

Media Kit

Robert L. Dilenschneider

Author of

**The Ultimate Guide to Power
& Influence**



Contact:

FAUZIA BURKE

fsburke@fsbassociates.com

(760) 585-2252

FSB Associates

6965 El Camino Real, Ste 105-108

Carlsbad CA 92009

fsbassociates.com



Announcing

The Ultimate Guide to Power & Influence

Everything You Need to Know

In a rapidly changing world, adaptability and influence are key to success. Robert Dilenschneider's latest book, ***The Ultimate Guide to Power & Influence*** [July 25, 2023; Matt Holt], is a comprehensive guide designed to help young professionals and career changers navigate these changes. Drawing from his vast experience as a PR and business consultant, Dilenschneider provides practical advice on seizing opportunities amid a crisis, managing networks, communicating effectively, and carefully curating social media to bolster your image.

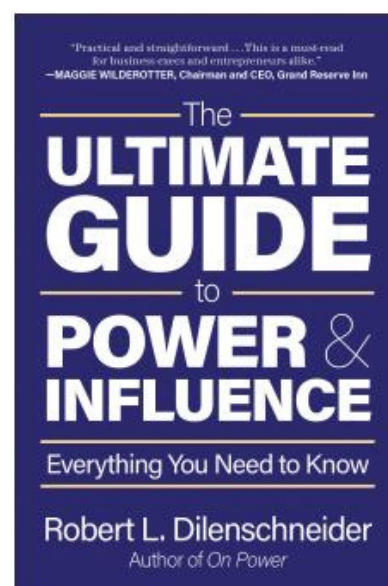
The book is structured into 15 insightful chapters, each focusing on a unique aspect of power and influence. From taking the first steps critical to your future to understanding the power of personal connections to learning how to pivot in your career, this guide covers it all.

The chapter "The Right Way to Make Your Mistakes" offers advice on learning from failures and using them as stepping stones to success. Another chapter, "Share Your Power," emphasizes the importance of using influence for the greater good, a crucial aspect of personal development.

Dilenschneider's wisdom, drawn from his work with Fortune 500 companies and leading figures worldwide, is invaluable for anyone looking to thrive in their career. *The Ultimate Guide to Power & Influence* is essential to charting the ever-changing waters of the business world with imagination, competence, and grace.

Please let me know if you would like a review copy or would like to interview the author.

Thank you,
Fauzia Burke



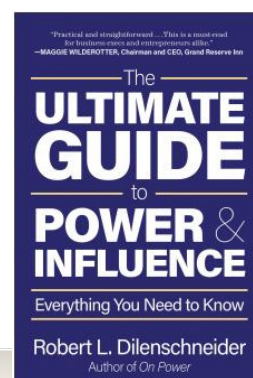


Robert L. Dilenschneider

Robert L. Dilenschneider formed The Dilenschneider Group in October, 1991. Headquartered in New York, Miami, and Chicago, the Firm provides strategic advice and counsel to Fortune 500 companies and leading families and individuals around the world, with experience in fields ranging from mergers and acquisitions and crisis communications to marketing, government affairs, and international media.

Prior to forming his own firm, Dilenschneider served as president and chief executive officer of Hill and Knowlton, Inc. from 1986 to 1991, tripling that Firm's revenues to nearly \$200 million and delivering more than \$30 million in profit. Dilenschneider was with that organization for nearly 25 years. Dilenschneider started in public relations in 1967 in New York, shortly after receiving an MA in journalism from The Ohio State University and a BA from the University of Notre Dame.

Website: robertldilenschneider.com





Robert L. Dilenschneider

Interview Intro

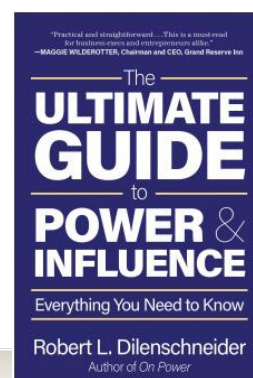
Robert prefers to be called Bob in interviews.

Robert L. Dilenschneider, founder and CEO of The Dilenschneider Group, is one of the world's foremost communication experts and leadership coaches. Dilenschneider is widely published, having authored 18 seminal business and career development books. He has counseled major corporations and professional groups around the globe and is frequently called upon by the media to provide commentary and strategic public relations insights on major news stories.

Website: robertldilenschneider.com

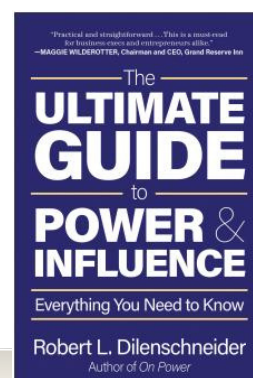


Please download the book jacket and a hi-resolution author photo.



Suggested Questions

1. What inspired you to write *The Ultimate Guide to Power & Influence*?
2. Can you share a key lesson or insight from the book that you believe is particularly important for today's professionals?
3. How has your experience as a PR and business consultant shaped your perspective on power and influence?
4. You discuss the importance of seizing opportunities amid a crisis. Can you share an example of this from your own career?
5. How does your book address the challenges of managing a network in the digital age?
6. In your book, you talk about the importance of effective communication. Can you share some tips on how professionals can improve their communication skills?
7. What advice do you have for young professionals starting their careers and aspiring to become influential leaders?
8. Can you share a story or anecdote from the book that you feel particularly resonates with readers?
9. What is the most important message you want readers to take away from *The Ultimate Guide to Power & Influence*?
10. What are some common mistakes you see people make when trying to gain power and influence, and how can they avoid them?





Excerpt from Chapter One

Taking First Steps Critical to Your Future

This book is about you and how you might progress in life. Follow the rules, and you will do well. Ignore them at your peril.

Let's start with: "Who are you?"

Marquis de Lafayette asks this of Alexander Hamilton in the hit Broadway play Hamilton. And this is the key question to ask yourself before you start down the path to acquiring power and influence and making your life what you deserve.

This book is written for you. The goal is to give you ideas and to help you think about how to make your life better. Why? Because if your life is better, then everyone you come into contact with will be better. And that is an achievement.

It is important to know who you are and where you want to go—at any age or stage of your career. So, what do you stand for? What risks are you willing to take?

The answers will be—and should be—different for each of us. The answers will lead you to knowing and making the most of your life and your leadership style. A crucial component of being an influential leader is authenticity.

You have to be honest almost to a fault. If you're not honest with yourself, it's going to be a big problem.

