



**FOR IMMEDIATE RELEASE:**

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## PRESS RELEASE

**ANNOUNCING, “THE RESPECT EFFECT:**

**Leveraging Culture, Emotions and Neuroscience to Build a Better Business”**

**CLEVELAND, OH:** Author, Paul Meshanko reveals the transformational power of respect in the workplace in his new book, “The Respect Effect”. Through a combination of unintentional or purposeful ignorance, at times we inadvertently treat others with disrespect. The resulting costs to organizations in litigation, low productivity, lack of employee engagement and trust in company leaders are staggering.

By examining the neurology of human interaction, Meshanko explains how each of our brains is profoundly influenced by how we are treated by others. “When we’re treated with respect, our brains literally light up and perform at their highest levels. When treated with disrespect, the higher thought processes in our brains go dormant. Hijacked by our primitive survival wiring, we become diminished assets to our employers and organizations”.

The Respect Effect is a refreshing and powerful addition to the arsenal of tools organizational leaders need to successfully guide companies and manage change. When leaders are able to create work environments that consistently value, esteem and nurture employees, they increase employee engagement.

**DEFINITION OF RESPECT:** Respect is an active process of non-judgmentally engaging people from all backgrounds. It is practiced to increase our awareness and effectiveness, and demonstrated in a manner that esteems both us and those with whom we interact.

**According to author Paul Meshanko, there are 12 Rules of Respect:**

1. Be aware of our non-verbal and extra-verbal cues
2. Develop curiosity for the perspective of others
3. Assume that everyone is smart about something
4. Become a better listener by shaking our “but”
5. Look for opportunities to connect with and support others

6. Explain why we disagree, when we do
7. Admit where we need to personally grow, stretch and change
8. Learn to be strong on occasion
9. Never hesitate to say we're sorry
10. Intentionally engage others in ways that build their self-esteem
11. Be respectful of time when making comments
12. Smile!

*"In The Respect Effect, Meshanko puts forth an elegant and powerful thesis on the relationship between respect and employee engagement. He shows how demonstrating respect to employees leads to better health and well being for both the organization and the individual. Whether you are a supervisor, manager, VP, or small business owner, The Respect Effect will make you a more effective leader." – Dr. Paul Marciano, Ph.D., author, "Carrots and Sticks Don't Work"*

The Respect Effect Retails for \$ 24.95 and is available at: [RespectEffectBook.com](http://RespectEffectBook.com) Online and at fine bookstores.

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#### **About Leadership Authority and Author, Paul Meshanko:**

##### **Founder & President**

##### **Legacy Business Cultures (formerly Edge Ohio)**

Paul Meshanko is an author, professional speaker and business leader with over 20 years of experience in corporate training and organizational culture change. After a 12-year career with AlliedSignal, he opened Edge Ohio in 1997 to serve the region's growing demand for change management and employee engagement training. Under his leadership, the business has grown to become one of the Midwest's most successful staff development employee survey providers, employing a full-time staff of six associates and a network of over a dozen strategic partners. In October, 2011, Paul and his team renamed the company Legacy Business Cultures to better reflect the firm's core value proposition and its increasingly broad client base.

As a presenter and trainer, Paul has captivated tens of thousands of leaders and business professionals on five continents. His training materials have been translated into over 25 languages and his newsletter is read by over 10,000 subscribers each month. His clients have included The Cleveland Clinic, DuPont, Parker Hannifin, BASF, Progressive Insurance, MTD, Symantec, McGraw-Hill, The U.S. Coast Guard and Ernst & Young. Always with any eye toward research and science, his speaking themes include organizational and personal resilience, work-life balance, employee engagement and respectful work cultures.

Paul holds a BSBA from The Ohio State University and a Masters in Business Administration from Baldwin Wallace College. He is an active member of the Human Resources Planning Society and Society for Human Resource Management, and serves on the Board of Directors for the Boys & Girls Clubs of Cleveland. His first book, Conversations on Success, was released in May 2006. He currently lives in Solon, OH with his wife, Kim and children, Ryan and Olivia.