

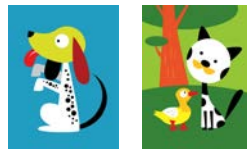
Preliminary Front Cover Design

"Thanks, Angus – that's a valuable insight"¹

Defrag!²

Equanimity and Problem-Solving Conversation

Clues to making your most genuine efforts to be honest, authentic, and ultimately accurate pay off in problem-solving for everyone, not excluding you



by

'Coach' Angus

OMG! What an Awesome Sunscape!



David Burt

'XYZ Publishing'

¹ Comment by the author of *"The Stuff of Mind"* and 7 other best-selling books in the rapidly developing field of psycho-linguistics. If you have interest in the context in which Steven Pinker, who has the post of Johnstone Family professor of Psychology at Harvard and whom *Time Magazine* listed in 2004 as one of the world's 100 most influential people, expressed this appreciation for the key communication insight that is the main subject of the book into which this 'Sneak Preview' is evolving, please feel free to download a copy of the '.pdf' document *"AC & Steven Pinker 2012 Correspondence"* available at [this link](#)

² Alternative title being considered: *"Verbundamentally Yours"*

Feedback Request

Thank you for your interest in *Defrag!*. People like you do my heart good because writing book is always a challenge, and writing one that seeks to empower English-speakers everywhere to become, when dangerous disconnections are looms ominously, both aware and conscious of more possibilities than first (or second) appear, is an arduous path.

Unintended and unfortunate consequences often (but not always!) ensue when we draw quick, blink-like conclusions as to what the source of our discomfort is, as we are all prone as human beings to do in such moments – for if we persist in believing such unchecked guesses as to what or who is ‘the problem’, outcomes often only get worse for everyone, not excluding us in due course. Many authors have offered, from their practical experience, principles for governing one’s mind and conduct both before anticipated challenges, and through them, but perhaps the best book I have yet read on the subject is “*Dialogue and the Art of Thinking Together*” by William Isaacs. Because Isaacs’ book is out of print and one of my clients avidly hangs on to my copy, I have provided [a synopsis](#)³ of it on my website (a synopsis that has attracted over 500 visits).

But what do I, particularly, have to contribute in this field of what the celebrated UCSF researcher and author Paul Ekman calls ‘refractory moments’? This is a question I hope this package will contribute relevant and accurate answers for you. It has 3 elements: (1) a back cover design for “*Defrag!*”, which follows; (2) accompanying designs for its inside flaps; and (3) an invitation (if you remain interested after that – as I hope, of course, you will be!) to review the manuscript of the book’s Introduction & Overview, a preliminary Table of Contents, and a few pages of the first chapter. These elements are what research reveals book buyers examine to varying degrees before deciding to invest their time (and money!) in reading a book. So my hope is that you will either confirm that the package I have provided here is developing your interest in a book on this subject, or else you will let me know why specifically you find, after perusing one or more of each of the elements of this package, one or more fails to evoke any further interest in the *Defrag!* project.

The goal of the *Defrag!* team is that our book will interest and support people in becoming increasingly conscious of what is happening in ‘refractory moments’, which are moments in a break-up of connection between human beings needing to solve a problem together is threatening, in progress, or has already occurred. Not just to avoid trouble, nor just to game or bluff a way out, nor just to ignore it; but to put those moments to productive and vitalizing use when either you or your interlocutor(s) are in what Dr. Ekman calls ‘refractory states’. With your help this project will in due course play a positive part in helping an ever-growing number of English-speaking people contribute what we now must contribute to solve the problems of our planet so that those who come after us have a fair chance to enjoy what our ancestors and we have laboured, fought, and invested lovingly to bring into the present. So, on the last page of this Sneak Preview there is a request that will help make your review of this package a valuable learning experience for both you and us. Should you at any time want to discuss it, you may find me at angusc@authentixcoaches.com or at (705) 293-1246 until approximately 23rd Nov, when I expect to return home to (416) 406-0082.

³ <http://www.authentixcoaches.com/ACAAuthenticDialogue.html>

**Possible Jacket Back Cover for
"Defrag!"**

Lying, or even pretending, is not comfortable for long. It increasingly requires a perverse discipline. It begins naturally, but gets harder to maintain, and it can entrain horrendous future costs. Yet in his widely read tour-de-force *The Stuff of Thought* Harvard psycholinguist **Steven Pinker** writes: "**We expect people to sheathe their words in politeness and innuendo and other forms of double speak**".

Coach-author Angus Cunningham acknowledges how widespread this expectation is, but he often regrets it deeply. Even if it's mostly true, it's got what he calls a Loch Ness monster in it, and Loch Ness monsters unleash the wilder elements of his extraordinary approach to life. So, in *Defrag!*, he lets out his wilder side ... veraciously, telling us of his discoveries of the attributes of *IHXENs* – "I have 'X emotion' now" I-statements, and exploring with us their implications for the serious purposes of our usage of language.

