

Book Synopsis on
“The WALK THE TALK Company”

(Synopsis by Gary Tomlinson)
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This month's Book Synopsis is a little different. It's not about a book but rather about an incredible company that provides books. Since 1977, *The WALK THE TALK Company* has helped thousands of organizations and individuals, worldwide, achieve success through ethical leadership and values-based practices. Their books and videos are some of the very best educational tools that exist. Every product is designed to inspire, inform and give the readers new levels of personal and professional success.

Women's Edge recently had the opportunity to speak with Eric Harvey, president and founder of *The WALK THE TALK Company*. For over 30 years Eric has been a leading expert on ethics and values-based practices. He is a renowned speaker, business consultant and author of 26 books.

W.E.: How did *The WALK THE TALK Company* get started?

Eric: We started out as a consulting company who work with organizations to help them achieve success through value-based practices. We had been asked so many times to write a book that we finally did so about fifteen years ago. It was entitled, *Walk the Talk*. We got such incredible feedback that we renamed our company to The WALK THE TALK Company. Not only did we rename our company but we re-branded it as well. We started to specialize in how-to handbooks and support material. We began to offer video training programs, inspirational gift books and do-it-yourself training resources. Today we offer hundreds of tactical and practical tools.

W.E.: You have been in the human development industry for 31 years. What are some of the biggest changes you've seen in this arena?

Eric: The one major change I've seen is the speed of information demand and the speed of information availability. People want their information fast, in concise forms and readily available. Because everyone is so busy, we don't have the time to belong to all of the associations. We don't have time to look at all of the trade magazines or to read all of the educational books. When we do find time to read we expect something more than just the education. We expect to be able to apply what we've learned. So when we choose a book we ask two questions. One, "Does it contain intelligence?" And two, "Does it really enable people to do something differently?" We want our products to be very applicable.

To address the demand for concise and fast information we created a free newsletter series. This series has daily motivational quotes that are designed to "kick start" your day. It includes weekly leadership lessons that help you and your colleagues become more

effective and respected leaders. And the monthly newsletter is designed to uplift, inspire and motivate readers and the important people in their life. This series is less than two years old and we already have over 500,000 subscribers. It's been much more successful than we had anticipated.

W.E.: You have a lot of great educational products. What are some of your favorites?

Eric: That's a tough question. I like them all. Every one is rooted in value-based principles. I like the first book we did, *Walk the Talk*. You can't just talk the ideas, you have to behave the ideas. That book defines the culture for our whole organization. One of my favorites is *The Leadership Secrets of Santa Claus*. Santa is such a great metaphor for leadership. This has been a very popular book for us. I also like Michelle Sedas', *Welcome the Rain* that you reviewed in your July issue. Her book is one of the top ten most powerful books I've ever read. And another favorite is Leslie Aguilar's *Ouch! That Stereotype Hurts*. That book has such tactical and practical intelligence that will change people's behavior.

For more information about *The WALK THE TALK Company* visit www.walkthetalk.com.