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A Better Kind of Compliance Training Compliance training succeeds when you balance the needs of not just the organization but also the employees who you hope will learn and change their behavior. In Fully Compliant, Travis Waugh challenges traditional compliance training that simply ensures employees avoid the legal risk of failing to comply with a specific mandate. With an ever-increasing number of compliance subjects to address, such programs are unsustainable. Instead, organizations must design compliance programs that serve a higher, broader purpose and build robust, resilient cultures focusing on integrity and ethics learning. Optimal compliance programs are flexible and create real learning experiences that change real behavior, thus diminishing the chance of misconduct in the first place.

This book connects the three levers of human behavior—context, habits, and motivation—to compliance and how you can pull all three to create holistic training programs that do far more than check a box. It identifies ways to pick up small but meaningful wins in turning around an existing compliance program or designing a new course, which can turn stakeholders from skeptics into learning champions. And it offers an eight-step road map for implementing your own compliance learning plan. With this book, you'll be able to:

- Create behavior-based compliance training that generates measurable benefits.
- Make compliance training more engaging and impactful, not one size fits all.
- Remain relevant as advances in technology shift compliance expectations in the years ahead. By putting the learner first, you can develop compliance that sticks.

This one-of-a-kind book reveals the secrets of a story's power to persuade, inspire, influence, and to teach.

- Shows how to use the power of story to get your message across in any

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medium or venue • Explores the convergence of the neural science of story with the art of communication to reveal the power of words • Provides tips, techniques, and strategies for structuring your stories for the most impact • Reveals the common communication pitfalls to avoid

Steel your team against the unexpected by planning for uncertainty *Extraordinary Outcomes* presents an innovative approach to thinking and planning, giving leaders a playbook for dealing with uncertainty. Written by internationally recognized authorities on problem solving and creativity in organizations, this book provides an alternative outlook on business strategy and people management for leaders navigating uncertain waters, where the future is anything but guaranteed. The framework is the result of research in multiple fields and the authors' experiences with individuals, teams, and organizations, with examples from real-world situations that illustrate the concepts and dynamics at work to give readers deeper insight. The focus is on conquering uncertainty ? eliminating it where possible, reducing it where it can be reduced, and embracing it when it's inevitable. Traditional ways of thinking and planning do not work in the face of an uncertain future. Frequently there are just no guarantees, nothing written in stone, and even a fortune-teller couldn't accurately predict the outcome. *Extraordinary Outcomes* helps leaders prepare for that, with strategies geared toward preparedness and embracing uncertainty. Learn why skills and talent are only two pieces of a bigger puzzle Discover how to better galvanize the team, and keep them motivated long-term Connect to a purpose that inspires enthusiastic engagement Conquer uncertainty, and develop a strategy for dealing with mistakes No one likes to be caught off guard, and the consequences can be severe at the organizational level. Leaders can't be psychic, but they can plan for possible outcomes and always have a solution at the

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ready. For those who like to have an answer for everything, *Extraordinary Outcomes* provides a roadmap toward an uncertainty-proof strategy for doing business.

"A step-by-step guide to using the brain's hardwired desire for story to achieve any goal, whether it's successfully pitching a product, saving the planet, or convincing your kids not to text and drive, from the author of *Wired for Story*"--

Expert guidance on the art and science of driving secure behaviors  
*Transformational Security Awareness* empowers security leaders with the information and resources they need to assemble and deliver effective world-class security awareness programs that drive secure behaviors and culture change. When all other processes, controls, and technologies fail, humans are your last line of defense. But, how can you prepare them? Frustrated with ineffective training paradigms, most security leaders know that there must be a better way. A way that engages users, shapes behaviors, and fosters an organizational culture that encourages and reinforces security-related values. The good news is that there is hope. That's what *Transformational Security Awareness* is all about. Author Perry Carpenter weaves together insights and best practices from experts in communication, persuasion, psychology, behavioral economics, organizational culture management, employee engagement, and storytelling to create a multidisciplinary masterpiece that transcends traditional security education and sets you on the path to make a lasting impact in your organization. Find out what you need to know about marketing, communication, behavior science, and culture management  
*Overcome the knowledge-intention-behavior gap*  
*Optimize your program to work with the realities of human nature*  
*Use simulations, games, surveys, and leverage new trends like escape rooms to teach security awareness*  
*Put effective training together into a well-crafted campaign with ambassadors*  
*Understand the keys to*

