**MOTIVATIONAL PRESS  TO PUBLISH The 30% Solution BY Lewena Bayer**

**FOR IMMEDIATE RELEASE** (Carlsbad, CA - 01-12-2016) –Motivational Press today announced an agreement to publish **The 30% Solution by Lewena Bayer, with contributions by Olen Juarez-Lim**, which offers The 30% Solution offers an easy-to-use, cost-effective toolkit for Managers, Human Resource Professionals, Workplace Trainers, and other workplace leaders to build a culture of civility in their organization and potentially increasing revenue by 30%, increasing employee engagement, and reducing turnover by 20%. for release in Spring 2016.

The 30% Solution shares with readers In our new world of work, people are tired, stressed, change-fatigued, often a bit desperate, and increasingly angry. Whether its diversity, technology, or economy, pressure to keep up with the pace of change is impacting morale. Bullying is rampant, and respect for people and property is on the decline. In these environments, traditional approaches to training and skill development don't always work. However, research shows that civility training does work! In the 30% Solution, Lewena Bayer, recognized as one of the leading civility experts in the world offers research, hands on tips, training tools, and insights for building a culture of civility in your workplace. After reading this book, you can immediately start building a culture of civility in your workplace by incorporating some of all of the tools provided in the book, including:   
• Applying insights from the leading civility experts to your current workplace  
• Identifying and adopting a practical definition of civility   
• Assessing the extent to which incivility is impacting your bottom line   
• Understanding trends and other influences that are impacting how we work  
• Incorporating training plans to build 4 core competencies essential to fostering civility at work  
• Reviewing up-to-date resources, recommended reading, and reference materials to help you build your expertise in the area of civility  
• Utilizing tip sheets, checklists, assessments and other tools provided in the book   
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Motivational Press is excited to work with Lewena Bayer to share with readers:

* Increase revenue by up to 30%
* experience up to 4x more engagement
* reduce turnover by up to 20%
* build competency in four key competencies related to civility
* build a culture of civility in yoru workplace

**About The Author:**

For 17 years Lew Bayer has been internationally recognized as a leading civility expert. With a focus on social intelligence and culturally-competent communication, the team at Civility Experts – which includes 83 affiliates in 24 countries has supported 100’s of organizations in building better workplaces. In addition to her role as CEO of multinational civility training group Civility Experts Inc.  [www.CivilityExperts.com](http://www.CivilityExperts.com) , Lew is Chair of the International Civility Trainers’ Consortium, President of The Center for Organizational Cultural Competence [www.culturalcompetence.ca](http://www.culturalcompetence.ca), and Founder of the In Good Company Etiquette Academy Franchise Group [www.ingoodcompanyetiquette.com](http://www.ingoodcompanyetiquette.com/)   
  
With the release of her new book, The 30% Solution, slated for release early 2016, Lew will be a 10-time published author. Lew donates her time as Director of the National Civility Center, and she is also a proud Mentor for The Etiquette House, a member of the Advisory Board for A Civil Tongue.

**About Motivational Press:**

Motivational Press is a global leader in the field of general interest publishing, dedicated to providing the best in nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Motivational Press is a broad-based publisher with strengths in business books, self-help books, health, wellness, sports, narrative nonfiction, reference, pop culture, design, and religious and spiritual books. Motivational Press is consistently at the forefront of innovation, using digital technology to create unique reading experiences and expand the reach of its authors.  Its divisions include Motivational Press Adult Publishing, Motivational Press Children’s Publishing, Motivational Press Audio, Motivational Press Digital and international companies in Australia, Canada, Germany, Brazil and the United Kingdom. For more information, visit [www.MotivationalPress.com](http://www.motivationalpress.com/).