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Cultivate:

The Power of Winning Relationships

By Morag Barrett, MA HRM, Chartered FCIPD

Are Your Relationships at Work Working?

**IDENTIFY ALLIES, DIFFUSE ADVERSARIES, AND SEE THE
WORLD OF WORK IN A WHOLE NEW WAY**

Whether you're a freelancer or the CEO of a multinational corporation, work is the toughest team sport you're likely ever going to play. So why is it that so many of us find ourselves plagued by workplace politics, poor communications, and misaligned expectations, and have little-to-no understanding of how to maximize what research has shown to be the most critical element to success in our careers: our relationships?

In *Cultivate: The Power of Winning Relationships*, author Morag Barrett provides a game-changing framework for understanding, diagnosing and optimizing the health of relationships at work. Rejecting bland and unproductive advice like "be nicer," *Cultivate* offers practical insights and tools that have been tried, tested and proven to increase collaboration, drive bottom-line results, and support growth within and outside of the workplace.

Heavily informed by Barrett's 25+ years of global experience as a top senior executive coach, *Cultivate* is a unique and invaluable addition to the business development book market that will resonate with seasoned leaders and newbies to the workforce alike.

"Contrary to popular belief, business *is* personal, and relationships *do* matter," states Barrett. "*Cultivate* was written from the perspective that relationships are built or destroyed one conversation at a time. Cultivating winning relationships is not a 'soft' or 'nice-to-do-if-you-can' skill: it is critical to organizational, team, and individual success."

Among the topics *Cultivate* explores include:

- How to identify, understand and interact with the four relationship types you'll encounter at work: ally, supporter, rival, and adversary
- Applying the Relationship Ecosystem™ to diagnose the health and quality of your professional relationships
- Why “be nice” is bad advice: tactics you can begin using *immediately* to navigate every phase of your career
- What to do when you have a toxic colleague or find yourself embroiled in the worst of office politics
- How to get strained relationships back on solid ground *before* they become adversaries

About the Author:

Morag Barrett, MA HRM, Chartered FCIPD, is a sought-after speaker, trainer, and the founder of SkyeTeam. With 25+ years experience in senior executive coaching and developing high-impact teams and leadership development programs across Europe, America, and Asia, she intimately understands the challenges of running a business and managing people. Happily established in Broomfield, Colorado with her husband and three sons, for fun, you can find Morag playing in the Broomfield Symphony Orchestra, where she is the principal bassoonist. In case you were wondering: her name is Scottish, and means “great.”

Cultivate: The Power of Winning Relationships [Franklin Green Publishing, March 1 2014] is currently available as a hardcover via [Amazon](#), and in brick-and-mortar retailers throughout North America.

Find Morag on [Facebook](#), [LinkedIn](#), [Twitter](#), [Google+](#), [Goodreads](#) and at <http://skveteam.com/>

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