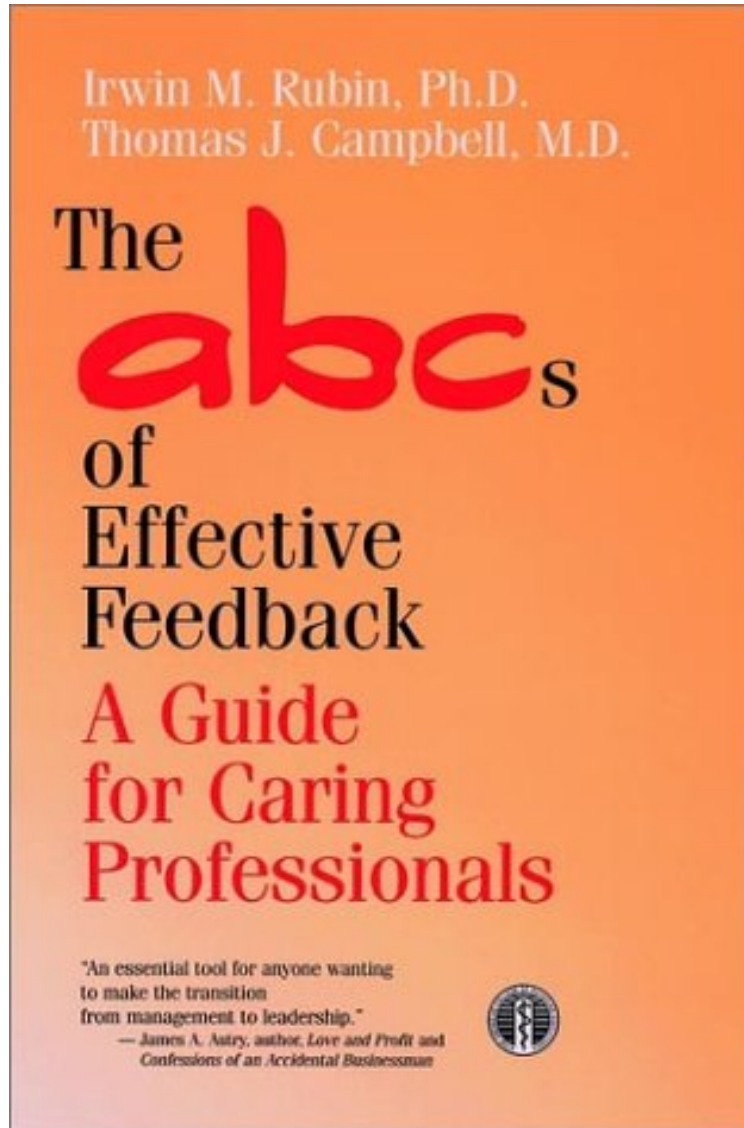


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Chart a Course to Excellence Sponsored by The American College of Physician Executives A much-needed, practical guide to giving and receiving feedback . . . a guide that is essential to the successful conduct of one of humanity's most

important activities?productive conversation. --Edgar H. Schein, Sloan Fellows professor of management emeritus, MIT Sloan School of Management Managing relationships, building trust, and communicating effectively are all essential skills to improving performance and ensuring the quality of patient care. This timely book offers the tools and techniques necessary to face the challenges of being a leader and resolving conflicts to produce win-win outcomes. Irwin M. Rubin and Thomas Campbell show how to eliminate the pitfalls of traditional feedback approaches and enhance the win-win quality of all communication. With vignettes, a case study, and pithy cartoons, the authors detail two dynamic tools to help chart a course to excellence in giving and receiving championship-level feedback. Their integrated four-phase feedback model and practical behavioral tools provide the ingredients essential to plan for and learn from our daily experiences.