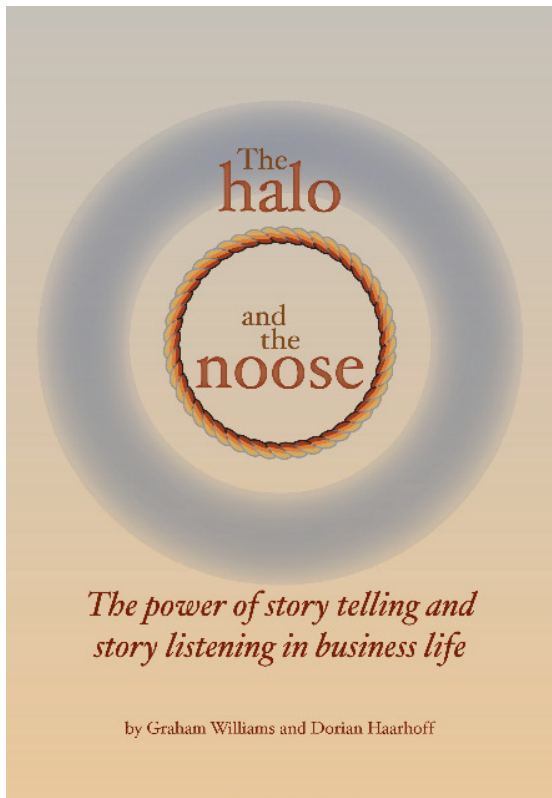




**GRAYSONIAN PRESS**

Inspirational Books that change the world!

**PRESS RELEASE NOTICE - *The Halo and the Noose*, the power of story telling and story listening in business life.**  
**by Dorian Haarhoff & Graham Williams**



***The Halo and the Noose* ( ISBN 978-0-620-42701-2 ) offers an innovative approach to the stories that beat in the heart of an organization. Here are techniques and practical applications. At a deeper level the book shows a way of being in business and doing business. The book will raise your story IQ so you can hear and tell your work life in a new and vital way.**

**The authors set out their complex and important themes with an impressive directness and clarity. They achieve this by the simple, persuasive device of practicing what they preach. For the narrative moves between argument and story in a seamless way which argues a deep but unobtrusive scholarship in the literatures, cultures and traditions of many societies.**

## Endorsements

**“The Halo and Noose should be seen as an exciting further step in the long process of re-connecting business life to the mainstream of human history, experience and potential.”**

***Ralph Windle, founder/ director: The Creative Value Network***

**“This is the best book about leadership and business that I have seen in a long time. It is fresh, interesting, needed and written to reach out and touch the toughest part of each of us. This is not about story telling, but more importantly, about how we can all change our story and create a future distinct from the past. Read this book”.**

***Peter Block author (Flawless Consulting) and consultant partner in Designed Learning, USA. Masters Degree in Industrial Administration (Yale)***

**“A great piece of work which stimulates one to look at life differently - very useful for consultants, trainers and coaches who can draw on the various aspects of storytelling in ways that traditional methods simply cannot.”**

***Angelo Kehayas, CEO Profweb, Fellow Certified Management Consultant, BSc, and MBA***

**“What a brilliant read this was. The Halo and the Noose is a truly motivational and energizing read. The book inspires us to learn from individual life experiences, and organizations will undoubtedly achieve business success through developing their people in this way.”**

***Stephen Edwards, MA. MD of Customer 1<sup>st</sup> International ( UK )***

**“There is a definite and growing appreciation of story telling as an effective management training technique. This book covers the ground beautifully”.**

***Mike du Plessis, Head, Centre for Continuing Education, Cape Peninsula University of Technology.***

**“I can’t remember when last I was so impressed with something. Wow! This book needs to reach the USA and the mainstream of business and societal conversation there. I am SO excited about this publication and even more excited about having this kind of resource available.....”**

***Louise Van Rhyn – BSc / MBA / DMAN (Doctorate in Organizational Change), MD of Syphonia, and lecturer at University of Stellenbosch Graduate School of Business.***

**‘In our lifetimes we have learned literally hundreds, if not thousands of lessons through the stories that we hear. Many of the earliest nursery rhymes that we were brought up on carry powerful messages and ‘learning’s’. Biblical parables and similar recounts form a common thread through virtually all ancient and contemporary religious and spiritual**

works, and there are few who would challenge the validity of the ethical, moral and wellbeing-related lessons inherent in these writings. The jokes that we chuckle about on a daily basis or even better, the recounts of the after dinner raconteur may well leave us with tears rolling down our cheeks or merely a comforting smile. Why? Perhaps because we recognized that in the story telling, we have learned one or more valuable lessons. In business, we revel in story-telling. The conference presentations most frequently ranked as 'Exceptional' tend to be well –presented case studies... Are these simply Business stories? We learn from them. And the lesson sticks!

In 'The Halo and The Noose,' Graham Williams and Dorian Haarhoff have 'legitimized' the role that story telling can and should play in business today; from the boardroom to the shop floor".

