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New Book Reveals Seven Keys to Building Relationships, Driving Employee Engagement *Employees, managers and executives can learn how to improve their work experiences to yield professional and personal advantages*

September 12, 2018 – Washington, D.C.: A new book, “The Friendship Advantage: 7 Keys to Building Relationships that Transform Corporate Culture and Drive Productivity,” by Mo Fathelbab launches today on Amazon and Kindle. The book explores the value of creating friendships at work, an aspect of corporate culture that increasingly influences employee satisfaction and engagement. Fathelbab leverages his three decades of entrepreneurship and consulting with more than 20,000 CEOs on leadership, trust, and work-life balance to present tangible steps that everyone can take to improve relationships at work and anywhere that engagement and quality of experience matter.

“In my work with business leaders around the world, I’m seeing that the companies that are successful are those that know that their number-one asset is people,” said Fathelbab. “People need relationships and connections to stay engaged at work, and more than ever, to stay in their jobs. Yet many managers and workers struggle to find ways to connect appropriately and relevantly with others in the office.”

The Friendship Advantage taps into what Fathelbab recognizes as a shift in focus on the importance of humanizing corporate culture, founded in part on the “conscious capitalism” movement. Fathelbab believes people are hungry for authentic connection in this era of Me Too and political enmity. Throughout the book, he shares case studies, personal anecdotes and stories from his consulting work and his life to illustrate the challenges and opportunities of relationship-building for business and for personal growth. He explores the value of having friends at work, grounded in research from companies like Gallup, Harvard Business Review and O.C. Tanner.

“In today’s world, getting along at work is the bare minimum,” Fathelbab explains. “But most companies – and most people – don’t know how to shift the paradigm and build those relationships that make the difference between collecting a paycheck and contributing meaningfully to the bottom line.”

The Friendship Advantage includes a “Relationship Test” to help people assess how good a friend they are and how to improve relationships at work or socially. Fathelbab’s seven steps can be employed in any order, separately or together, forming a flexible model for evaluating relationships that readers can use as they see fit depending on the situation, the relationship and their personal strengths and weaknesses.

“Through the application of a few simple principles which I share in this book, corporations can create cultures that improve their employees’ lives to generate real business results,” explained Fathelbab.

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Fathelbab's first book, "Forum: The Secret Advantage of Successful Leaders," is also available on Amazon and offers insight into the value of peer groups, following a prescriptive model, in creating professional and personal success.

To purchase The Friendship Advantage on Amazon visit: https://www.amazon.com/Friendship-Advantage-Relationships-Transform-Productivity/dp/0692175865/ref=sr_1_2?ie=UTF8&qid=1536584025&sr=8-2&keywords=fathelbab

To purchase The Friendship Advantage on Kindle, visit: https://www.amazon.com/Friendship-Advantage-Relationships-Transform-Productivity-ebook/dp/B07GZ4LQB2/ref=tmm_kin_swatch_0?encoding=UTF8&qid=1536584025&sr=8-2&dpID=51r6s77aIEL&preST=_SY445_QL70_&dpSrc=detail

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