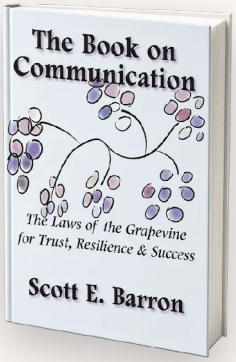
THE BOOK ON COMMUNICATION · OCTOBER 21

If You Don't Master Your Grapevine, Your Grapevine Will Master You.



The informal network already decides the real story in your business, school, or team. Six laws for reliability and credibility, so you stop repairing reputation and start building it.

What is the grapevine and why should I care?

> **"They say I need to improve communication, but they don't even open my emails."**

> **"That's not what I meant. How do I fix this?"**

> **"I'm sorry, I thought you already knew."**

Remember the lyrics from the song "I Heard It Through the Grapevine"? That song was part of the inspiration for this book. We've all suffered from hearing important news through that informal network of connections.

Sometimes the grapevine grows out of control and can undermine community trust. But what if it can be harnessed to our advantage, strengthening and expanding our influence with genuine trust and care?

The entire sector of public relations exists because executives fail to appreciate and understand the Laws of the Grapevine.

INSIDE THE BOOK

The first six Laws of the Grapevine

First
Sequence
Validate the message, Value your people

Second
Frequence
Stay tuned in with engaged dialogue

Third
Flow
Predictable rhythm of relevance

Fourth
Confidence
Make it safe to know and be known

Fifth
Cultivation
Selective proximity with real values

Sixth
Credibility
Character to be, Competence to do

I've been using the Laws of the Grapevine for several years with every communication we send out. We successfully navigated a very difficult crisis and sustained trust in our culture. I promise you practicing Sequence alone will make a big difference.

Frank Aloise, Chief Financial Officer, Springside Chestnut Hill Academy

We used the Laws of the Grapevine to transform our culture. Conflict and confusion are inevitable, but we got through it together because people knew we would tell them the truth and valued them. That's key to a healthy culture.

Tom Hood, Past President, St. Agnes Academy & St. Dominic School

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Paperback and hardcover available on launch day. Watch Scott's video and order at **thebookoncommunication.com**

FOR SCHOOLS, CHURCHES, BUSINESSES, AND OTHER TEAMS

Read it together

Every leader dreams of building a unified organization grounded in trust, clarity, and shared purpose. Yet in today's hyper-connected environment, rapid media tools, from instant messaging to constant email, force leaders to respond at breakneck speed. The problem is that speed kills on the highway, and it destroys trust inside an organization. When information moves faster than intentionality, assumption fills the gap, leaving leaders stuck in a frustrating cycle of managing the company grapevine and repairing stories instead of building them. Modern urgency should never be allowed to destroy years of hard-won reputational posture.

By reading *The Book on Communication*, adopting the six Laws of the Grapevine, and equipping your entire staff with a shared language for trust, you can transform how information flows through your organization. Instead of reacting to toxic rumors and constant misunderstandings, you will cultivate a lasting culture where trust rises, clarity prevails, and every team member communicates with purpose.

1

Start with leaders

Many teams begin with a leadership pilot of 10 to 25 copies.

2

Share one language

The six Laws become the practices that transform culture and elevate relationships.

3

Bring the whole staff

Once the leaders have gotten started, the whole staff follows.

About Scott E. Barron

Scott E. Barron is an author, speaker, and strategist who helps people build high-trust relationships and thriving communities. As a founder and educator, he has spent decades guiding individuals, teams, and organizations through complex communication challenges toward networks built on authentic trust, clarity, and sustained engagement. Scott's team also offers professional development, communication planning, and organizational culture building.

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