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Explicit Ambition
Why Women Don't Want Power, and What We Want Instead by Eleanor Beaton

The #MeToo movement has brought unprecedented global awareness to persistent gender inequality in the business world. Meanwhile, corporate North America invests tens of millions of dollars each year in initiatives designed to support high-potential women, with precious little to show for it. The number of female CEOs leading the world’s largest companies has remained unchanged in the last twenty years. So what’s the missing link? In this provocative, entertaining, and irreverent guide, women’s leadership expert Eleanor Beaton tackles the critical yet grossly under-explored link between women’s professional advancement and their relationship with power. Leaning in only gets you so far; it’s time to unpack why you don’t want the power you so desperately crave.

Author Bio

Eleanor Beaton is an award-winning journalist, speaker, executive coach and podcast host, working with women in leadership positions to help them achieve unprecedented results with clarity, confidence, focus and grace. Eleanor has served as Chair of the Visiting Women’s Executive Exchange Program at the Yale School of Management. In 2017, she won the prestigious Profiles in Diversity “Women Worth Watching” Award for her work promoting diversity and inclusion. Through her world-renowned leadership training, elite-level mentorship, international keynotes, and live events, Eleanor helps ambitious professional women and business owners develop the confidence, presence, political savvy and influence they need to smash the glass ceiling and take their seats at the tables where the big deals and big decisions are made. www.eleanorbeaton.com

Promotion

Focused marketing campaign to leverage author’s huge podcast and social media following pre- and post-launch
Targeted influencer campaign to build buzz pre-launch and sustain momentum
Author promotions and giveaways to drive early sales
High-profile international speaking appearances before, during and after book launch date
Sales Handle
The award-winning founder and podcaster of Fierce Feminine Leadership argues that leaning in only gets you so far. It's time to examine why your perception of what power is impacts your career - and stops you from seizing the kinds of power you really want.
**Why Bother**
Discover the Desire for What's Next
by Jennifer Louden

"Why bother?" can be the most important question you’ll ever ask yourself.

After a few hellish years that included grief and divorce, personal growth expert Jen Louden found herself at an all-time low and asked herself, "Why bother?" This question dragged her down into meaninglessness until a scary coincidence snapped her awake and got her wondering: what if "why bother?" was actually a fierce and loving question to kick-start the next phase of her life? Jen found that "why bother?" is the essential question every woman must answer for herself. If you can't pretend anymore, it's the question you need to ask.

How do we bother after heartbreak, after career and creative defeats, after giving up our own dreams to raise kids or take care of a sick parent? How do we bother when our lives have always been about doing the right thing, but never doing our thing? And what do we do after we've checked off most of the boxes on life's accomplishment list, and don't know if we have energy for anything more?

Jen shows that "why bother?" is not a cynical or ungrateful question, but can crack open your mind, your heart, and your life. She guides you as you follow where the question leads, as no one wants the alternative - giving up, shutting down, or phoning it in. In this essential guide for all women, Jen Louden shows you why now is the perfect time to get your "why bother?" on

**Author Bio**

Jennifer Louden is a personal growth pioneer who helped launch the concept of self-care with her first bestselling book *The Woman's Comfort Book*. Since then, she’s written six additional books on well-being and whole living including *The Woman's Retreat Book* and *The Life Organizer*, with a million copies of her books in print in nine languages (note: most of these books were sold before electronic tracking). Jennifer has spoken around the U.S., Canada, and Europe, and has written a national magazine column for a Martha Stewart magazine. Plus, she’s been profiled or quoted in dozens of major magazines, two of Brené Brown’s books *Daring Greatly* and *Dare to Lead*, appeared on hundreds of TV, radio shows and podcasts, and even on Oprah.

Jennifer has been teaching women's writing and self-care retreats since 1992 and creating vibrant online communities and innovative learning experiences since 1999. She writes weekly to her email list and hosts an online paid
The Experimental Leader
Be a New Kind of Boss to Cultivate an Organization of Innovators
by Melanie Parish

We live in a world informed by innovation. And yet, too many leaders in the knowledge sector are relying on instinctive, outdated - sometimes even toxic - methods to guide their teams.

It's time for management to start innovating, too. In this bold new approach to leadership, sought-after executive coach, speaker, and author Melanie Parish shows you how to approach projects and situations with a scientist's mindset - testing hypotheses and analyzing results in a systematic way that will enable you to experiment and refine how you deal with challenges and opportunities.

Author Bio

Melanie Parish is a consultant, workshop leader, facilitator, and Master Certified Coach through the International Coach Federation, from whom she received the Prism Award. An expert in problem solving, operations, strategic hiring, and brand development, Melanie has consulted and coached organizations ranging from a Fortune 50 company to IT start-ups. Her individual clients include those in FAANG and other top global IT companies.

As an author, educator, and creator of the Experimental Leader program, Parish shows people new ways of thinking about their leadership, informed by her understanding of the fast-paced ride of technology innovation. She is based in Dundas, Ontario.
Stop Hiding and Start Living
A 5-Step Plan to Say F-it to Fear and Develop Mental Fitness
by Dr. William Howatt

Life can be wonderful, and life can be wicked.

There can be times in your life when you’re happy: you’re in love, your children are healthy, and you’re professionally fulfilled. And there can be other times when you’re worrying about whether you’ll be able to get through: your finances have become a burden, your blood pressure is sky high, and your spouse has just left you.

