



Interview Questions for

What MORE Can I Say?

Why Communication Fails and What to Do About It

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Publisher: PenguinRandomHouse/Prentice Hall

Publication Date: January 6, 2015

Price: \$15

ISBN: 978-0735205338

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1. Your book opens with this comment: “The challenge of this century is to communicate complex ideas with clarity and civility.” Why has this become such a challenge in our world and workplace?
2. Who are you addressing in this book—businesspeople, salespeople, parents, husbands and wives who can’t get along to each other?
3. You say that distrust is a big cause of communication failures. Can you elaborate on that—how so?
4. How does someone go about building trust so that they really get their message across?
5. You refer to the Law of Collaboration versus Monologue. What does that mean? Doesn’t collaboration require a lot more time? What are the benefits?
6. You refer to the Law of Simplicity versus Complexity. How does length correlate to clarity?
7. You talk a lot about how language itself confuses rather than clarifies? In what ways is language itself (versus trust or the environment or inaction) the cause of communication failures?
8. The Law of Achievement Versus Potential (mentioned in Chapter 5) is intriguing. What’s that all about?

9. For those looking for a job or a promotion—or those in sales and marketing, your Law of Dilution Versus Distinction is very counter-intuitive. People really need this research when they start to put together their resume or place an ad. Can you elaborate on this?
10. CEOs, senior leaders, and politicians frequently make the mistake you mention in your chapter on the Law of Generalization Versus Specificity. They talk very generally, thinking what they say will apply to everyone. Are they wrong in that approach?
11. The book also makes this statement: “A logical case informs—but rarely motivates. An emotional appeal persuades.” Are you saying that to persuade people we have to pull at their heart strings?
12. We hear a lot today about the importance of storytelling—that all great communicators must be great storytellers. Do you agree with that?
13. What makes someone a great storyteller—so much so that they really engage others emotionally and make their message memorable?
14. What’s the Presenter’s Paradox that you mention in the book? That sounds like something that everybody in sales and marketing needs to understand—especially entrepreneurs! This could be big idea for job applicants as well!
15. Can you give us a few tips for telling great stories—either to use in social settings or for our business presentations?
16. Your book talks about the Law of Distortion Versus Perspective, and you say that those who have empathy are often poor negotiators. How so?
17. Can you give us some of your best tips for being persuasive when you simply want someone to change their mind or their behavior?
18. Can you give us some of your best tips for being persuasive if you’re selling or marketing a product or service?