To schedule an interview, contact The Art of Change LLC

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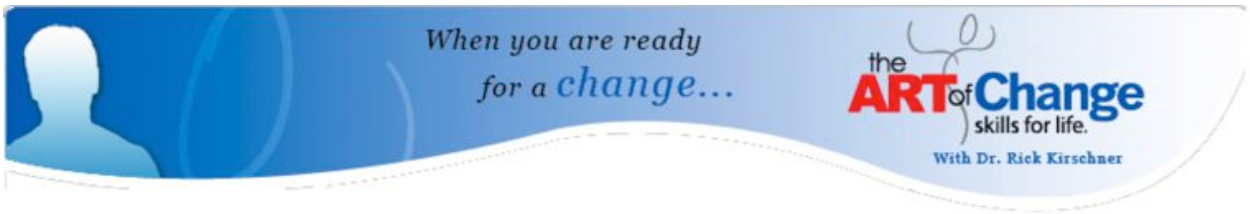

AN EXPERT YOUR AUDIENCE WILL LOVE
This author gives a great interview!

Articulate and responsive, Dr. Rick Kirschner blends his people-friendly humor with practical skills and useful information, to give an interview your audience will love! In thousands of radio and television appearances, newspaper and magazine articles, from CNBC to CBC to FOX to the Wall Street Journal, from USA Today to Honey Magazine to Executive Excellence, from Selling Power to Readers Digest, Dr. Kirschner delivers savvy expertise and compelling content on dealing with people and dealing with change.

There are plenty of experts. Why choose Dr. Rick Kirschner? Simple! He's fun, people relate to him, and he offers a palette of attitudes and behaviors that change lives, relationships and businesses for the better.

Dr. Kirschner is a respected faculty member of the Institute for Management Studies and an adjunct professor at Southwest College of Naturopathic Medicine (SCNM.edu). From 1987-1992, he was one of only 15 presenters chosen by the Tom Peters Group to present the revolutionary 'In Search of Excellence' and 'Thriving On Chaos' training programs to businesses around the world.

With over 26 years working with individuals and groups to bring about positive change, Dr. Kirschner offers insight and ideas that truly make a difference. He speaks to some of the world's best known organizations, from Heineken to NASA to the Starbucks Coffee Company. He's been interviewed on hundreds of radio and television programs, including CNBC, FOX and CBC. His ideas on communication and conflict resolution are found in numerous newspapers and magazines including USA Today, London Times, The Wall Street Journal and Executive Excellence.

Reporters, writers and producers are invited to contact us by phone and email.

"Change your mind, change your life, change your world."

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Dr. Kirschner has provided expert content on the skills for life in segments that focused on Dealing with People You Can't Stand, Dealing with Relatives, and Designing Your Life. A partial list of appearances, interviews, and article contributions:

CNBC Moneytalk
NPR Marketplace Radio
American Airlines Business Channel
Good Morning NY
Something You Should Know, Strand Broadcasting
Associated Press Interview appeared in 120 newspapers
Entrepreneur Magazine interview
America West interview
MGannett News Service interview
Honey Magazine
American Legion Magazine
Readers Digest
Wall Street Journal/Front page, Business section
Miami Herald/Knight-Ridder interview
The Denver Post
Ashland Daily Tidings (local paper)
Medford TribuneHouston Chronicle
Minneapolis Star Tribune
San Diego Union Tribune
Seattle Times
National Enquirer
People Magazine guest expert
Seattle Post-Intelligencer
Reuters interview - syndicated to 72 major daily newspapers
USA Today/Business column
Saginaw News
The Morning Report/KXAS-TV Dallas
Dallas Morning News interview
Good Morning Dallas
The How To Guide to Life Television Pilot NBC
WGN Chicago
Chicagoland TV
Steve Cochran/WPNT Radio Chicago
WLS, Chicago
CKNW Canada
CBC Canada
AM Northwest/KATU-TV Portland
Mornings on 2/KTVU-TV San Francisco
KIRO News at Noon/KIRO-TV Seattle
World Tonight/CKNW-Radio Vancouver
Good Morning Cleveland
CNBC television
KGW TV Portland
CBS Radio Detroit
CFOS Canada
WDRE New York ~ WLTP West Virginia
WGY Albany~ WHYT Detroit
WYCT Baton Rouge ~ KLPW Misourri
KOA Denver ~ KLOU St. Louis
WRCX Chicago ~ WBEC Pittsfield
KS95 Minneapolis
WJOL Joliet ~ WWJ Detroit
WHCN Hartford ~ CIGL Ontario
KSFM Sacramento
WKDR Radio ~ WWSW Pittsburgh
KFXD Idaho ~ KUIK Portland
Love Life Radio Hawaii
1420 Talk Radio, Ontario Canada
KZRR, Albuquerque
KTOK, Okalahoma City
WCTH, Islamorada Florida
WDWS, Champaign Illinois
WVAS, Toledo ~ WBSM Providence
CJAD, Montreal ~ KPSA Almagordo
WTWR Michigan ~ WLAD Danbury
WHPC New York ~ WGLO Roanoke
WKZL North Carolina
WZLX Boston ~ WBAA Purdue
KNOR Oklahoma City
USA Radio ~ WMC-AM Memphis
WRVA Richmond
London Times

