

Preliminary Front Cover Design

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

Verbundamentally yours!²

Equanimity and Problem-Solving Conversation

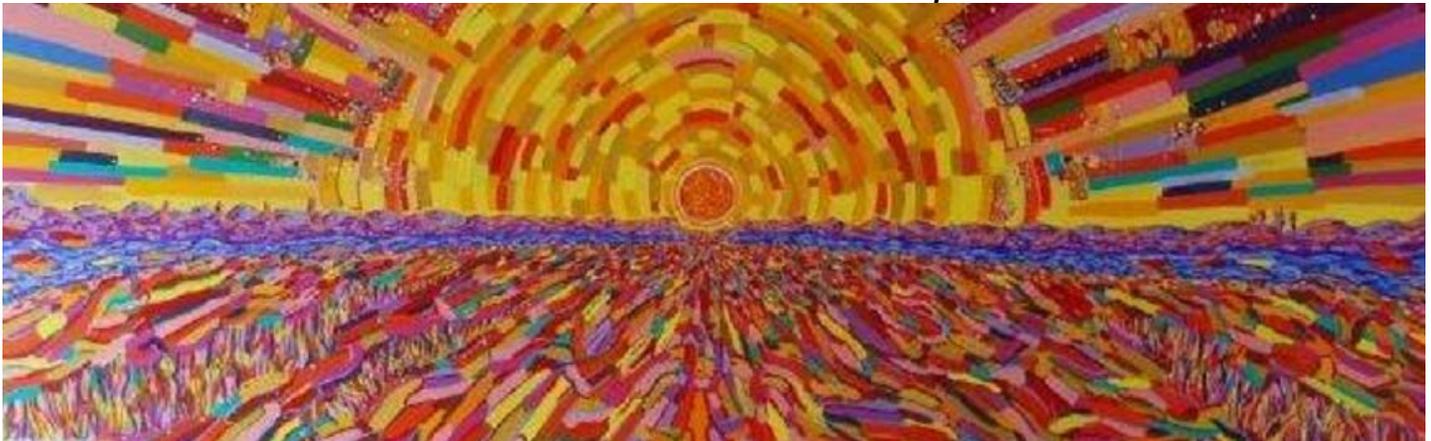
Clues to making your most genuine efforts to be honest, authentic, and ultimately accurate pay off in problem-solving for everyone, not excluding you



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'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 *'Verbundamentally'* is a new *Eye-Zen English* word coined by the author in acknowledgment of the wonderful spirit symbolized by the German word *'verbund'*, which might be translated as 'interconnectedness'. An alternative title being considered is **"Defrag!"**

Reviewers Wanted!

I have an urgent need: support for what for me has become an arduous project. The support I now seek will come from English-speaking people willing to review and make authentic comments on the pre-publication ‘*Sneak Preview*’ of a book project. If you are reading this, I hope you can feel, from the preliminary cover page you have just seen, some enthusiasm for *Verbundamentally yours! VY!* is a project to interest people everywhere, starting with English speakers, in becoming more aware than is ordinary, and especially more conscious, of more possibilities than the one first coming to mind when a time-absorbing relationship disconnection, looms ominously. Such moments are known – technically to people studying emotions academically or professionally – as a ‘refractory moment’.

Unintended and unfortunate consequences often (but not always!) ensue when we draw quick, blink-like conclusions as to what the source of a 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 you might well now be asking what I, particularly, have to contribute in this field? This is a question to which I hope the *Sneak Preview* will contribute answers that are relevant and accurate for you. It has 4 elements: (1) a back cover design for *VY!*, which follows, and which complements, of course, the front cover design you have already seen; (2) accompanying designs for its inside flaps; (3) a manuscript (if you remain interested after that – as I hope, of course, you will be!) of the book’s Introduction & Overview (and a few pages of the first chapter), which are, I confess, a shameless teaser to lure book browsers into buying *VY!*, and (4) a preliminary Table of Contents. These elements are what research reveals people examine to varying degrees before deciding to invest their time (and money!) in reading a book on offer. So my hope is that you will confirm that the herald to *VY!’s* emergence from its 20-year incubation by my team and me, and that the cover design provided on the next 2 pages, will be developing some interest in your part in a book on what we can do to put refractory moments into the ‘dustbowl of

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

Reviewers Wanted!

history. If so, then I would like you to request a copy of the 35-page Sneak Preview, which details what kind of information from a review of it is likely to be most enlightening for both you and the **VY!** team. But if not, perhaps you would be willing to let me know something about why specifically you find, after perusing one or more of each of the elements of this herald package, one or more fails to evoke your further interest? You can find a link for that purpose at the end of this herald package.

The aim of the **VY!** project team is to produce something that will both interest and support people in becoming increasingly conscious of what is happening in ‘refractory moments’. Those are the moments when humanity’s progress toward a harmonious and vital world becomes, accidentally usually, frighteningly impossible, and a seemingly intractable problem or nexus of problems begins to block us to the sunlit upland pools of love we have sought from time immemorial.

VY! is therefore an approach not just to avoiding trouble, nor just to gaming or bluff a way out, nor to ignoring it; but to putting those moments to productive and vitalizing use when either you or your interlocutor(s) are in what Paul Ekman, UCSF’s famous researcher in the subtle yet complex field of emotions, 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 to 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 the Sneak Preview there is a “*Review Response*” format that, if you would like to contribute review that will be a valuable learning experience for both of you and me, would surely do so.

Should you at any time want to discuss it, you may find me at angusc@authentixcoaches.com or at +1 (705) 293-1246 until approximately 23rd Nov, 2012, when I expect to return home in Toronto, Ontario, where my writing office number +1 (416) 406-0082.

Possible Jacket Back Cover for
"Verbundamentally yours!"

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 **VY!**, 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 **VY!**, 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 **VY!** 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, **VY!** 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 **VY!**

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.

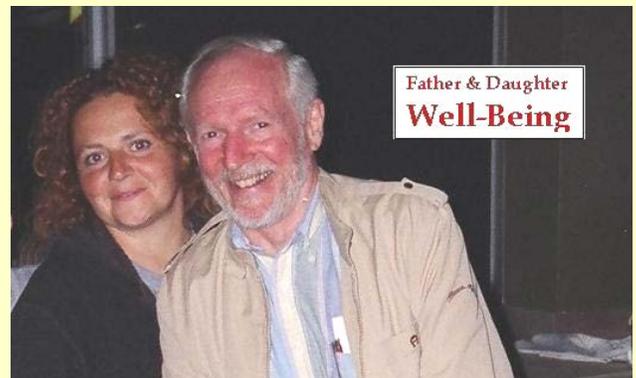
Which is it when?

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 **VY!?** Emma, for one, is wondering ...



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

The Component Elements of *Eye-Zen English*

Executive Coaching
in Normative and
'E-Prime' English
'THXEN'-based
Rational
Psycho-Linguistics



Eye-Zen
English

Presumption-free
Problem-Solving
Conversation
Distinctions
among Commonly
Conflated Meanings

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Angus Cunningham

[Craigeith Shores](#), Blue Mountains, Ontario

(overlooking Lake Huron in Nottawasaga Bay – Georgian Bay region)

November, 2012

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