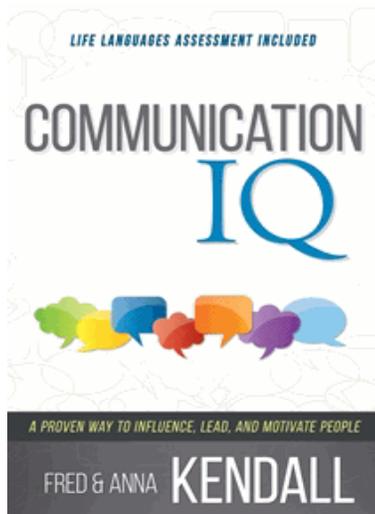




WHITAKER
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Title: Communication I.Q.
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Description:

"By languages, in all their facets, we can live in peace or go to war. We sing songs in harmony, or shout insults in anger. We experience connection or disconnection. We work together in peace or in pain. The choice is ours."—*Anna Kendall*

Every so often, we meet people with whom we find it difficult to communicate. For one reason or another, we don't seem to be on the same wavelength—it's as if we're speaking different languages. It's frustrating when we try to discuss something with them or understand their point of view.

The late renowned management consultant Peter Drucker claimed that 80 percent of all management problems were the result of faulty communication. Poor communication also causes strife in many relationships.

Fred and Anna Kendall set out to discover how different people prefer to communicate and what methods they use to do so. The result is the Kendalls' Life Languages program, which has been used successfully by tens of thousands of people around the world.

In *Communication I.Q.*, the Kendalls share information about three communication intelligence categories—**kinetic/action**, **emotive/feeling**, and **cognitive/thinking**—and the seven Life Languages—**Mover**, **Doer**, **Influencer**, **Responder**, **Shaper**, **Producer**, and **Contemplator**. Each Life Language has a filter through which one views life and communication, a need that provides feelings of acceptance and love when it's met, a key character strength, a learning style, and other traits. The Kendalls' goal is to empower people to learn how to use their Life Language to better communicate with others in their personal lives, their careers, and the world at large, while also gaining a greater self-awareness of their own strengths and passions.

Review Quotes:

The 7 Life Languages communications profile has been one of the most powerful and effective teaching and training tools that I have had the pleasure of using. Since most of our interactive behavior involves communicating with others, the knowledge gained from learning about ourselves and others through the Life Languages can only enhance, heal, strengthen, and improve our personal and professional relationships. This powerful tool can be used in any setting. The wisdom gained when individuals learn their own unique set of Life Languages is enlightening and automatically helps to create a greater appreciation for diverse perspectives. This powerful information has been a significant addition to the curriculum in our Management and Business Administration Program.

—*Linda Morable, Ph.D., MBA*

Professor of Business, Management, and Marketing, Richland College



Our organizations have used the 7 Life Languages in business for hiring, promoting, motivating, team-building, and conflict resolution. Our supervisors were trained on how to use them in sales, marketing, and overall communication interdepartmentally. Life Languages makes our work relationships easier, our employees happier, and our businesses more successful.

—Peter Whiteford

Publisher, *Houston Health and Fitness Sports Magazine*

I have attended many seminars on communication, personal growth, and team-building. The 7 Life Languages seminar was outstanding—the best! I gained new insights into myself, my family, and other members of my team. The entire staff enjoyed the seminar, too. We laughed and we learned. We saw each other in a different light. We defined strengths and goals of our entire team. More importantly, we all returned to our workplace and our personal lives with renewed energy and fresh insights into our relationships and ourselves.

—Sandi Hammons

Founder, American Institute of IntraDermal Cosmetics, Inc., Arlington, TX

Sales Handle:

Rather than testing for intelligence, strengths, or personality types, the Kendalls offer a unique focus on seven “Life Languages.” Their system has enabled 70,000 people to bridge communication gaps through a greater self-awareness and heightened understanding of others.

Marketing and Publicity:

Marketing Code: ABA/CBA

Exclusive Territories: Worldwide Rights

Landing page featuring videos, photos, infographics, free downloads, and more.

They have 500 trainers around the world.

Influencer mailing to key people of influence within author's network.

They have a list of 70,000 people who have used their system.

Among many others, the Kendalls' program has been used by the Texas Department of Public Safety (Texas Rangers, State Troopers, and Coppell Police Department); Richland College; University of Texas Arlington; Collin College; Parker University; Christ For The Nations Institute; and the University of Colorado.

Author Bio:

Fred and Anna Kendall are known nationally and internationally as experts in communication and relationships. They have offered their expert advice as hosts or interview guests on more than 800 television and radio programs, including *Dr. Phil* and *Good Morning America*. Their interest in helping people understand themselves and others was the catalyst for creating, developing, and perfecting an original system of communication known as the 7 Life Languages. They also developed the Kendall Life Languages Profile (KLLP), an exceptional measurement instrument that determines one's fluency in the seven different communication styles. This foundational product is both diagnostic and prescriptive, providing insightful, positive self-discovery resulting in character-centered communication.

Fred's eclectic background includes positions such as juvenile probation counselor and officer, area and divisional manager of electronics communications companies, hospital management, and co-ownership of three psychiatric hospital programs and seventeen outpatient centers called LifeCare, located in Ft. Worth, Texas, Albuquerque, New Mexico, and Newport Beach, California. He has served on advisory councils and boards of directors for several organizations.

Anna was the publicist and personal executive assistant to Mary Kay Ash, founder of Mary Kay Cosmetics, Inc., eventually becoming an international senior director. She co-hosted the nationwide radio talk show, *Point of View*, as well as her own shows, *The Christian Home* and *Love Restores*. Anna also hosted *LifeCare*, a national television talk show on emotional, relational, and professional issues that was syndicated on network and independent stations.

With Fred's education and experience in military science, psychology, psychometrics, and business, combined with Anna's extensive background in public relations, marketing, advertising, and communications, the Kendalls formed Life Languages Institute, Inc., in 1995.

For more information, visit www.lifelanguages.com.

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AUTHOR SALES TRACK:

- *Speaking of Love*, Kendall, Fred , Thomas Nelson Pub. , 1/1/1995 250,000

COMPARATIVE:

- *Everyone Communicates, Few Connect: What the Most Effective People Do Differently*, John C. Maxwell , 978-0-7852-1425-0 , HarperCollins Publishers , 3/1/2010 133,320
- *Fierce Conversations: Achieving Success at Work & in Life, One Conversation at a Time*, Susan Scott , 978-0-425-19337-2 , Penguin Group (USA) Incorporated , 1/1/2004 304,532
- *How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships*, Leil Lowndes , 978-0-07-141858-4 , Mcgraw-Hill Pub Co , 10/1/2003 299,879

COMPETITIVE:

- *Gifts Differing: Understanding Personality Type*, Isabel Briggs Myers , 978-0-89106-074-1 , 3/1/1995 150,000
- *StrengthsFinder 2.0*, Tom Rath , 978-1-59562-015-6 , Simon & Schuster , 2/1/2007 5,378,274
- *The 5 Love Languages*, Gary Chapman , 978-1-4158-5731-1 , Moody Publishers , 1/1/1995 12,000,000

SUPPLY CHAIN:

- *Communication I.Q.*, Kendall, Fred , 978-1-64123-210-4 , Whitaker House , 3/5/2019
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