



# REAL RECOGNITION RADIO

with Roy Saunderson & S. Max Brown every Tuesday at 1:00 et.



*The show that is all about building relationships, inspiring greatness and creating a workplace where people can thrive.*

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## Real Recognition Radio Archives Available

**February 28th 2012: Leading in the New-Normal**

What are the signs of a "sucky workplace environment"? On the next Real Recognition Radio program, Roy Saunderson and S. Max Brown will be speaking with Ted Coiné and Shawn Murphy. Author, speaker, and business heretic, Ted Coiné is one of the most influential business leaders on Twitter, with a following of over one hundred thousand and growing rapidly. His leadership was recognized on the Forbes list of Top 50 "Power Influencers" in Social Media. Shawn Murphy is president of Achieved Strategies. Shawn and Ted recently melded minds to start a new leadership blog, SwitchandShift.co

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## Featured Guests



### Ted Coiné

Ted Coiné is one of the most influential business leaders on Twitter, with a following of over fifty thousand. He is founder of Twitter's #leadbiz community, which is a forum that attracts some of the top minds in business leadership and innovation. Ted is author of Five-Star Customer Service and Spoil 'Em Rotten! Prior to writing his first book, Ted was founder and CEO of Coiné Language School, a B2B company he brought from his living room to a \$10 million valuation in four years by focusing relentlessly on customer service. Ted served at the helm of the Twenty-First Century Business blog, a popular resource, focused on leadership, culture, customer service, and the effect of Social Med

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### Shawn Murphy

Shawn Murphy is the CEO and Founder of Switch & Shift, a boutique consultancy and advisory firm dedicated to developing and advancing positive organizational business and leadership practices. He's been recognized by Inc.com and The Huffington Post for his work on developing leaders for the future of the work. Shawn was hand-picked to be part of IBM's elite Futurist Group that advises and gives input on topics related to new ways to work. You can listen to Shawn and his business partner interview thought leaders in their weekly podcast, The Rebel Leader. Shawn's debut book, "The Optimistic Workplace: Creating an Environment that Energizes Everyone," shares path-breaking beliefs and

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