

THIS BOOK IS A ROAD MAP TO UNDERSTANDING PEOPLE.

Unlock the secrets to understanding your boss, your colleagues, your friends, your kids, your spouse and yourself.



“The most important thing in communication is hearing what isn't being said. The art of reading between the lines is a life long quest of the wise.”

— Shannon L. Alder



This book was co-written by two people with completely different personalities to demonstrate to the reader how different personalities can interact. Jerry approaches life from a relationship perspective and Dan from a task perspective. Jerry takes his time and thinks things through, and Dan is the driver and wants results immediately.



Our goal was to create an easy to read guide to highlight why people think, act and process information differently, and why that makes people unique in their abilities. Because ultimately, we all need to work, live and get along with others if we wish to succeed. Our job as managers is to figure out our employee's strengths so that we can help them become better at what they do. As they grow, we grow and all of us get stronger, including the business.

