

FOR IMMEDIATE RELEASE

Conversations Expert Susan Scott Releases Revised and Updated National Best Seller

Fierce Conversations: Achieving Success at Work & in Life, One Conversation at a Time is available worldwide today, providing insight and guidance for transforming everyday conversations

May 2, 2017, Seattle, WA— Susan Scott, renowned leadership development architect and founder and CEO of [Fierce, Inc.](#), today released a heavily-updated and revised edition of her national best seller, “*Fierce Conversations: Achieving Success at Work & in Life, One Conversation at a Time.*” Scott is the leading expert on transforming conversations central to the success of individuals and organizations. Since its publication, “*Fierce Conversations*” has sold half a million copies and continues to be a top business book for leaders in organizations of all sizes.

“Conversations are the work of a leader and the work horses of an organization, and the way we communicate with one another is crucial to our success and happiness,” said Scott. “And I continue to believe, that while no single conversation is guaranteed to change the trajectory of a career, a company, a relationship, or a life, any single conversation absolutely can.”

The updated edition includes the original seven principles, along with new and vital material, including:

- Insight into how and when to use technology and how to engage virtual employees and teams. The content acknowledges that when used properly technology can be a tremendous help, however, when used improperly, can be a significant roadblock for relationships.
- What Scott sees as a sea change in the world of performance management, including the dwindling of anonymous feedback and the desire for face-to-face feedback. The book goes into detail as to why feedback is so valuable, along with how to ask for it, and how to both give and receive it.
- A redefining of “accountability” and a very different approach to creating a culture of “if it’s to be, it’s up to me.”
- An emphasis on the need for deeper human connectivity beyond what emails, Facebook status updates, Instagram posts and tweets can provide. To be a great leader, you must gain the capacity to connect with your employees and your customers - at a deep level - or lower your aim.

“Fierce Conversations” also includes exercises that readers can use right now alongside lessons and anecdotes that are relatable and easy to understand. The book helps readers cut through the clutter to overcome barriers to meaningful communication, expand and enrich conversations with friends and family, increase clarity and improve understanding, handle strong emotions on both sides of the table, and so much more.

Armed with the seven principles that have benefited thousands of CEOs and leaders, combined with updated and additional skills to navigate the current and future technological communication landscape, readers can make practical changes that will help them succeed.

For more information, visit www.fierceinc.com. Purchase your copy of *“Fierce Conversations: Achieving Success at Work & in Life, One Conversation at a Time”* [here](#).

About Fierce

Fierce, Inc. is an award-winning leadership development and training company that drives results for businesses by improving workplace communication. Fierce creates authentic, energizing, and rewarding connections with colleagues and customers through skillful conversations that lead to successful outcomes and measurable ROI. Tailored to any organization, Fierce principles and methods translate across the globe, ensure individual and collective success, and develop skills that are practical, easy-to-learn and can be applied immediately. Fierce’s programs have been successfully implemented at blue-chip companies, nonprofits, and educational organizations worldwide, including Ernst & Young, Starbucks, Wal-Mart, Coca-Cola, CARE, and Crate & Barrel. Fierce has received numerous industry and business accolades. The company has been honored as an Inc. 500|5000 company six times, named to TrainingIndustry.com’s “Companies to Watch” list twice, and has won numerous awards for top companies to work for in the state of Washington. For more information, visit www.fierceinc.com.