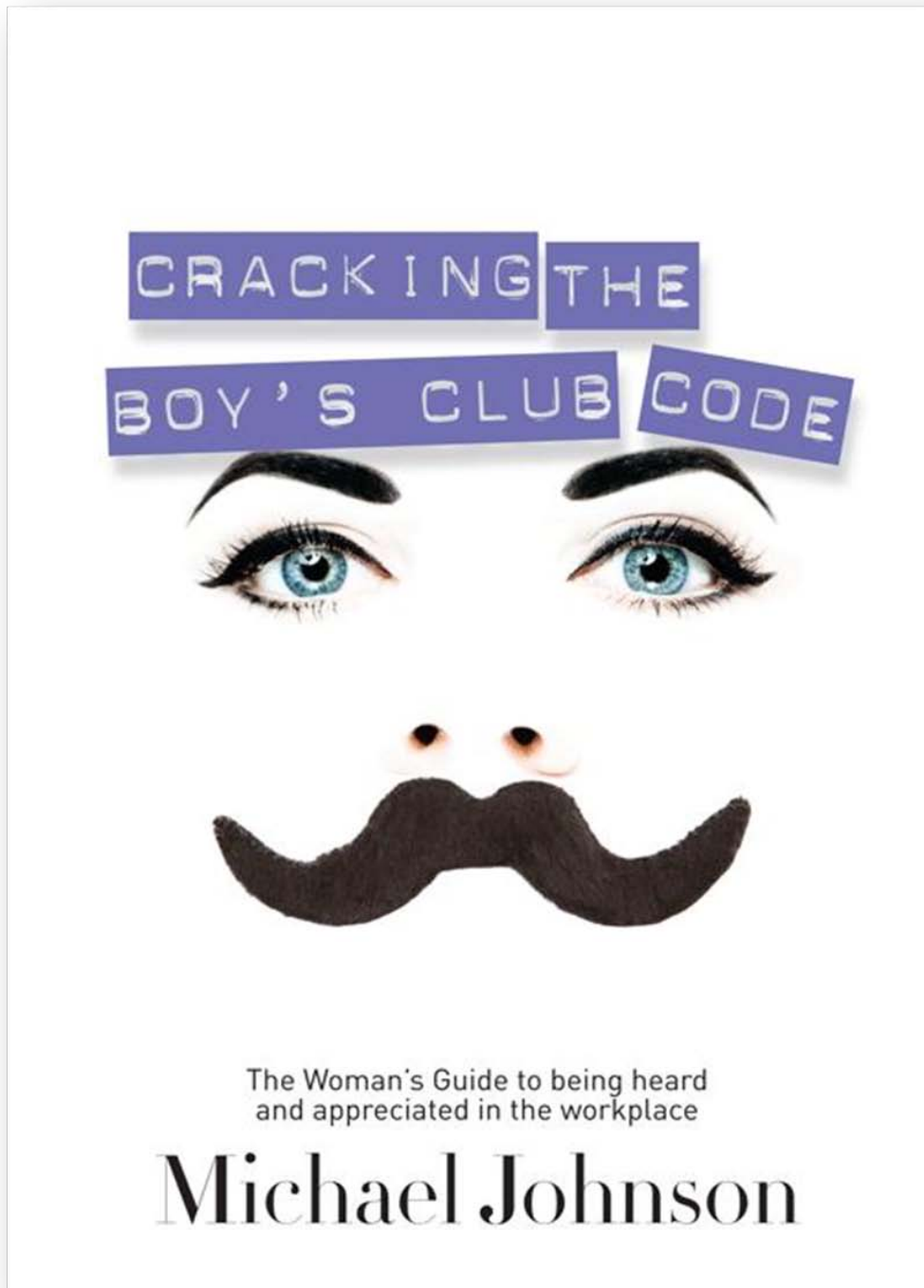


Media Information



DIAMOND DYNAMIC™
Communication Perfected Through Understanding

Praise for Cracking the Boys Club Code

"There's no need to break the glass ceiling... just remove it! Johnson gives women a unique peek into the unspoken rules men use in business, then shows us how to use those same rules to our advantage. This book is destined to be a classic for all women in business. Read it and ROCK!" —**Christine Comaford**, CEO, Mighty Ventures and author of *Rules for Renegades*

"Frustrated working with male co-workers? Wish you had a key to understanding the male business mind? Look no further...it's all inside *Cracking the Boy's Club Code*. Michael Johnson gives women the secret rules men use in the game of business. Read this book, learn the rules, and get the outcomes you want." —**Claire Shipman**, Senior National Correspondent for 'Good Morning America' and co-author of *Womanomics*

"I am so impressed with *Cracking the Boy's Club Code*. Every working woman dealing with men should read this book to be prepared to deal more cleverly, professionally and less emotionally...resulting in healthy, accomplished assertiveness." —**Dr. Laura Schlessinger**, Radio Talk Host and author of *The Proper Care and Feeding of Husbands*

Wouldn't it be nice to have a decoder ring to understand how men think?

