency skills.



"That which does not kill
me makes me stronger."

—FRIEDRICH WILHELM
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Interview Topics

5 Steps to Becoming a Highly Resilient Person

Learn how to handle change, thrive under pressure, and bounce back from setbacks.

With his 5-step program featuring practical strategies and hands-on activities, Dr. Siebert says you can learn to be resilient, even if it doesn't come naturally to you. Discover:

- How to optimize your health by converting "stress" into optimal strain
- How to problem solve more skillfully
- How to strengthen self-esteem, self-confidence, and a positive self-concept
- How to master high-level resiliency skills and strengths
- How to develop your talent for serendipity

Health Benefits of Resilience

Learn why studies show that resiliency boosts immunity.

How well you respond to the strains of sustained, overtaxing challenges and demands can play a role in whether you develop stress-related conditions such as heart attacks, depression, gastrointestinal illnesses, and cancer. Dr. Siebert talks about:

- How to gain control over knee-jerk reactions to pressure
- Health-promoting tools for handling stressful situations
- Health risks of "why me" negative emotions
- 10 things that will make you less likely to develop an illness

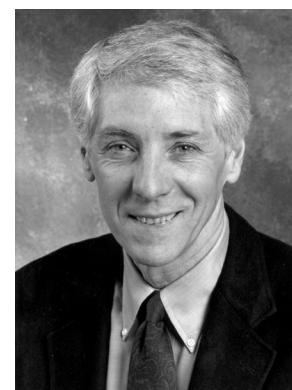
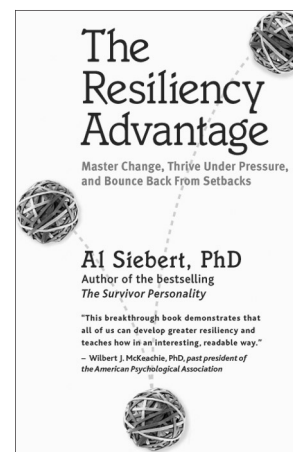
How to Cope with Energy-Draining People

Acquire tools for dealing with angry, unhappy, negative people.

According to Dr. Siebert, a person is only energy draining if you feel drained by what he or she says or does. Learn resiliency skills that help you:

- Gain control quickly with an angry person
- Divert personal attacks
- Remain immune to negative talk
- Cope well with dysfunctional people

—MORE—



To resolve a conflict with an angry person:

- Ask what's upsetting him.
- Listen carefully.
- Ask clarifying questions.
- Repeat what he said.
- Validate his feelings.
- Thank him for telling you to your face.
- Add a point that supports his case.
- Ask what he wants.
- Discuss possible solutions.

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Stress Can Be Good for You

Learn to convert threats into health-benefiting challenges.

Dr. Siebert says we've been misled by articles, books, and workshops into believing that something called stress is constantly assaulting and harming us. Stress is an external pressure. How you react to it is actually *strain*, and internal effect, and that's what's harmful. Find out:

- How strain negatively affects your body
- How stress, when managed well, has important benefits
- How resilient people use stress to their advantage
- Activities that help you stay in control

How to Get Hired and Stay Employed

Learn resiliency skills that give you an advantage over peers.

Resilient people are the most desirable employees to have, and they're the ones least likely to lose their jobs. Dr. Siebert teaches employees or prospective hires:

- 9 ways businesses benefit from resilient employees
- How to be a self-motivated, self-starter
- How to thrive in a rapid-change workplace
- How to gain a reputation as an innovative problem solver
- How to be the best team player

4 Workplace Trends that Demand Resilient Employees

Right now, workers need resiliency skills more than ever.

In 2005, the need for resilient employees is so strong that leading employee assistance program executives have begun offering resiliency classes and material to their corporate clients. Dr. Siebert discusses:

- How called-up military reservists have a draining effect on fellow employees left behind
- How downsizing has left millions scrambling to find brand-new careers, and lowered morale for workers who stayed
- How highly skilled older workers are flocking to low-skill, low-wage work in record numbers
- How the increased use of temp and contract employees requires workers to orient to new situations quickly

Resilient workers:

- *Have a wide range of skills*
- *Have a better chance at keeping their job*
- *Are more likely to be hired*
- *Learn new job skills faster*
- *Weather hard times better*
- *Are pleasant to be around*
- *Are excellent team players*
- *Are more productive*
- *Stay healthier*

Workplace trend statistics:

- *21 million workers over 55 are taking low-pay, part-time work for the first time.*
- *Most of the 2.7 million jobs lost since 2001 were the result of permanent changes in the U.S. economy and are not coming back.*
- *2 million temp and contract employees were used on an average business day in 2000; 90% of large companies now use temps.*





More Interview Topics

Is Fate Out of Your Control?