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sustained success and ongoing culture change Measure your success and establish continuous improvements Do you care more about what your employees know or what they do? It's time to transform the way we think about security awareness. If your organization is stuck in a security awareness rut, using the same ineffective strategies, materials, and information that might check a compliance box but still leaves your organization wide open to phishing, social engineering, and security-related employee mistakes and oversights, then you NEED this book.

"This guide reveals how writers can take advantage of the brain's hard-wired responses to story to captivate their readers' minds through each plot element"--Provided by publisher.

What if writer's block became your most precious teacher? An empowering new process for writers who struggle with the seemingly insurmountable middle of a project, from the author of *Writing Begins with the Breath*. Writer's block. If you are a writer, you know it can be a haunting, terrifying force—a wolf at the door, a vast conspiracy, something that keeps you up at night, spinning your wheels, going nowhere. But what if we've been thinking about writer's block all wrong? What if, by paying attention to its qualities and inquiring into its hidden gifts, we can release that power? *On Being Stuck* is an empowering guide to working with your blocks and finding the friend within the beast. Using deep inquiry, writing prompts, body and breath exercises, and a range of interdisciplinary approaches, *On Being Stuck* will help you uncover the gifts hidden within your creative blocks, while also deepening your relationship to your work and reawakening your creative process.

Surprise evolved as a mechanism to instantly change our beliefs. Here, Michael Rousell shows how surprising events produce invisible influence because they open a window to

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spontaneous belief change with no warning or conscious awareness. He explores and illustrates how we can use these changes to strategically enrich our lives.

Traditional Chinese edition of *Made to Stick: Why Some Ideas Survive and Others Die*, a Business Week bestseller. An entertaining examination of why some ideas stick to people's consciousness and others don't.

When our students enter middle and high school, the saying goes that they stop learning to read and start reading to learn. Then why is literacy still a struggle for so many of our students? The reality is that elementary school isn't designed to prepare students for *Othello* and *Song of Solomon*: so what do we do? *Love and Literacy* steps into the classrooms of extraordinary teachers who have guided students to the highest levels of literacy. There is magic in their teaching, but that magic is replicable. It starts with a simple premise: kids fall in love with texts when they understand them, and that understanding comes from the right knowledge and/or the right strategy at the right time. *Love and Literacy* dissects the moves of successful teachers and schools and leaves you with the tools to make these your own: Research-based best practices in facilitating discourse, building curriculum, guiding student comprehension and analysis, creating a class culture where literacy thrives, and more Video clips of middle and high school teachers implementing these practices An online, print-ready *Reading and Writing Handbook* that places every tool at your fingertips to implement effectively Discussion questions for your own professional learning or book study group Great reading is more than just liking books: it's having the knowledge, skill, and desire to experience any text in all its fullness. *Love and Literacy* guides you to create environments where students can build the will and wherewithal to truly fall in love with literacy.

Excavating Stephen King: A Darwinist Hermeneutic Study of

the Fiction combines approaches from science and literary theory to examine the canon of Stephen King's fiction work in a single critical study. James Arthur Anderson has devised the concept of Darwinist Hermeneutics as a critical tool to combine evolutionary psychology, neuroscience, biology, and literary Darwinism with other more conventional critical theory, including structuralism, narratology, semiotics, and linguistic analysis. Using this theory, Anderson examines King's works in terms of archetypes and mythology, human universals, affective emotions, and the organization of story to create maximum suspense. This method brings new insights into King's stories and broader implications for storytelling as a whole.

