



# *Conversational* **INTELLIGENCE**

*How Great  
Leaders  
**BUILD TRUST**  
and Get  
Extraordinary  
Results*

**JUDITH E. GLASER**

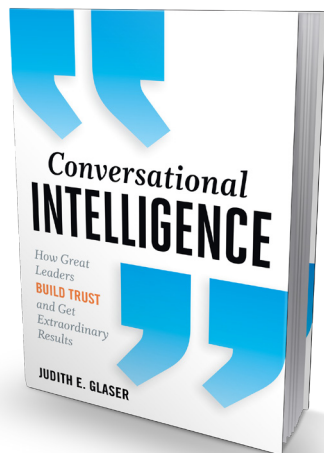


# Conversational INTELLIGENCE

How Great Leaders Build Trust &  
& Get Extraordinary Results

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The key to success in life and business is to become a master at Conversational Intelligence. It's not about how smart you are, but how open you are to learn new and effective powerful conversational rituals that prime the brain for trust, partnership, and mutual success. *Conversational Intelligence* translates the wealth of new insights coming out of neuroscience from across the globe, and brings the science down to earth so people can understand and apply it in their everyday lives. Author Judith Glaser presents a framework for knowing what kind of conversations trigger the lower, more primitive brain; and what activates higher-level intelligences such as trust, integrity, empathy, and good judgment. *Conversational Intelligence* makes complex scientific material simple to understand and apply through a wealth of easy to use tools, examples, conversational rituals, and practices for all levels of an organization.



JUDITH E. GLASER is the CEO of Benchmark Communications, Inc., and the Chairman of The Creating WE Institute, whose clients include American Airlines, American Express, Cisco, Coach, Exxon, and IBM. Judith has served as an Adjunct Professor at Wharton and a visiting guest speaker at Harvard, Kellogg, Loyola, University of Chicago, NYU, and various other institutions. She has appeared on NBC's Today Show, ABC World News, The Fox News Channel, and CBS Morning News. Judith has been quoted in *The New York Times*, *The Wall Street Journal*, *Crain's*, *AMA World*, blogs for *Harvard Business Review*, and was named one of *Leadership Excellence's* Top 20 Thought Leaders of Leadership and Culture in 2012. Judith earned a B.A. from Temple University in Interdisciplinary Studies, and an M.S. in Human Behavior & Development from Drexel University. She earned a Master's Certificate in Corporate and Political Communications from Fairfield University.

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