Difficult People POP QUIZ
Can you answer these questions?

The best way to interrupt a Tank attack is to:
1. Pretend to faint.
2. Say their name over and over.
3. Yell, "Look out behind you!!!"
4. Yell louder than they do.

The difference between a Tank and a Grenade is:
1. Who cares?
2. The Tank means to do it, the Grenade has lost all self control.
3. The Tank should be in jail while the Grenade should be in an institution.
4. Minimal.

Grenade Prevention means:
1. Accidents seem to happen to people who throw tantrums in your organization
2. Gather information from the Grenade to find the pin and avoid pulling it.
3. Do whatever the Grenade wants to avoid the grief.
4. Prozac

Which statement is the Know it All most likely to make:
1. Good idea, tell me more.
2. Oops, I guess I was wrong.
3. That won't work and I will tell you why.
4. Please forgive my being controlling but my behavior is rooted in a deep seated insecurity and I feel I must be right all the time to compensate.

The quickest way to stop a Think They Know it All in their tracks is to:
1. Give them some recognition.
2. Give them the Vulcan Nerve Pinch.
3. Give them a bribe.
4. Give up.

Which of the following answers is the Maybe person most likely to choose?
1. Yes
2. No
3. All of the above
(If you're not sure, think about it and get back to this question later.)

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Pop Quiz Cont'd

Searchlight questions are when you ask:
1. "Honey, have you seen my keys?"
2. "I wonder how far those searchlight beams go up in the sky?"
3. "What is the intent behind that remark?" or "How is that remark relevant to this?"
4. "Where were you last night?"

When dealing with a Nothing Person you should:
1. Bring something to read.
2. Ask questions expectantly or guess out loud what might be going on for them.
3. Count your blessings.
4. Grunt and look away, so they'll know what it feels like

A Polarity Response when used with a No Person means:
1. You should run in the opposite direction when you see them coming.
2. Transfer them to your North Pole branch.
3. Talk about everything that is wrong with an idea so they will go in the opposite direction
4. Reacting to their negativity by withdrawing

If a Sniper takes a shot at you you should:
1. Tell them to sue their brains for non support.
2. Make up some nasty rumors about them and get even.
3. Hide in a bathroom stall the next time you see them coming.
4. Stop, look, backtrack their remark and ask, "What are you really trying to say?"

The quickest way to bring out the best in people at their worst is to:
1. Have author, speaker and coach Dr. Rick Kirschner on your program!
2. Recommend that they make an appointment with Dr. Kirschner!
3. Offer them candy!
4. Threaten to tell on them.

You can find out the answers to all these questions and more when you have a fun and fast paced interview with Dr. Rick Kirschner, the coauthor of the McGraw Hill International best-seller, 'Dealing With People You Can't Stand.' For the sake of your audience, contact us today!

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IDEAS FOR INTERVIEWS

Dr. Kirschner can provide journalists and program hosts with an engaging interview or expertise on the following subjects:
(The next several pages provide interview ideas on these topics)

Dealing With People You Can't Stand:
How To Resolve Conflict with Difficult People
Why people behave badly and what you can do about it!

