

**AVAILABLE FOR INTERVIEWS**

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**Interview Top Executive Coach:**  
**WHY WORKPLACE RELATIONSHIPS MATTER**  
**--Is this “soft skill” the most critical component to career success?**

Leading executive coach and SkyeTeam CEO Morag Barrett began her career in finance in the UK, where she spent 15 years working for one of Scotland’s largest banks. Deciding whether or not to lend millions of pounds to companies to support their corporate strategies and plans, it quickly became clear that the single biggest indicator of which applicants would be successful – and therefore good bets to place the bank’s money on – were the ones that didn’t just focus on *what* needed to be achieved, but *how* those results would be achieved.

“In other words: they invested in the people side of their business,” says Barrett.

In 2014, Barrett released *Cultivate: The Power of Winning Relationships* – the culmination of her 25+ years international experience in researching, assessing and navigating the minefield of relationships in the workplace, and how they can make – or break – individuals, teams and companies.

As an in-demand speaker, trainer and senior executive coach, Barrett is uniquely positioned to help people from every industry and professional tier understand, diagnose and optimize the health of personal dynamics at work.

“Relationships – and reputations – are built and destroyed one conversation at a time,” adds Barrett. “Business *is* personal and relationships *do* matter. We tend to focus on individual performance and results, yet work *is* a team sport, and you can’t perform alone. Focusing on cultivating winning relationships isn’t a ‘soft skill’ or nice-to-do-if-you-can. It’s absolutely critical to organizational, team, and individual success.”

Equipped with compelling research, inspiring and useful anecdotes, and a perspective that will empower professionals from all walks of life to rethink their strategies and create better paths to success, Barrett now has select availability for feature/profile interviews and expert commentary opportunities in which she can talk about:

- How to identify, understand and interact with the four relationship types you’ll encounter at work: ally, supporter, rival and adversary
- Why “be nice” is bad advice: step-by-step strategies to get the most out of your business relationships
- What to do when you have a toxic colleague or find yourself embroiled in the worst of office politics
- Who your most important ally is, and how to avoid sabotaging your relationship with them

- Conversational tactics you can start using today to strengthen ally relationships, diffuse situations with adversaries, and create a more positive and empowered culture in your workplace

**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://skyeteam.com/>

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