

FOR IMMEDIATE RELEASE

"Bravo for Changing Behavior! This unique little book contributes important interpersonal insights to the field of behavior change, while it identifies an excellent blueprint for creating healthy and fulfilling relationships."
John B. Lippman, MD
Assistant Clinical Professor, Harvard Medical School

Changing Behavior



Immediately Transform Your Relationships with Easy-to-Learn, Proven Communication Skills

Georgianna Donadio

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Immediately Transform Your Relationships with Easy-to-Learn, Proven Communication Skills

by Georgianna Donadio, MSc, DC, PhD

It's a fact – lack of effective communication is a leading cause of divorce and is a main cause of breakdowns in relationships between parents and children or employees and their employers. There is no doubt that communication in all types of relationships can make or break them, but changing how we relate to one another is easier said than done because of inherited or past communication patterns that can quickly lead to hurt feelings or emotional disconnect. What's more, most people don't have the knowledge, skills or time to invest in changing how they behave.

Changing Behavior: Immediately Transform Your Relationships with Easy-to-Learn, Proven Communication Skills (SoulWork Press, 2011) is the first-ever guide to provide simple, proven strategies to facilitate lasting change and to experience new levels of fulfillment, collaboration or intimacy. The information presented in *Changing Behavior* was developed and clinically researched for over 30 years by relationships expert, Georgianna Donadio, MSc, DC, PhD, in partnership with the National Institute of Whole Health (NIWH). Originally created for healthcare and medical professionals to improve their communication, behavior and relationships with their patients, now, these same skills are available for the first time to anyone who desires to improve their current relationships and enhance their overall health and happiness.

Changing Behavior provides immediately applicable, proven communication skills for achieving sustainable changes.

The readers learn:

- Why we behave the way we do
- How the relationships in our life impact our overall health
- Strategies for creating the relationships we want
- Simple yet potent ways to be a better partner, parent, friend or co-worker
- How to communicate more effectively through pure presence
- Transformative listening skills
- How to utilize body posture and eye contact to evoke trust and comfort
- 12 steps for meaningful and effective communication

At the heart of *Changing Behavior* is NIWH's revolutionary Behavioral Engagement™ model. Developed over the last 30 years in partnership with leading hospitals and medical centers, Behavioral Engagement is the first known patient education and health behavior change model developed, tested and utilized in a clinical setting. Since the 1980's, it has been the catalyst for dramatic change for thousands of patients needing to understand and control their chronic disease conditions.

Changing Behavior is written for all individuals, from all walks of life so that they can experience more fulfilling, longer lasting relationships. For more information, visit www.changingbehavior.org.

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*Changing Behavior:
Immediately Transform
Your Relationships with
Easy-to-Learn, Proven
Communication Skills*

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Georgianna Donadio, MSc, DC, PhD

Relationships Expert, Author & Media Personality Who Helps People Get More Out of Life Using Effective Communication Skills

For over 30 years, Dr. Georgianna Donadio has been a pioneer in the field of behavioral health working with healthcare professionals and patients to change behaviors and improve health. For the first time, her pioneering work is the foundation for the newly published book *Changing Behavior: Immediately Transform Your Relationships with Easy-to-Learn, Proven Communication Skills* (SoulWork Press, 2011).

As a sought-after Integrative Health Practitioner, behavioral health and relationships expert and media personality, her work has led to dramatic lifestyle changes in millions of people worldwide. A popular blogger for *Huffington Post* and Dr. Mehmet Oz's *teenDailyStrength*, her expertise has been showcased in hundreds of print, online, radio and TV interviews including on Oprah.com, WebMD, CNN News, TODAY/MSNBC, Fox News, *Readers Digest*, *Ladies Home Journal* and *Self Magazine*, to name a few. In addition, for 20 years, until retiring in 2008, she hosted a nationally syndicated cable TV show, *Woman to Woman*® which

explored all topics of interest to women with a special focus on relationships.

A long-time proponent of the important role nurses play in healthcare, she is one of only six American Florence Nightingale Scholars, is an award-winning Nurse Advocate and has dedicated her life to improving the quality of healthcare delivery and patient advocacy. Her work in behavioral health began in 1976 when, after years in nursing and medical administration, she recognized a critically important missing piece within our current medical care delivery system. This awareness motivated her to establish the Boston based National Institute of Whole Health and develop Behavioral Engagement™, the first known patient education and health behavior change model developed, tested and utilized in a clinical setting.

Georgianna Donadio lives in the Boston area with two of her three children.

For more information, visit www.behavioralchange.org.



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SUGGESTED QUESTIONS FOR...

Georgianna Donadio, MSc, DC, PhD, Author of

Changing Behavior

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Easy-to-Learn, Proven Communication Skills

1. Tell us about your background.
2. Why did you write this book?
3. There are hundreds of books on the market devoted to helping people improve their relationships. How is your book different?
4. You contend that communication is the most important thing in relationships. How is that so?
5. How can stronger, deeper relationships improve a person's overall health?
6. Change is never easy, especially for people who are used to behaving or communicating a certain way for years, how does your book make change achievable?
7. A central part of your Changing Behavior is the concept of Behavioral Engagement. What exactly is Behavioral Engagement?
8. What are your 12 steps for more effective communication?
9. What are some easy ways that people can begin to move towards a better means of communication?
10. Where can people get more information about you or your book?

