

Vägval (Choosing your path)

Title in Swedish:

Vägval

366 vardagsutflykter med Nonviolent Communication

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Publisher (Swedish version):

Friare liv förlag

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I. Content

This book has 366 texts. One page spread for each day of the year. The text is meant to inspire the reader to reflect on communication, connection, needs and many other subjects. Every day also has a quote from Marshall Rosenberg as well as a short reflective activity for the day.

The content is based on the core of NVC but is not a traditional NVC book but more of an inspirational book.

A. Premise

When we lead trainings we often hear that people struggle with bringing awareness to their everyday communication. This book answers to that struggle.

B. Unique Selling Proposition

This is a beautiful book with a deep core

Simple messages for everyday happiness and reflection

The book addresses some of the most common challenges we meet in our daily lives.

D. Manuscript

1. Manuscript Status

Printed in December 2012 in Swedish.

2. Manuscript Length

The Swedish version of the book has about 142 000 words - about 750 pages in a A4-format.

II. The Market (Who will buy this book?)

This book is for anyone who wants daily inspiration around how to communicate and connect with themselves and others. It is different from many other NVC books with the layout being directing the reader to take in the content little by little, day by day.

III. The Authors (Why are you the best possible authors for this book?)

A. Background

Liv Larsson: I'm a certified NVC trainer since 2002 and have been working extensively with NVC trainings since 1999 in many different parts of the world. I have also translated six of Marshall Rosenberg's books (including "NVC - a language for life"), Inbal Kashtan's "Parenting with a heart" and six of Vilma Costetti's books for children into Swedish.

Katarina Hoffmann: I have been specializing in information and communication, teaching at the university level for fifteen years. My first workshop with Marshall Rosenberg was in 1994 and I have been a certified NVC trainer since 2009. I have been appointed reviewer for the translation of Marshall Rosenberg's books, by the Center for Nonviolent Communication.

We have both participated in lots of trainings with Marshall Rosenberg, the founder of NVC - and with other trainers as well - and are confident that our understanding of NVC is very close to Marshall's.

B. Previous Writing

So far, Liv Larsson has authored fifteen books on NVC. For example

- An NVC workbook for individuals and groups, one for close relationships and one on NVC leadership.

- A book on Anger, Guilt and Shame.
- A book on how to use NVC in Mediation (published in Swedish, Polish and German, soon to be published in English)
- A book on Gratitude and Appreciation.
- Three books for children (in Swedish, that have been translated into Polish, Estonian, English and French).
- A book on need based eating.
- A book on 42 Key differentiations in NVC together with Katarina Hoffmann.

C. Personal Marketing

- We have a large network both in and outside of the NVC community who would be willing to endorse the book, including U.S. and international NVC trainers and organizations whose names are known to a large part of the target audience (close connections e.g. to Bay NVC, NVC Academy.)
- Many people who have had previous training in NVC have said that our way of teaching has helped them in seeing how they can walk their talk.
- Liv leads English-language NVC trainings in different parts of the world.
- We will strongly promote the book in our trainings and in other books we are writing together or separately on NVC.
- We will promote any translation of the book in our newsletters and on our Webpages. We would like to sell it through our web shop as well.
- Liv Larsson has her own website (www.friareliv.se <<http://www.friareliv.se>>) available in both English and Swedish.
- Katarina Hoffmann has her own website (www.13steg.se <<http://www.13steg.se>>) which will soon be available in both English and Swedish