How To Deal with Difficult Relatives
A Guide to Successful Family Relationships
Responding to guilt trips, criticism, bullying, beddling and more!

Living with Purpose and Passion
How To Bring Out The Best In Yourself
Making wise choices in a mixed up world

How To Have A Healthy Life
The Keys to High Energy and Determined Resilience
Changing habits and bouncing back from adversity

How to Persuade Cynics, Skeptics and Doubters
Insider's Guide to The Art of Persuasion
Use your influence to win hearts, hands and minds

The Heart of Service
How To Please Your Hardest To Please Customers
How to go behond the expected and delight the people you serve

IDEAS FOR INTERVIEWS
TOPIC: Difficult people
KEYWORDS: conflict, bad behavior, pushy, negative, vague, explosive, disruptive, anger, passive-aggressive, sarcasm, rude, avoiding, fear of, know it all

TALKING POINTS:
1. When people lack resourcefulness to deal with change, they behave badly.
2. Good intent drives bad behavior.
3. Bringing out the best in people means stabilizing yourself, knowing where they are coming from and where you are going.

SAMPLE QUESTIONS:

1. We all have to deal with difficult people. You say we should find a way to bring out the best in them. But our problem people are problems because they're impossible to deal with! Is it realistic to think that we can ever learn to get along with them?

2. Put three people in a difficult situation, one will start yelling, the second one will freeze up, and the third will lash out at the nearest person. Why do people react so differently to stressful situations?

3. It's no news that there are some people who really get under our skins. But you say that most of us already know the skills that are necessary for get ting along with these problem people. If that's so, why have we never figured this out before, and how do we motivate ourselves to use these skills with difficult people?

Dealing With Difficult People (Cont'd on next page)

Dealing With Difficult People (Cont'd)

4. Can you describe the ten most unwanted difficult behaviors - the Tank, Grenade, Whiner, etc. - and tell us how to deal with them?

5. Jack's boss has a nasty little habit. He assigns a job to Jack, and then com plains to Jack's coworkers about the job that Jack has done. Without getting into hotter water, how does Jack let his boss know that it bothers him?

6. Your friend and co-worker says he will deliver the information you need for a project. But when the information doesn't come, you are left taking the rap for an incomplete assignment. How are you to work with this person in the future if you know he'll "yes" you first and then not deliver?

7. Once we learn how to deal with the people we can't stand, I think there is only one more difficult person left to deal with. How can I tell when my sweet lovable self is being difficult?

The book, 'Dealing With People You Can't Stand' or Dr. Kirschner's audio CD 'Dealing With People' can be purchased securely online at TheArtofChange.com

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IDEAS FOR INTERVIEWS:
TOPIC: Dealing With Relatives
KEYWORDS: parent-child, adult children, in-laws, meddling, martyrs, criticism, conflict, avoidance, show off,

TALKING POINTS:

1. If you have ongoing problems with a relative, it probably means you think you've run out of options. Most people think their only options are to fight or flee. They get tough, or they get nasty, get even, give in, or give up. Beyond suffering and complaining, You can accept them the way they are. You can accept yourself around them. You can exercise your influence.

2. Families are like small towns. Secrets are hard to keep, and earning respect is more difficult. And familiarity breeds contempt.

SAMPLE QUESTIONS;

1. How do you deal with Boasting?

2. How do you deal with Self-Pity?

3. How do you deal with Criticism?

4. How do you deal with Interference?

5. What leads to the bad behavior in families?

Dealing With Relatives (Cont'd on next page)

Dealing With Relatives (Cont'd)

6. How is it possible that you can be all grown up, yet after a few days with family, you find yourself falling back into old familiar childhood patterns?

Question What is the best you can hope for with difficult family members?
Answer: You can give them a Glimpse of Greatness. You do this when you help them discover their positive intent, show them how their behavi or is self defeating and offer them alternatives that are more fulfilling.

Question What makes a great relative?
Answer: Great relatives value communication ; love unconditionally ; are ac cepting and respectful ; offer support and assistance; keep in touch; are wise with money; don't hold on to the past; are an optimistic and positive influence

Question How do you deal with obligation?
Answer: Internal obligation is a matter of conscience and commitment. Exter- nal obligation is based on someone else's shoulds or musts. The trick is to deal with it internally before dealing with it externally, turning have to but don't want to into a want to or don't want to.