This book gives you creative strategies for winning respect from male coworkers and getting the outcomes you want.

In a unique, engaging style respectful of both sexes, Michael Johnson outlines gender communication styles and how to work within them to enable more harmonious interoffice interactions. Learn communication strategies that help you get heard, appreciated and rewarded.

- Discover hidden rules that govern men's behavior at work
- Learn the top 10 ways women sabotage themselves
- How to offer ideas with authority—and get credit for them
- Identify your unconscious habits that undermine credibility

With practical suggestions geared toward the business world, Johnson shows us how men's conversational rituals and verbal power games can cause your best efforts to go unnoticed and unappreciated in the workplace. A must read for women who work with men, this book offers a peek into the male business mind. Once you've Cracked the Boy's Club Code, you'll be heard, valued, and appreciated--without compromising your authenticity.



cover photo/model: Vika Valtor, istock.com

cover design by: Can I Have Your Attention.com



DIAMOND DYNAMIC™
Communication Perfected Through Understanding

Press Release

“DANGER! MUST KILL BEAST!”

Communications Expert Helps Business Women Crack ‘Boy’s Club Code’

Cracking the Boy’s Club Code by Michael Johnson, helps business women assume greater decision making positions within companies by exposing the unspoken rules that drive men in the workplace. Applauded by companies such as FedEx, HP and GM, Johnson, a business communications trainer, reveals the completely opposite ways that men and women think, act, communicate and bond. By understanding each other’s differences, Johnson shows business women how to gain the respect and cooperation of their male counterparts so they can more easily advance up the corporate ladder.

At the core of Johnson’s philosophy is the belief that men and women communicate and behave in different ways that can be traced back to ancient times. For example, in the time of hunters and gatherers, a man’s status was based on his ability to compete against other males for the greatest prize. The best hunter would then use food as leverage to acquire women. Therefore, every male’s world revolved around competition. On the other hand, in the absence of men, women could only survive if they cooperated with one another.

According to Johnson, strong remnants of the hunter and gatherer model still exist today. “Men are still driven by competition. Their basic philosophy is: I win. You lose. Next game,” says Johnson. “And women are still driven by cooperation. Their basic philosophy is: Let’s create a win-win for everyone.”

Billed as a “Woman’s Guide to being heard and valued in the workplace, “*Cracking the Boy’s Club Code*” addresses every form of communication to help businesswomen move up the corporate ladder.

(continued)



DIAMOND DYNAMIC™
Communication Perfected Through Understanding

6 Powerful Tips from *Cracking the Boy's Club Code*

1. Body language – Don't fidget at meetings. Non-movement instills great confidence in a male's mind.
2. Emails – Be brief. Men prefer headlines and bullet points, whereas women prefer stories with details.
3. Interactions with male managers and co-workers – Focus on one issue at a time and request only one action in response to that issue. Men have a single point of focus, whereas women multitask. Men cannot process information like women do.
4. Interactions at team meetings – Understand the dynamics of the 'one-upping' game that men play at a subconscious level and don't take things personally. It is not that men are trying to put women down; they are trying to make sure they stay in high status with the other males.
5. Interactions with male subordinates – Command; don't ask. Do not form a request as a question. In a man's mind, questions register as a sign of weakness.
6. Vocal tone – Speak slowly. Lower your voice slightly and let your voice go flat or downward at the end of a sentence. Many women's voices go up at the end of sentence. A man's mind translates an upward vocal tone at the end of a sentence as a questioning of thoughts or as a need to gain his approval.

States Johnson, "Do not underestimate the power of these tips. For example, look at the great confidence that people like Hilary Clinton and Margaret Thatcher display by speaking from a mid-range tone. They pause between sentences and speak slowly. And they keep their body movements still. On the other hand, notice how Sarah Palin fidgets. She moves too quickly, which makes her come across as scattered and nervous."

Johnson encourages women to avoid emulating a man's worst behavior in the workplace. For example, if a woman practices intimidation, from their ancestral origins, men will instinctively think: "Danger! Must kill beast!" and a hierarchical battle will ensue.

Says Johnson, "Women are people-oriented; men are bottom line, results-oriented. Each has their own set of strengths. When business women understand how men view the world, they can become incredibly powerful. They can easily influence others and get the results they want."

Praise for Michael Johnson's work comes from such notables as national radio show host, Dr. Laura Schlessinger, who says, "Every working woman dealing with men should read this book..." to scores of workshop participants who state: "This is probably the most valuable class I have ever taken in my life."