Ever experienced a moment when truth-founded reciprocity seemed unavailable? Perhaps the conventions underlying the conversational habits we take to be 'natural' or 'normal' cause us to miss opportunities in such moments to discover the shared insights necessary to meet fairly the vital needs underlying complex problems. Angus says they often do, and asserts in *Defrag!*, on the basis of theories drawn from his coaching experiences an astonishing reality: the multiple benefits of uttering honest *IHXEN* statements.



David Burt

Ever had a 'moment of truth' that felt like the blaze **David Burt** has painted? **Bob Scott**, who served a decade as Head of Clinical Psychology at the *US' Veterans Hospital* in Columbia, SC, and founded and moderated the *Truth Tree* debating and discussion website, which accumulated over 3 million posts before he decided it was time, at 80, for him to retire, says: "**Practising *IHXENs* empowers people to say 'I have anger' (for example) instead of 'I am angry'. The latter way of describing one's situation implies that one's emotional state is some kind of permanent property, rather than something that one can acquire some ability to choose.**" **A.J. Jacobs**, Editor-at-Large of *Esquire Magazine* and author of *My Life as an Experiment* and *My Year of Living Biblically*, tried 'Radical Honesty', but experienced mainly painful results. After reading Angus' ideas for a better way, he had this to say: "**I have much gratitude now! And many other *IHXENs* toward you. I loved reading your theories.**"

Reading *Defrag!* one learns of surprising and varying relationships among our individual habits of problem-solving. Do you solve problems by prayer and meditation, by rigorous application of the principle of evidence-based rationality, by 'gut feel', by barely conscious use of sheer charm, bluster, bravado, or the legal authorities of social position, by mental conceptions of truth, or by the inspiration in 'hunches'? If you've had the experience of being stymied, *Defrag!* will help you to a breakthrough in virtually any field by helping you to become not only aware, but more conscious, of how culturally ingrained modes of selection and interpretation of language – often 'sabotage' our abilities, at crucial moments, to solve problems, reach agreements, and achieve goals. Timely reading in relation to the concept of '*verbund*' for executives, academics, entrepreneurs, and professionals of all kinds. Useful, too, at home.

Angus is the founder and principal of *Authentix Coaches*. Educated at *Cambridge* and *Wharton*, he has worked for *McKinsey & Company* as an Engagement Manager in Toronto and Tokyo, served *Cummins Engine Company* as its Administration Director for the Asia/Pacific Region, and, as the Senior VP in charge of Canada's largest envelope group, helped it achieve greater market share and profitability. Leaving the corporate world to found *Systemtree*, he and his employees built the world's first electronic trading system from open-system hardware and software components. Inventor of *Eye-Zen English* principles for problem-solving communications that are the subject of this book, Angus' executive coaching practice is based in Toronto.

'XYZ' Publishing

Hard cover: \$27.50
Paper back: \$14.95
eBook: \$10.00

Possible Inside Left & Right Flaps for “Defrag!”

Anyone whose work depends on close partnership and trustful teamwork, which both depend significantly on communication, will find the insights the author reveals in this book intriguingly practical. A powerful reminder that, once we get clear of inaccurate pre-suppositions, “win-win” and transformational outcomes are always reachable, they reveal how the often difficult-to-combine values of empathy and authenticity can indeed be integrated in psycho-linguistic principles that the author has proved in the fire of challenging ‘moments of truth’.

Every serious reader will find in here both the inspiration and the practical means to discover thoroughly life-enhancing solutions to problems that once seemed “impossible”. Testimonials from clients in many fields and in many relationship contexts, both corporate and individual, bear witness to the validity of the insights and outcomes described in **Defrag!**

Exchange in critical moments of challenge of honest “*I have ‘X emotion’ now*” I-statements (*IHXENs*) – leads, the author tells us, to insights from which desperately needed practical solutions eventually emerge. *Eye-Zen English* practices, as he calls the principles he has drawn from just such experiences, are rationally rooted in data gleaned from seemingly overwhelming challenges tamed and solved by exchanges of honest *IHXEN* statements.

Notably easy to recall, these practices empower problem-solvers to relinquish diffident, uncreative, ‘professionalized’, and other incompletely or pretentiously engaged conventional roles – in favour of listening to, and trusting again, the vitalizing senses of truth bequeathed us either by evolution or by the cultures, faiths, sciences, and insights that have nurtured our ancient struggles for social well-being.

