

“ Not everyone is born an entrepreneurial genius or with a silver spoon in their mouth “ explains psychologist **Talbot Sleight** at a recent booklaunch in central London. *“ So to get somewhere in life they need something else, an unadorned proven strategic technique which really works. “*

Written in association with **Raynard Pulet** of the *Leadership Studies Consortium*, their new book ‘ **Shout your way to the top** ‘ explains in practical terms how ‘ *core disadvantaged non-belligerents* ’ can – and do – make it to the very top.

They cite a raft of psychological studies showing that majority of members of small and medium sized groups will consistently rally to support those other members who shout the loudest during test-tasks and ad-hoc discussions. Not only that, but they are more inclined to believe that what has been shouted is truthful.

The authors also point out that the loudest shouters are often allowed to get exactly what they want simply because it means far less unpleasant and time-consuming negotiational work for the rest of the group.

The book, which comes complete with sets of exercises and practice routines, is crammed with examples and success stories of those who have adopted this simple strategy to overcome their shortcomings – lack of talent, dedication, consistency etc etc – and have made it to the very top.

‘ **Shout your way to the top** – a practical guide to effective belligerency ‘ is launched by AyT publishing, July 2009, hardback, priced \$79.