

Adler Way is Gordon Adler.

I launched Adler Way seven years ago to share with others what I learned the hard way - how to communicate better. Since then, I've helped more than 5,500 business people from more than 150 companies improve their communication. I believe in self and craft and creativity. Collaborating to make cool things happen. My code: Pay attention. Make it count. Care. Laugh. My business plan: Good old customer care. Do great work – every time.

Why should you listen to me? I've suffered every communication blunder, so I know how you feel. I've struggled to get communication right. I've been a director, manager, communications professional, professor, facilitator, coach, and author. I wrote a best-selling book called "Management Communication." Many articles and edited-book chapters on leadership and communication. I've got three degrees in communication: one is a doctorate in Strategic Communication. I'm a communication addict. I've had enough credit - I just want you to succeed. I'm the one with the smile – and the biting questions. I offer you simple, unadorned insights. My gift to you is more than giving you my gifts – it is showing your own communication gifts to you.