To order *Cracking the Boy's Club Code* or arrange to have Michael Johnson speak to your organization, please visit: www.CrackingTheBoy'sClubCode.com. ####



DIAMOND DYNAMIC™
Communication Perfected Through Understanding

MICHAEL JOHNSON – BIO



Michael Johnson is the founder of **Diamond Dynamic™**, (www.Diamond-Dynamic.com) a communications training firm that helps companies improve morale, increase productivity, and retain their brightest and best employees. Through a series of **lively, content-rich Diamond Dynamic™ Workshops**, Mike shows organizations how to create the right conditions for fostering timely innovation and effective teamwork. Mike is especially acclaimed for his ability to help companies retain their female employees by empowering them to advance up the corporate ladder. His popular workshop series is designed to create a better corporate culture and increase productivity by improving the overall diversity and inclusion in the workplace.

With advanced certifications in Neuropsychology, Linguistics and Hypnotherapy, Johnson lectures for San Jose State College of Business, UCSC and the Haas Graduate School of Business at U.C. Berkeley on entrepreneurship.

He is on the board of the Association for Corporate Growth and is a member of Boardroom Bound, an organization dedicated to assisting women in preparing for and obtaining board positions in corporate America. He is also a mentor for Astia, a non-profit helping women-owned businesses obtain funding. Clients include companies, such as HP, FedEx and GE.

Mike has been featured in INC Magazine, Sales & Marketing Management, San Jose Business Journal, the San Jose Mercury News and the Santa Cruz Sentinel.



DIAMOND DYNAMIC™
Communication Perfected Through Understanding

About Diamond Dynamic™ Workshops and Services

Mike Johnson, Diamond Dynamic™ Founder, teaches effective communication skills to help employees understand and embrace differences in customs and communication styles.

The Diamond Dynamic™ Transformation!

Through the Diamond Dynamic™ Workshop Series, Mike explains the four driving dynamics of communication that can make or break a company's infrastructure. As a result, companies discover how to be extraordinary, stand-out among competitors, and allow their people to shine brilliantly.

Benefits to company

- ✓ Higher retention
- ✓ Higher morale
- ✓ Better teamwork
- ✓ Increased productivity
- ✓ Lower health care costs

Benefits to individuals

- ✓ Better communication
- ✓ Less stress
- ✓ More motivation
- ✓ Improved performance
- ✓ Better working environment

In addition to the Diamond Dynamic™ Workshop Series, other services include:

- **Consulting** – working with companies to meet their diversity objectives and initiatives; designing customized communication workshops tailored to each company's specific challenge.
- **Coaching** – providing guidance to women who are ready to break the glass ceiling; providing private sessions to discuss and solve communication issues at work.
- **Speaking** – keynotes for corporate events, seminars, radio shows; presenting as a panel speaker in workplace diversity or business communication conferences.
- **Facilitation** – leading team building retreats, off-sites, brainstorming sessions and discussion groups.



DIAMOND DYNAMIC™
Communication Perfected Through Understanding

INTERVIEW QUESTIONS

Cracking the Boy's Club Code by Mike Johnson

1. Why did you write "Cracking the Boy's Club Code?"
2. You share that men have different rules than women that they function by in the workplace. Can you share some of these rules?
3. You state that "men act first. They act before asking. Can you explain that?
4. You talk about how women want to create a win-win scenario. Is that true of men, too?
5. Can you share some of the false assumptions that each gender makes about the other?
6. You mention in "Cracking the Boy's Club Code?" that "men must achieve then you receive." Can you talk about that?
7. Can you talk about ways that women can have more wins in their workplace? For example you talk about how less movement equals more power..
8. You state something to the effect that if a woman tries to emulate a man's worst behavior in the workplace, for example, she gets in someone's face and shouts at them, men instinctively think: "Danger! Must kill beast!" Can you say more about this?
9. You talk about teasing and one-upping and how that can be done in more of a lighthearted way. Can women jockey for position in this regard?
10. What are some email communication basics that will help women to be responded to better by men?
11. What are some communication basics for in-person meetings that will help women to be responded to better by men?
12. Can you give an example of the way that some famous women act?
13. Can you talk about the concept of not taking things personally? This is a big point you make in "Cracking the Boy's Club Code."
14. In "Cracking the Boy's Club Code" I love that you don't put down either gender, or show how one is oppressive toward the other, but rather, bring out the best about both genders.



Important Information

Contact Information

Contact: Michael Johnson

Phone: 831.688.6811

Email: mike@Diamond-Dynamic.com

Book Information:

Publisher: Morgan James Publishing, New York

Genre: Non-Fiction

ISBN 10: 1600376428

ISBN 13: 978-1600376429

Format: Paperback

Size: 8.9 x 5.9 x 0.8 inches

Page Count: 272

Retail: \$16.95

Published Date: October 2009



DIAMOND DYNAMIC™
Communication Perfected Through Understanding