Question How do you prepare for family gatherings?
Answer: Divide it up into three stages, before, during and after. Before: Lighten the load, good excuses. During Energy: run, walk, eat and drink wisely Get some space. Steer the conversation to things that get positive responses. After the event: Surface the stuff (debrief) Make light of it (didn't it drive you nuts game) Learn something

The ebook 'Dealing With Relatives' can be purchased securely online, 24/7 at TheArtofChange.com.

IDEAS FOR INTERVIEWS
TOPIC: The Art of Living
KEYWORDS: passion, purpose, values, habits, energy, resilience, support system, health, wellness, genetics, strengths and weaknesses, self development

TALKING POINTS:

1. High quality of life is a choice. If you don't design your life, when it's all said and done, its nobody's default but your own.
2. Everybody makes a difference, for good or bad, coming or going. You can choose the difference you want to make, in your own life, in your relation ships, and in the world around you.
3. Dr. Kirschner has worked with hundreds of patients and millions of people have attended his speeches and seminars, read his books and purchased his audio and video products on how to deal with change, communcation and healthy living. He draws on this background to offer a comprehensive ap proach to a fulfilling life that can help you break habits, increase your energy, deal with adversity, build and strengthen your relationships, and live like your life matters.

SAMPLE QUESTIONS

Question What are the obstacles to living a fulfilling life?
Answer: Two difficulties, the never ending stream of demands on your time and energy, and variables outside of your control

Question What are values and what role do they play in artful living?
Answer: Values are sets of personal principles, essential part of purpose. Your values must be congruent with each other or you pay a price.

(Art of Living cont'd on next page)

(Art of Living Cont'd)

Question	Why do people procrastinate?
Answer:	Fear of failure, don't know what to do, avoiding discomfort

Question	How do you break a habit?
Answer:	Carefully. ACTUALLY, from the moment you become dissatis fied with some area of your life, it is a sign that you already know something that would work better for you or provide you with more fulfillment. It's a matter of recognizing the trig ger of a habit, the pattern of a habit, the purpose a habit serves in your life and the alternatives to the habit.

Question	What's the basic rule of time management?
Answer:	YES to one thing will mean NO to something else.

Question	What are the elements of a bad attitude?
Answer:	Complacency, negativity, unresolved emotions.

Question	How do you change a bad habit?
Answer:	People get overwhelmed by circumstance, and carry a great deal of guilt, grief and anger around. This becomes compla cency and negativity. Overcome complacency by connecting present to future. Neutralize negativity by filling yourself up with what lifts you up. Then resolve emotions by transforming guilt into acceptance, grief into release, anger into forgiveness.

(Art of Living cont'd on next page)

(Art of Living Cont'd)

Question: What can couples do to keep love alive?
Answer: Attraction and affection keep relationships alive. Expectations leads to disappointment and destruction.

Question: Why do so many people find it so hard to make it in life?
Answer: You're born alone and you die alone, but you don't have to be alone in between. You need support in this life, and you need loving relationships to sustain you. But they don't just happen. You have to cultivate them. First connect with yourself. Then connect with the world around you. In the book, we ask you to identify the people that constitute the different kinds of rela tionships necessary for a complete support system. friends, as sociates, role models, mentors, teachers and 'guardian angels' who use their influence to help you along the way.

Question: With so much out of our control in life, why bother choosing?
Answer: Quantum physics has revealed that our lives aren't happening to us, they're happening through us, that we are the tie that binds all of our experiences together. This is true for us collec tively as well. We can stop backing into the future, stop waiting until disaster forces us to act, turn around and face the future and design it as well.

Dr. Kirschner's audio CD 'Living Your Life By Design' can be purchased securely online at TheArtofChange.com

IDEAS FOR INTERVIEWS

TOPIC: Insider's Guide to The Art of Persuasion

KEYWORDS: Influence, cynics, skeptics, manipulation, motivation, position, outcomes, opposition, humor, listening, doubters, making sense, information gates

TALKING POINTS:

1. All communication is a form of manipulation. And it isn't.

2. The way to protect yourself from influence peddlars is to think for yourself

3. You can't motivate anyone but yourself. But you can speak to the motivations of others.

SAMPLE QUESTIONS:

Question: Why do bad ideas so often win out over better ones?