Coach-author Angus Cunningham says that how accurate the words we use are is much more crucial than most people today believe, citing the horrendous part that inaccuracies played in the riots that followed the partition of India in 1947. For perhaps 500 generations, he says, most people have felt truth to be sacrosanct – even if that meant fighting for whose truth was God or whose God was truth. So the common expectation today of many people – that others will ‘shade, bend, or falsify the truth’ to burnish ego, avoid loss of face, escape punishment, flatter, or legally steal – might prove to be collective insanity.

Yet in certain circumstances it might also be wisdom, or even love.

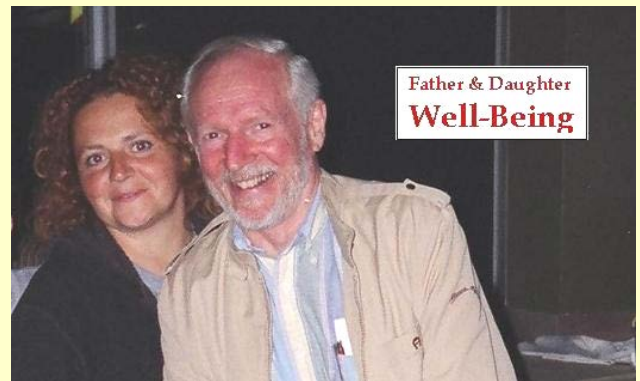
Which is it when?

Coach Angus isn’t about to let the world’s most influential psychologists, economists, psycho-linguists, or professional leaders get away with telling us what might be true enough in circles of conversational narrative easily accessible to them but might be presumption elsewhere.

Angus was born in 1942 in Simla, the British Raj’s summer capital, and moved 12 times in the next 4 years before he and his mother’s half of his Army family, moved to England. He says his ayahs, heirs of Mohandas Gandhi’s soul force, kept him warm, fed, and properly in nappies while his parents fought the Japanese attempted invasion of India and calmed simmering independence riots for as long as London told them they must.

For him, the subtleties of how people spoke were THE means to tell who was trustworthy and who was not. Initially, mastery of these subtleties were his winning grappling irons on the then mostly Anglo-Saxon corporate ladders of *British Steel*, *Cummins Engine*, and *McKinsey & Company*. But later, after returning from a year’s consulting engagement with *Mitsubishi Juko* in Tokyo, he found that particular form of cultural mastery, unconscious as it was, didn’t allow him to avoid a mid-life crisis – one from which he was only able to emerge with the help of the insight-and-solution-surfacing properties of *IHXEN* I-statements.

Has anyone written so insightfully and excitingly about the unseen but powerful forces unleashed by cultural and familial habits and practices of language as does Angus in **Defrag!?** Emma, for one, is wondering ...



... so, why not enjoy finding out for yourself?

Request for Feedback on Defrag!

People often give me feedback on my writing in which they guess what other people would say about it. What I want here is your authentic feedback – because this book is about each of us finding what we each of us actually KNOWS about the issues posed by *Defrag!*, which is what authenticity is all about⁴, isn't it? So would you be willing to organize your response to this *Review Request* in the following way?

First, please note what passage or graphic in this package evoked your most memorably strong positive emotion, and write the following about it: My emotion (nouns, please – not past participles⁵) was:

..... It arose in the following passage:

..... on page # (the pages are all numbered at the bottom), and here's what the thought(s) emerging from the emotion(s) was/were:

.....
(Please feel free to amplify by taking extra electronic space)

Second, please also note when, if ever, you got turned off by this project: I experienced a strongly negative emotion that I surely know didn't arise from anything distracting in my environment on page ... My emotion then was

.....³, and, (if it was sufficiently negative to cause you to end your review, please check one of the following boxes: [] It has indeed ended my review!! (or, if, on second thoughts you would still like to continue), [] It caused me to set aside my review without much interest then in continuing – interest that has since revived because:

.....
(Please again feel free, if you wish, to amplify this somehow)

THANK you!! Please complete by a copy-and-paste-of the shaded part of this page into *Word*, and then forward to me at angusc@authentixcoaches.com. If you would like a copy of the pre-publication manuscript of *Defrag!*'s Introduction and Overview, its Table of Contents, and the first few pages of its first chapter, please be sure to include this request in your email.

Executive Coaching in Normative and 'E-Prime' English		Presumption-free Problem-Solving Conversation
'THXEN'-based Rational Psycho-Linguistics		Distinctions among Commonly Conflated Meanings

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⁴ For an essay entitled “Authenticity: A Learning Approach”, please feel free to review the following link: <http://www.authentixcoaches.com/ACReadingMaterial3.html>

⁵ Here's a non-comprehensive list of emotion nouns: http://www.authentixcoaches.com/images/Emotion_Nouns_090704.jpg