

BWB

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A NOTE FROM THE PUBLISHER

Dear Reader,

I'm writing to tell you about **Canadian Workplace Culture: Mastering the Unspoken Rules** (Bold World Books, 978-0-9868528-4-8, fall 2013, \$19.95) by Matt Adolphe. This book provides ten genuinely helpful, accessible and easily applicable rules that enable workers to 'fit in', become accepted and prosper in Canada's conflict-averse workplace culture.

In *Canadian Workplace Culture: Mastering the Unspoken Rules*, Matt Adolphe, an internationally-experienced communication expert, explains how workplace rules, which all workers ignore at their peril, are formed from the same traits that make Canadians:

- Avoid car horns,
- End their statements with 'eh',
- Avoid in-depth discussions about religion and politics, and
- Talk about the weather all the time.

The book reveals why certain behaviours don't work in Canadian workplaces and uses familiar situations to highlight what happens when you get it wrong. Its ten rules are reinforced by quizzes that help readers digest and internalize the main points. As readers progress through the book the 'seeds' planted by these quizzes take shape. They learn what they can do to reduce the undesirable behaviours that are holding them back while strengthening those aspects of their personalities that lead to more acceptance and success.

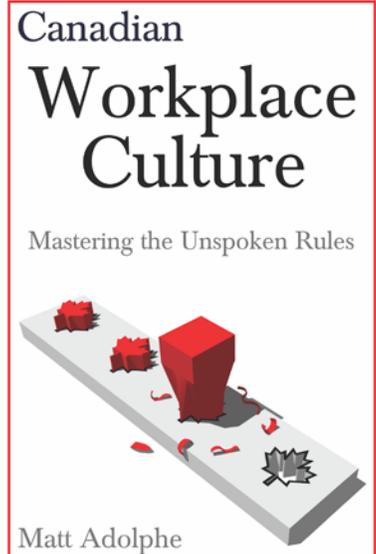
Canadian Workplace Culture is a reader-friendly book that will be useful for those about to enter the workforce, immigrating to or studying in Canada or who would simply like to be more successful at work. It will also prove invaluable for leaders, managers and Human Resource professionals.

A great addition to any library, immigrant workforce skills class, vocational training course or employee development program, it is entertaining, accessible and immediately useful. A feature on this book and its author will engage a broad cross-section of your readers, listeners and viewers.

Yours truly,



Lawrence Hobbs, Publisher



ADVANCE PRAISE FOR CANADIAN WORKPLACE CULTURE

“Adolphe sets the stage for a win-win for Canadian employers and the talented individuals from other cultures seeking to fit in and succeed. It’s sure to assist anyone trying to adapt to the unspoken workplace rules.”

Sharilee Fossum, Chief Financial Officer
Northlands, Edmonton

"After 40 years in Human Resources I found the ten unspoken rules very insightful. All professionals and their colleagues can benefit from these rules for success in the workplace and for that matter in life generally. Very positive and a great resource for developing skills to be a good leader."

Karen Egan, Vice President, Human Resources & Learning and Development
Alberta Gaming and Liquor Commission

"An eye-opening read. I am a 12 year HR industry professional, who can clearly learn a thing or two about Canadian Workplace Culture."

Jason Nichols CHRP
HR Advisor, TERA Environmental Consultants

“This book will be of benefit to those in the workplace who are struggling to get ahead and anyone who finds it a challenge to ‘fit in’.”

Tara Orchard M.A.
Career and Workplace Performance Coach, Career-Coach Canada

"Thoughtful, Practical, Insightful, Brilliant! Matt Adolphe captures the heart of our culture with a resource for new and established Canadians who will enjoy seeing what makes up our unique workplaces. Every new worker and Human Resources department should have this book."

Diane Blair, author of the Personality Spectrum Resource Guide
Principal, Westcreek Resources Inc.