How you answer this question could shape your future.

Psychologists have identified a character trait—called locus of control—that affects how well you rebound from setbacks. People with an external locus of control believe that outside forces and chance determine their fate. Internals, on the other hand, believe they can influence how well their life goes. Dr. Siebert discusses:

- A self-quiz to determine if you're an external or internal
- 8 things that affect your ability to weather constant change
- How highly resilient people control their own fate
- How to be the master of your universe

Are You Running a Resilient Organization?

Learn to create a workplace culture that embraces change.

Businesses with highly resilient employees and managers have an advantage over their competitors. Dr. Siebert explains:

- How to learn resilient-leadership skills
- How to hire and keep resilient employees
- Why resilient organizations create happy employees
- How to manage change-proficient work teams
- How to develop resiliency in your clients

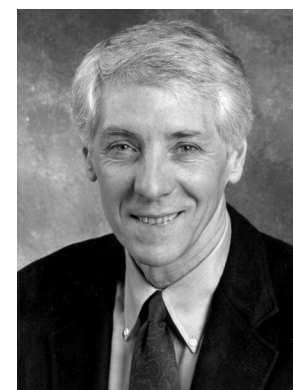
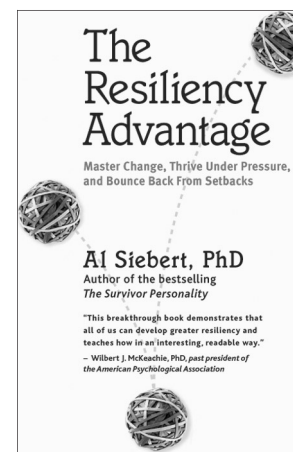
Get Lucky All the Time

Find out how to develop a talent for serendipity.

Why do some people seem to have more luck than others? Dr. Siebert says it's no accident—serendipity is an art that highly resilient people can master. Discover:

- 3 questions that uncover hidden benefits in difficulties
- 3 activities that turn misfortune into good fortune
- How to transform grief, despair, and victimization into understanding and inner peace
- The upside of getting downsized: real-life stories

—MORE—



*Richard Wiseman,
English psychologist,
found after years of
research that repeated
good luck or bad luck are
influenced by what
a person expects.*

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3 Ways to Solve Any Problem

Learn expert techniques for finding the best answers fast.

Whether you're an executive, a single mom, or a student, Dr. Siebert says the more skilled you get at problem solving, the more resilient you'll become. Learn:

- 3 approaches to problem solving
- A 9-step process to analytical problem solving
- Tools for finding creative solutions
- How to discover practical solutions to most problems

Do You Have Good Synergy with Others?

Learn how to affect others in a positive way.

Are you the type of person people want to serve on a committee with, invite to parties, and travel with? Dr. Siebert says you can develop this way of being. Learn:

- 4 signs that your way of interacting has synergistic effects
- 7 ways to develop your synergistic skills
- 13 signs that you create good synergy with others

The Chinese characters
in the title I CHING
express three
meanings, that:

1. *Change is constant.*
2. *Change is the only stable reference point in life.*
3. *The never-ending process of change can be simple, easy, and natural for us.*

3 barriers to resiliency:

1. *You were raised to be a "good" boy or girl.*
2. *You are overly socialized to conform.*
3. *You believe that stress harms you.*

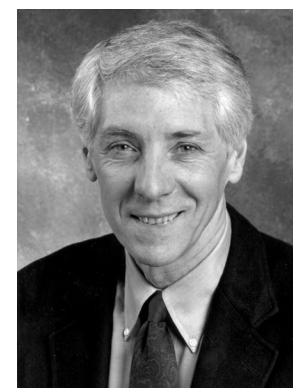
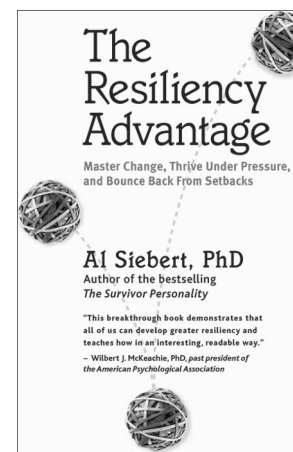
5 ways to learn from failure:

1. *Mentally replay the experience.*
2. *Describe it to a friend or write about it.*
3. *Ask yourself what you can learn from it and do differently next time.*
4. *Imagine talking or acting in an effective way next time.*
5. *Mentally rehearse this new, more effective way.*



Suggested Interview Questions

1. What does it mean to be resilient?
2. Can anyone learn resiliency, even if these traits don't come naturally?
3. What are the five levels of resiliency you've identified?
4. How is resiliency-skill training different from stress management?
5. Why do resilient people have an advantage?
6. How might businesses benefit from having resilient workers?
7. How do resiliency skills help someone who has been laid off?
8. What is a "survivor personality"?
9. Give some examples of people who were resilient.
10. How might a resilient person go about solving a problem differently from a person who lacks resiliency skills?
11. Talk about the quiz, "How Resilient Are You?" How could it help me identify areas where I'm strong, and areas where I need to do more work on myself?
12. Explain the talent for serendipity. Can one really attract luck and fortunate circumstances?
13. How much is our own fate under our control?
14. What type of people could benefit from your book?



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How Resilient Are You?

Take this quiz to find out.

For each of the statements below, rate yourself from 1 to 5 on the following scale:
1 = very little, 5 = very strong. *See next page for scoring.*

_____ In a crisis or chaotic situation, I calm myself and focus on taking useful actions.

_____ I'm usually optimistic. I see difficulties as temporary, expect to overcome them, and believe things will turn out well.

_____ I can tolerate high levels of ambiguity and uncertainty.

_____ I adapt quickly to new developments. I'm good at bouncing back from difficulties.

_____ I'm playful. I find the humor in rough situations, laugh at myself, and am easily amused.

_____ I'm able to recover emotionally from losses and setbacks. I can express my feelings to others and ask for help. Feelings of anger, loss or discouragement don't last long.

_____ I feel self-confident, appreciate myself, and have a healthy concept of who I am.

_____ I'm curious. I ask questions. I want to know how things work. I like to try new ways of doing things.

_____ I learn valuable lessons from my experiences and from the experiences of others.

_____ I'm good at solving problems. I can use analytical logic, creative thinking, or practical common sense.

_____ I'm good at making things work well. People ask me to lead groups and projects.

_____ I'm always myself, but I've noticed that I'm different with different people and in different situations.

_____ I prefer to work without a written job description. I'm more effective when I'm free to do what I think is best in each situation.

_____ I "read" people well and trust my intuition.

_____ I'm a good listener. I have good empathy skills.

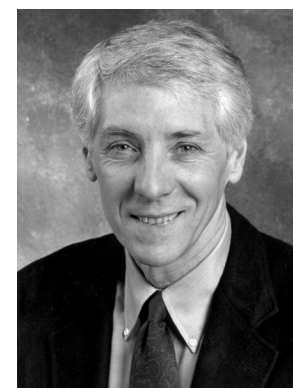
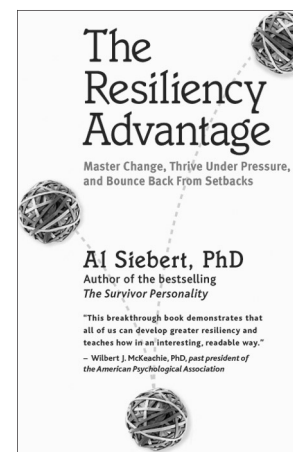
_____ I'm nonjudgmental about others and am comfortable with many kinds of people.

_____ I'm very durable. I hold up well during tough times. I have an independent spirit underneath my cooperative way of working with others.

_____ I've been made stronger and better by difficult experiences.

_____ I've converted misfortune into good luck and found benefits in bad experiences.

—MORE—



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Scoring: Add up all of the numbers you wrote, on the page before.

80 or higher Congratulations! You're very resilient. You're already very good at bouncing back from life's setbacks. And because you like learning, you could take your resiliency skills to an even higher level. You could be a role model for others.

65–80 You're more resilient than most. You might still benefit from working on your self-confidence and mastering new ways to respond to stressors and negative people. You're probably well liked and successful in most things you do.

50–65 You're fairly adequate on the resiliency scale, but you may be underrating yourself. You may have inner saboteurs that keep you from recognizing your full potential as a highly resilient person who can learn and grow and thrive amidst constant change and pressure. With some conscious effort, your life will change for the better in dramatic ways.

Under 50 You're struggling, and may need help dealing with "Why me?" feelings of victimization. The good news is that we humans have an amazing capacity to learn, and you're no exception. Your life can be filled with lightness, humor, validation from friends and coworkers, and good fortune if you start to learn resiliency skills in earnest.