*Rod Jones, Group CEO of C3Africa, Customer Service and Call Centre Strategist and Consultant, Author, Trainer, Lecturer*

"The stories in the Halo and the Noose enchant and educate, and will do so for many years whilst we remain in harness"

*David Taylor, Director of Companies and Management Mentor.*

*"I've used extracts from this book as a basis for corporate training - they make a great impact with a wide range of staff and situations"*

*John Griffin, Business Consultant & Director, High Chem Industrials Africa, Nairobi.*

*"The authors fuse their creatively different but complementing skills and competencies from their experiences, in the corporate business and academic worlds to create this unique signature dish. It has all the taste, life-sustaining nutrients and stylish presentation that will leave you smiling long after you finish it. The stories told in this presentation are like the aroma of the dish-awakening the sense to our humanness and our soul's quest to have another reference - a spiritual identity, beyond our capacity to define ourselves merely by what we earn. This book will remain in your memory and you will return to it as an appetizing staple on your menu".*

*Rev. Peter Fox, St Lukes Hospice Spiritual Counselor and Care Team Leader, BA (Hons), Dip Psychoanalytic Psychotherapy.*

## The Authors

***Graham Williams*** is a management consultant, author and founder of Centre-ing Services, a company active around the world in leadership development, customer service delivery and steering transition successfully. He finds that the power of story is universal, crossing all boundaries. Graham's formal disciplines are psychology and business economics.



***Dorian Haarhoff*** is a poet, writer and mentor who is steeped in story. A former professor of English, he now runs his own business 'Creative Workshops'. He facilitates corporate story workshops for a number of companies in Africa and elsewhere, and acts as a writing coach for local and international clients.



# Press-kit questions about the Halo and the Noose

## **Why a book about story telling and story listening in business?**

Research shows convincingly that people relate well to story - they identify, become interested, their right-brains become involved, they suspend belief and counter-argument, learn, are motivated, memory is enhanced, and action results. Story brings an added dimension to employees - who don't always take well to jargon, data, bullet point slide presentations, and the like. Story also teaches the critical communication competencies of speaking and listening.

## **Why is the book titled *The Halo and the Noose*?**

In our day-to-day communications, the gap between being effective, influential, positive *or* ineffective, strangled, and shut-out is a very small gap, yet the difference can be huge - like halo or noose.

## **What is the book about?**

Written in three main sections, the book covers not only the way and how of story telling and listening, but the ways in which stories work in business. It is loaded with findings, advice and tips addressing many business topics, and contains numerous anecdotes, quotes and stories.

## **What readership or audience is the book aimed at?**

This book is a very useful resource for educators, leaders, coaches, sales persons, contact centre and service staff, and those tasked with fostering learning and development within their organisations. It is also essential for anyone wishing to become more adept at telling their own stories.

## **What makes this book different?**

The Tony Grogan illustrations support the stories in the book beautifully, bring their own insights, and act as memory - anchors. His pictures are worth thousands of words. The over 100 stories and their applications are drawn from a truly diverse range of countries, cultures, languages and religions - yet their messages are universal.

## **How will the reader benefit (at a personal level) from reading this book?**

Expected outcomes are that readers will learn how to compose and tell stories that stick, learn how to gain fresh insights from listening, contribute towards building social intelligence. It is also a reference for aspects of professionalism that may need addressing - for example, time and stress management, attitude to and use of money, expanding limiting belief bubbles, operating within a team, becoming more mindful..... The book is also an excellent resource to have on hand for those looking for illustrations (trainers, coaches, leaders....) or needing to deliver a speech or presentation with impact.

## **How could the Halo and the Noose be used within organisations?**

In normal or recessionary times, business needs to engage those who are disengaged (especially the talented). The book stimulates thinking about this endeavour and it also gets the creative juices flowing regarding many aspects of organisational life: making and executing strategy, embracing change, finding meaning in work, developing leadership competencies, coaching.....

## **What special expertise do the authors bring to business and social literature?**

The authors boast lifetimes of story-telling and business consulting in many countries around the world - North and South Americas, West and East Europe, the Far East, Africa, Australia and New Zealand; and have the gift of transferring knowledge and skill to others.

## **What do others say about the Halo and the Noose?**

Reviewers and endorsers have been drawn from opinion leaders in Europe, the USA, Africa - and have been unified in their unstinting praise.

**Where can it be purchased?**

This is a highly readable, informative and useful book that the savvy manager should not be without. It is available from leading outlets of Exclusive Books, Wordworths, Knowledge Resources or the book may be ordered from Promo Concepts (082 8500 634 [robbie@promoconcepts.co.za](mailto:robbie@promoconcepts.co.za) , (The Coaching Centre) and the publisher, Graysonian Press 083 6101 113 [pat@graysonian.com](mailto:pat@graysonian.com)

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**For an interview or review, contact;**

Graysonian Press, [pat@graysonian.com](mailto:pat@graysonian.com) or (011)646-2956 or 083610-1113  
[www.graysonian.com](http://www.graysonian.com)