Question: Is it really possible to change someone's mind?

Question: How do you protect yourself from influence peddlars with harmful agendas?

Question: What motivates people to change their minds, change their behavior, change their lives?

Question: How do you deal with criticism or respond to opposition?

Question: How do you keep your cool when speaking up?

Question: What is the role of authority in persuasion?

Question: Why are some people more persuasive than others?

Dr. Kirschner's audio program and book 'Insider's Guide to The Art of Persuasion' can be purchased securely online 24/7 at TheArtofChange.com

IDEAS FOR INTERVIEWS:
TOPIC: Exceptional Customer Care and The Heart of Service
KEYWORDS: Business, products, services, success, finance, interpersonal, user friendly, caring, selling, expectations, niche, feedback, soft skills, patience, demeanor

TALKING POINTS:

1. Service is the prime directive for every business

2. Perception is everything.

3. You only have one chance to make a first impression.

SAMPLE QUESTIONS:

Question: Isn't it expensive to deliver exceptional service?
Answer: LOVE DOESN'T REQUIRE SPENDING MONEY! Sadly, too many business leaders believe that customer delight involves spending boatloads of money on value added services, bells and whistles. The fact is, most the things that delight us as customers are small things, soft skills, relationship based signals that tell us we're valued and appreciated.

Question: Why should an individual care about their company's service?
For one thing, it keeps your life simple, your work simple. It means that people become progressively more respectful in their dealings with you, progressively more coherent in what they tell you, and progressively more appreciative and friendly in each additional encounter.

(The Heart of Service Cont'd on next page)

(The Heart of Service Cont'd)

NICE COUNTS My mom used to say that you get more flies with honey than with vinegar.

Question: Why 'The Heart of Service?' How did you come to that?

Answer: I've always loved Elizabeth Barrett Brown's sonnet, 'How Do I love thee.' One day I got to thinking about how the service business is a relationship business, and that the essence of great service is about love. For example, when you deal with people who love their jobs, you feel it. When companies love their customers, you notice the difference. I thought it would be fun to rewrite the sonnet, How Do I Love Thee, and have it be about customers.

Question: Please elaborate on service being about love.

Answer: Love is a relationship based in, built on, nurtured by, and developed through service. When some people hear the word, they think of romance, and that's a fine metaphor. But there are all kinds of love. Love of God. Love of country. Brotherly love. Un conditional love. Some say all you need is love, because love is all there is. But without the principles of love to guide you, relationships grow complicated, people turn sour, and commu nication becomes progressively more difficult and non produc tive, painful even.

Question: What does that mean, 'Perception is everything'?

Answer: In relationships, perception *is* everything. And in customer service, you only have one chance to make a first impression. That impression will shape the customer's perception. Little

counts big (customers are quick to generalize) Consider the TARP Study, commissioned by the White House some years ago, on why customers stop doing business with a particular business. They found that 68% quit doing business because they don't feel cared about. If that's not an opportunity to apply an ounce of prevention, I don't know what is.

Question: Is small talk an appropriate way of signaling that you care?

Answer: A little small talk goes a long way. Keep it focused on your customer. If you hear about a cat, ask what kind. But don't start talking about your own cats.

Question: There's a movie, REDEYE, where some couple in a hotel is never happy, They are always asking for more. Is a kiss and a hug really going to make a difference?

