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# **MOVE THE WORLD: PERSUADE YOUR AUDIENCE, CHANGE MINDS AND ACHIEVE YOUR GOALS**

By Dean M. Brenner

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You are about to give the most important presentation of your professional career to the most important executives at your company. The stakes are high. Your mind goes blank, the sweat beads at your temple, and your hands start to shake. What should you do?

What if there were a perfect, proven formula for effective and persuasive communication? Surprise – there is.

In the new book, **MOVE THE WORLD: PERSUADE YOUR AUDIENCE, CHANGE MINDS AND ACHIEVE YOUR GOALS** (Wiley; April 2006; \$24.95; 978-0-470-07318-6, Cloth) communication expert Dean M. Brenner unlocks the secret formula for powerful persuasion through a simple, yet powerful, step-by-step process for the busy individual who would like to lead more effectively, sell one's ideas more successfully and communicate more persuasively. This book will enable readers to identify and refine their goals, understand their audience, and craft a plan for persuasion – before they even begin speaking.

The power of persuasion is one of the most useful and crucial skills for lasting professional and personal success, regardless of one's job title, background, education or speaking experience. People who can communicate persuasively will add value to any group in any situation. Brenner shares business lessons and insights, supported and enriched by anecdotes from his background as a world-class sailor. *MOVE THE WORLD* will help make readers more effective, influential, and persuasive in every aspect of their life.

Brenner introduces two major ideas in this book:

## The Leverage Metaphor

Supported by the concept of Leverage: the position of the fulcrum, the length of the lever and the weight on the end of the lever. Consider the audience as the object you want to lift.

- The better you understand your audience, the closer your fulcrum slides to the object, thereby increasing your leverage.
- The second variable, the lever, is your message, or the words you use to communicate with our audience.
- And finally, the weight at the end of the lever is you, your communication skills, ability to articulate a message, delivery skills and credibility. The more ability you have, the more figurative weight you can apply to your end of the lever.

When all three of these variables are in your favor – when the fulcrum is positioned close to the object you want to lift, when your lever is long and when you can apply sufficient weight on your end of the lever – you can lift almost anything. You can essentially *move the world*.

## The GAP Method

Three simple but powerful concepts: Know Your Goals, Understand Your Audience and Map Your Plan to Persuade.

1. **Know Your Goals.** What do you want to achieve in your communication opportunity? What do you want your audience to think – about you, your product, your organization, your client, your case – when you are finished speaking? If you don't have clear goals, you forfeit the opportunity to persuade your audience.
2. **Understand Your Audience.** Who is your audience and where are they coming from? What is your audience's current belief – about you, your product, your organization, your client, your case? If you don't understand your audience's beliefs, background or state of mind, you will have a tough time persuading them to think differently.
3. **Map Your Plan to Persuade.** Once you know what your audience thinks today and what you want them to think tomorrow, you must create a logical plan for persuasion and a powerful and compelling message.

## About the Author

Dean M. Brenner is president and founder of The Latimer Group, a communication consulting firm that advises several of the world's leading *Fortune 500* organizations and financial firms.

In addition to his work at The Latimer Group, Brenner is the Chairman of the United States Olympic Sailing Program, an organization of coaches, staff and volunteers that supports more than 100 elite athletes as they train for the 2008 Olympic Games and Paralympic Games in Beijing, China. In this role, Brenner has led a turnaround of US Olympic Sailing that includes a nearly 200% increase in its funded budget over the last four years.

Brenner is a six-time national sailing champion, was a member of the US Sailing Team for three years and finished second at the 2000 US Olympic Trials.

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