

Gain a competitive edge at work.

Interpersonal Edge

by Daneen Skube, Ph.D.



- **Ask for what you want**
- **Be proactive**
- **Negotiate effectively**
- **Resolve conflict**
- **Trust your instincts**

Great communication skills aren't something we're born with. They're learned ... sometimes at a cost to relationships or our professional lives. Interpersonal Edge arms your readers with extraordinary people skills to handle any workplace situation with confidence—whether they're a retail clerk or a vice president.

Communications expert Dr. Daneen Skube understands that getting ahead and gaining influence at work happens as much in the lunchroom as in the boardroom. In fact, Skube cites a lack of interpersonal skills as the main reason that professionals are derailed from a promotion track. Interpersonal Edge can help anyone keep their career on track and break through the interpersonal glass ceiling. The column blends her 25 years of experience as a corporate trainer with her academic background in psychology, M.A. in organizational development and Ph.D. in human development. Skube's unique perspective gives readers a detailed plan on how to move on, move up and get the results they're after.

Most jobs columns help readers get a job but don't cover what happens in the real, often-complex, workplace. That's why Interpersonal Edge, a weekly business Q&A advice column, is so important to your readers' success. It's an excellent addition to your jobs, business or classified sections.

“Seattle Times readers have found Daneen Skube to be enlightening and, in some cases, provocative.”

—Becky Bisbee, business editor, The Seattle Times

TRIBUNE
MEDIA SERVICES

Interpersonal Edge

covers the emotional terrain
that other jobs columns won't touch.



Skube's five secrets to having an interpersonal edge at work:

1. Emotion is the engine that drives the workplace. You must accept this reality if you want influence, power or results at work.
2. People are motivated by personal agendas. Listen for the agenda of the group or the individual to get what you want. If you help others achieve their agendas, they'll help you.
3. Strategic communication is the key to success in the workplace. Focus on what to say to get the results you're after. But, be prepared to trade-off being right, being comfortable or getting even to achieve long-term success.
4. Discomfort is the birthplace of power. Confusion is the birthplace of wisdom. Improve your effectiveness by doing what feels abnormal at first. It's the best route to innovation.
5. Know which battles to walk away from and focus on battles you can win. Some workplace conflicts aren't worth fighting.

Skube helps readers handle the hardest part of work ... other people. She covers a range of situations involving co-workers, bosses, employees and clients ...



Daneen Skube,

a Seattle Times columnist, is a communications expert. Since 1978, Skube has worked as a professional speaker, executive trainer, mediator and therapist. She is the author of "Social Sorcery: Moments of Mastery

with Soul," a book that offers solutions for working through business relationships.

The feature—*bc-interpersonal-edge*—moves on Thursday for Sunday release. Samples and delivery of this feature are available at www.tmsfeatures.com and on NewsCom at www.newscom.com.

For rates and availability, contact your Tribune Media Services representative at 800-245-6536 or e-mail tmssales@tribune.com. Outside the United States, call +1-213-237-7987.

TRIBUNE
MEDIA SERVICES

435 N. Michigan Avenue, Suite 1500 • Chicago, IL 60611 USA
800-245-6536 • 312-222-4444
www.tmsfeatures.com • tmssales@tribune.com