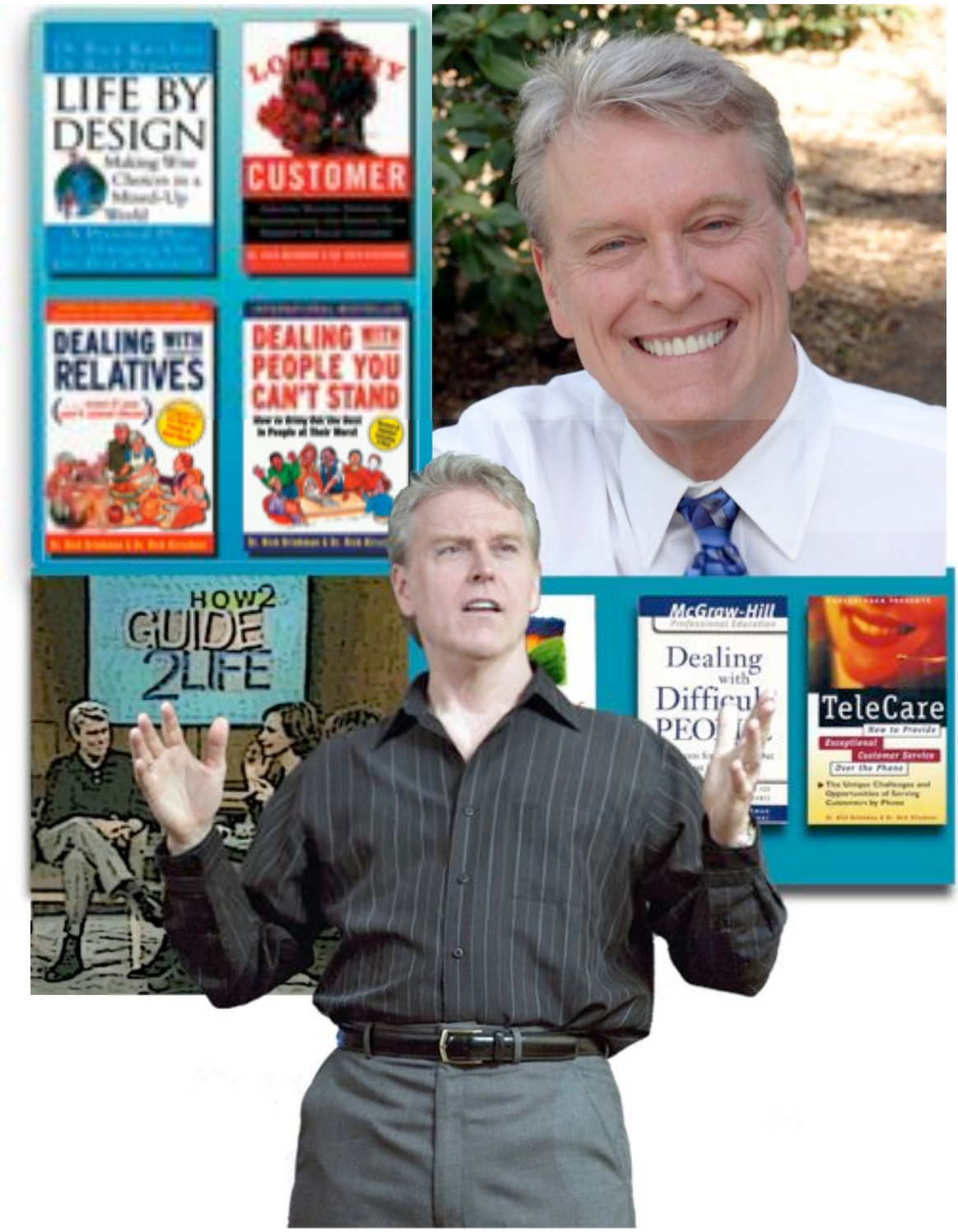
Answer: Not always. And sometimes you have to cut your losses and send them to a competitor. But even then, the way you do it makes a difference between them leaving and talking badly about you, or just leaving.

Customer satisfaction is more important than ever, and Love Thy Customer delivers the strategies to help your business build a strong and loyal consumer base. About the Author: Dr. Rick Kirschner is a Fortune 500 consultant, corporate trainer, and professional speaker. He is the coauthor of the huge international bestseller Dealing With People You Can't Stand. Since 1980, he has shared his insights with business audiences across the nation and around the world. Love Thy Customer Creating Delight, Preventing Dissatisfaction, and Pleasing Your Hardest-to-Please Customer Kirschner and Brinkman Pub Date: October 2005 ISBN: 0071448020 Hardcover/$18.95

When you are ready for a change...

the ART of Change skills for life.

With Dr. Rick Kirschner



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