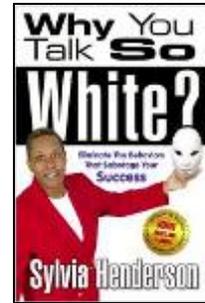


Why You Talk So White? (Eliminate the Behaviors that Sabotage Your Success)

Sylvia Henderson. V-Twin Press. 2005. ISBN #1-932197-00-1. Soft cover. \$14.95

Available through www.WhyYouTalkSoWhite.com.

V-Twin Press. P.O. Box 588, Olney, MD 20830-0588. (301) 260-1538.



“What lies behind us and what lies before us are small matters compared to what lies within us.”

- Ralph Waldo Emerson

Why You Talk So White? (Eliminate the Behaviors that Sabotage Your Success) offers anyone, regardless of ethnicity, pointed guidance to effective business and life skills. Born of the author's experience of being accused of "talking white", the book has little to do with race. It has a lot to do with the choices you make and the behaviors and attitudes you display, regardless of demographics, to succeed on both personal and professional levels. Available through www.WhyYouTalkSoWhite.com.

(Back Cover Text)

Why You Talk So White?

is a “success” book that is short on fluff and theory.



Instead, it is full of pointed commentary with concrete advice. Sylvia Henderson offers guidance on how you can achieve your own personally defined success in life, based on her life experiences.

Her words are sure to anger some of you. For most, however, the words between these covers are the direct “ah ha’s” and focus needed to stop stumbling and start moving towards the success that you seek in life.

If you are serious about moving forward from where you now stand in your life; if you are tired of the success and self-help books that offer fluff and advice with little meaning to your real life, then you need to read—and heed—the words in *Why You Talk So White?* While seeming to focus on a singular demographic, this book is for anyone living a “life in the trenches” today—self-proclaimed “real people.” As you struggle for a missing “something” that is concrete enough to help you move forward with your life, look no further until you read this book.

In *Why You Talk So White?* you’ll discover:

- Why “talkin’ White” is what you need to do to succeed, and ways in which to do so.
 - The effects of negative messages and attitudes and how to use positive words to create good impressions.
 - Ways to be on time, foster teamwork, and adopt a strong work ethic.
- You’ll also receive tools to help you succeed and encourage you to ... talk White.

This is a page turner, a minor classic. **The world, especially the world of would-be, upwardly mobile professionals, needs this profound wisdom.** *Why You Talk So White* is a short delineation of basic elements of success in the 21st century world of business.

Authentic, comprehensive, easy to understand and to implement, this is a must-have guide to getting ahead and moving on up.

Burt Dubin
President, Personal Achievement Institute

Thank you for writing this book.

I am sharing it with my children, who have children of their own. Best wishes.

Julian Bond
Chairman, NAACP

Keynote, Workshop, and Training Program Success Language: The “Talk White” Workshop

Facilitator: Sylvia Henderson

Based on the lessons in the book *Why You Talk So White? (Eliminate the Behaviors that Sabotage Your Success)*

Program Description

To be “a success” implies you are already on the road traveling to achieve what you set out to accomplish. It implies you have defined what you want and are actively working to “get there” successfully.

But first, you’ve got to prepare yourself and your vehicle to get onto the road! Once prepared, you have to start your engine and merge into traffic; master the basics to be recognized as a skilled driver. **Those who set the rules must understand what you say and write, accept how you look and act, approve of your work ethics and personal presence, recognize your knowledge and skills, and respond to your attitudes and behaviors** before you can advance to more-challenging routes and higher-performing vehicles. (And before you can effect change or grow your business.)

This program gets you on the road ...and keeps you moving forward, successfully.

Key points covered in this program include:

- **Language mastery** → speak to the “real” world; communicate effectively.
- **Attitudes and behaviors** → own your attitudes and understand the consequences of your behaviors.
- **Competition and cooperation** → there’s a place for both in teamwork; leadership and winning.
- **Past, present, future** → learn from your past; own your present; proactively shape your future.
- **Work ethics and social behaviors** → success habits; business etiquette.

Learning Objectives

By the end of this program, participants (you) will be able to:

- Acknowledge self-ownership of who you are and what you do, to succeed,
 - Evaluate how you affect others by what you say and do, and vice versa, and
 - Use the language of success (talk ‘white’),
- using the tools provided in the program and the resources you have in each other.

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