Canadian Workplace Culture: Mastering the Unspoken Rules

By Matt Adolphe

978-0-9868528-4-8 ■ 96 Pages ■ 5 x 8 Softcover ■ Office & Workplace
■ Fall 2013 ■ \$19.95

ABOUT THE AUTHOR

Matt Adolphe is an instructor at the Southern Alberta Institute of Technology. He holds a B.A. in Indigenous Studies and History from Laurentian University and an M.A. in communication management from the University of South Australia.

Matt's deep Canadian roots date back to the earliest French explorers. His Métis heritage stretches back to the Red River and the North-West Rebellion of the nineteenth century. He was a founding member of the Métis Nation of Ontario and served as its first post-secondary representative.

For over 15 years he lived and worked in Korea, Japan and Macao. Beyond teaching, Matt's professional life has been punctuated with experiences as a political organizer, volunteer, career coach, consultant, actor, writer, radio DJ, studio musician, speech writer, and media presenter. While teaching in Asia, Matt also gained recognition as the first English-language television news presenter in Macao's broadcasting history.

Now back in Canada, Matt designs and teaches courses focused on strengthening workplace communication in the energy and education sectors. Matt lives with his young family in Calgary, Alberta.

His goal with 'Canadian Workplace Culture' is to voice the hidden rules so that they don't impede the success of newcomers to the workplace.

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To arrange an interview, book signing or other author event please contact Angela Hobbs at 403-986-2210 or [Angela@boldworldbooks.com](mailto:Angela@boldworldbooks.com)

## **PRE-PUBLICATION AVAILABILITY**

Limited quantities of the book should be available in August 2013 for reviewers, trade readers and online 'pre-orders' from the [boldworldbooks.com](http://boldworldbooks.com) website. Wholesale orders will ship in early September for formal publication in October.

## **MORE ABOUT THE BOOK AND ITS AUTHOR**

### **Qualified Expert Author - Matt Adolphe**

- A communications instructor at the Southern Alberta Institute of Technology (SAIT).
- MA in Communication Management from the University of South Australia
- 15 years teaching and course development experience in Korea, Japan, Macao and Canada.
- Direct descendent of Canada's earliest French explorers.
- Founding member of the Métis Nation of Ontario.
- First English language television news presenter in Macao's broadcasting history.

### **Sparked By Experience**

'Canadian Workplace Culture: Mastering the Unspoken Rules' was sparked by Adolphe's own experience of Canada's conflict-averse culture on his return from Asia. He realized others were suffering too; behaving their way into isolation and failure. Adolphe wanted to ease that suffering by explaining the workplace culture to them and helping them understand it.

### **Offers Empowerment and Route to Success**

- Goal - to empower newcomers to the workplace with a set of simple rules to success.
- "If I only achieved one thing I would hope that it would be to see fewer newcomers experiencing the heartache and isolation that come from not knowing the secrets of success in the Canadian workplace."

### **Common Culturally-based Mistakes**

The most common mistake people make is to not spend enough time observing the workplace culture before barging in. They need to allow themselves some time to analyze the new environment, to read between the lines and get a feel for what's acceptable and what's not. If they don't do that they risk making mistakes that will follow them for a long time, and that could ultimately impede their success.

Many mistakes result when people from assertive and conflict-averse cultures clash. People expect cultures to change for them and accept them, even if they blatantly don't follow it. What they don't realize is that you can't change a culture, and you can't expect it to accept you if you don't follow it.

For example an Asian from a culture that believes facial expressions are rude, would have trouble fitting into a culture that relies heavily on facial expressions. To make progress in that new culture they would have to learn the language of facial expressions.

### **Why Newcomers to the Canadian Workplace Make Mistakes**

One of the reasons they make mistakes is that they don't know the rules. Culture is something we learn by osmosis not by a set of rules – but osmosis is slow. Until now the rules on which our behaviours are based haven't been written down or well formulated. 'Canadian Workplace Culture: Mastering the Unspoken Rules' makes those rules clear and tangible regardless of whether the newcomer is an immigrant or a native Canadian experiencing difficulties in the workplace.