????????????????????John Truby????????????, ???22????????, ??????????????????, ?????????????????, ??, ?????, ????, ???????.

Every book has a story of its own, a path leading from the initial idea that sparked it to its emergence into the world in published form. No two books follow quite the same path, but all are shaped by a similar array of market forces and writing craft concerns as well as by a cast of characters stretching beyond the author. Behind the Book explores how eleven contemporary first-time authors, in genres ranging from post-apocalyptic fiction to young adult fantasy to travel memoir, navigated these pathways with their debut works. Based on extensive interviews with the authors, it covers the process of writing and publishing a book from beginning to end, including idea generation, developing a process, building a support network, revising the manuscript, finding the right approach to publication, building awareness, and ultimately moving on to the next project. It also includes insights from editors, agents, publishers, and others who helped to bring these projects to life. Unlike other books on writing craft, Behind the Book looks at the larger picture of how an author's work and choices can

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affect the outcome of a project. The authors profiled in each story open up about their challenges, mistakes, and successes. While their paths to publication may be unique, together they offer important lessons that authors of all types can apply to their own writing journeys.

This book is a unique and insightful resource for those planning to re-create a historic environment, other museum and history professionals, graduate students, and interested non-professionals. Detailed case studies appear throughout, along with practical tips, checklists, and source lists.

The apostle Paul directed Timothy to teach faithful men who would follow his model of teaching others also (2 Tim 2:2). To ask a new believer to tell his or her unbelieving network of friends about Jesus takes boldness, confidence, and--critically--a teaching program that is simple and easily reproducible. This book teaches how to craft and model telling biblical stories in the believer's own words and style that can be easily repeated by following spiritual generations. But crafting effective stories to reproduce takes wisdom. Biblical Storytelling Design identifies seven negative influences that can either weaken or even terminate the storytelling process of spiritual reproduction. But these influences can be counteracted by applying storytelling strategies when crafting stories. This book teaches not only what to do but why it works through understanding insights from educational psychology, sociology, and

anthropology that are illustrated in Scripture itself. A writing guide that examines how to use cognitive storytelling strategies to build a scene-by-scene blueprint for a story.

Traditional Chinese edition of *On Becoming a Novelist* by John Gardner.

*Championing Science* shows scientists how to persuasively communicate complex scientific ideas to decision makers in government, industry, and education. This comprehensive guide provides real-world strategies to help scientists develop the essential communication, influence, and relationship-building skills needed to motivate nonexperts to understand and support their science. Instruction, interviews, and examples demonstrate how inspiring decision makers to act requires scientists to extract the essence of their work, craft clear messages, simplify visuals, bridge paradigm gaps, and tell compelling narratives. The authors bring these principles to life in the accounts of science champions such as Robert Millikan, Vannevar Bush, scientists at Caltech and MIT, and others. With *Championing Science*, scientists will learn how to use these vital skills to make an impact.

In this course, author Lisa Cron digs into the craft of writing a compelling story based on what the brain is wired to respond to in every story we hear. Whether you're writing a story from scratch, or revising your story for the umpteenth time, this course offers

practical how-to advice, then illustrates it using before-and-after examples. Discover how to craft a first page, zero in on your story's point, create empathy, find a character's secret goals and inner issues, translate generics into specifics, write for suspense, create cause-and-effect connections, build momentum and tension, and deftly implement setups, payoffs, flashbacks, subplots, and foreshadowing.

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A new understanding of learning based on the findings of neuroscience can propel the teaching ministry of the Church to new levels of effectiveness. Neuroscience is offering fresh insight into how humans learn. The resulting teaching paradigm—brain-based learning—is plotting a fresh model for teaching that is proving to make teaching more memorable, more applicable, and more likely to result in changed thought and behavior. It is also refusing to relegate learning to the brain as it re-enlists the human body as an instrument of learning. Entrusted with the teaching ministry of Jesus, no one needs to employ brain-based teaching methodology more than those who teach Christ crucified, yet in