We all experience stresses and failures. The key is developing coping skills that can transform even the worst situation into an opportunity to build resilience - your capacity to deal with and push through different degrees of adversity. In this book, mental health expert Dr. William Howatt presents a five-part model to move you past the rut in your life and toward happiness. He first shows you how to build awareness of each area in your life - career, finances, relationships, physical health, and mental health. Then, he shows you to take accountability and make healthy changes that will improve your life. Finally, he gives you tools to build your resilience and take action to achieve your goals.

Happiness and well-being are not destinations; they’re an outcome of choices you make, and ways of being and living daily. William Howatt’s model will help you make those choices in a smart way so you can stop hiding and start living.

Author Bio

Dr. William Howatt is Chief of Research, Workforce Productivity for The Conference Board of Canada and the former chief research and development officer for workforce productivity at Morneau Shepell. He is the founder of Howatt HR Consulting and has over 25 years’ experience in strategic HR, mental health and addictions, and leadership. William is co-creator of The Globe and Mail Your Life at Work Initiative that touched more than 14,000 Canadians. He has published numerous books and articles, and is a columnist with The Globe and Mail. He holds a Ph.D., Ed.D., Post Doctorate in Behavioral Science.
Lee LeFever and his co-founder and wife, Sachi LeFever, didn’t know exactly what type of business they were setting out to build when they started Common Craft in the early 2000s. What they were sure of is that they would design the business in such a way that they prioritized their happiness and time - they wanted the opportunity to go camping on Tuesdays if they felt like it, and make up the time later. While not sacrificing their vision for a business that values time over money, Lee and Sachi built a leading internet-based visual communications firm that includes Google, LEGO, Intel, Microsoft, Ford, and Dropbox as its clients. They paved the way for explainer videos that are now a mainstay of companies' marketing and communications strategy. They learned to pivot to different income streams, and say no to opportunities that would increase unhappiness and decrease autonomy. And they did it all while working from home, not taking on outside employees, and camping on Tuesdays. Like Paul Jarvis in Company of One, Lee shows how they did it, and offers his best tips for how you can build a business and a life you love.

Author Bio

Lee LeFever is the co-founder of Common Craft and author of The Art of Explanation. Since 2007, Common Craft has won numerous awards, worked with respected brands like LEGO, Google, Intel and Ford, and created original explainer videos that have earned over 50 million online video views. Today, Common Craft produces educational guides, ready-made videos and digital visuals that are used by educators in over 50 countries. Lee and his partner Sachi are Common Craft’s only employees and work from their home off the coast of Washington State. www.leelefever.com
Sell the Way You Buy
A Modern Approach to Sales that Actually Works (Even on You!)
by David Priemer

While a Vice President at Salesforce, David Priemer had an epiphany during one of the company's high-pressure selling periods: the very sales tactics they were using were not working on him. Yes, the numbers still showed results, but through brute force rather than elegance and efficiency. Priemer also discovered that his sales colleagues were spending far more time on leads that did not convert to sales than on those that did. His company - and his entire profession - was acting with more than enough gusto, but without enough awareness and empathy. They were not selling the way they buy.

Sell the Way You Buy is about much more than putting yourself in the customer's shoes. Customers don't always know what they want or need, or they may be seeking a solution for something that isn't their core problem. They suffer from status quo bias, from recency bias, from confirmation bias. And meanwhile, the state of overwhelming choice has most products and solution providers adrift in the "Sea of Sameness."

In today's world, almost everyone is in sales, but as Priemer realized, we don't teach it. Sell the Way You Buy will show you how to ask questions, how to listen, how to tell a compelling brand story, and how to talk to customers (how to talk to people). Priemer reveals scientifically supported methods to understand the customer, identify their needs, and move them toward the right solution - all the while teaching you to avoid all the reasons why the average person doesn't like salespeople. In short, to sell the way you buy.

Author Bio

David Priemer is widely recognized as a thought leader in the area of sales and sales leadership and has been published in the Harvard Business Review, MIT Sloan Management Review as well as Forbes, Entrepreneur, and Inc. magazines. He has led top-performing sales teams at high-growth startups and is a former VP of Salesforce, where he created the Sales Leadership Academy program. Often referred to as the "Sales Professor," David helps organizations drive revenue growth, people development, and winning cultures by infusing the core principles of science, empathy, and execution into their sales operations. He is also an Adjunct Professor at the Smith School of Business at Queen's University. He blogs at cerebralselling.com.
Reclaiming Our Students
Why Children Are More Anxious, Aggressive, and Shut Down Than Ever -- And What We Can Do About It
by Hannah Beach and Tamara Neufeld Strijack

Fact: Children are more anxious, aggressive, and shut down than ever.

Faced with this epidemic of emotional health crises and behavioral problems, teachers are asking themselves what went wrong. Why have we lost our students? More importantly: how can we get them back?

Hannah Beach, a celebrated educator and specialist in the field of emotional health, and Tamara Neufeld Strijack, Clinical Counsellor and Academic Dean of the acclaimed Neufeld Institute, provide a thoughtful guide to restoring the student-teacher relationship and creating the conditions for change. Reclaiming Our Students arms teachers with strategies to reassert their leadership role and build emotional safety in the classroom. The result: students can get back to learning, and teachers can get back to teaching!

You'll learn:
· How to build, feed, and protect the student-teacher relationship
· Why children are anxious or bossy, aggressive or checked out, and what teachers can do to address these behavioral issues at their root
· How you can help students and classes shift their identity as the "problem student" or "bad class"
· Experiential activities for students of all ages that preserve and restore emotional health and well-being

Plus, you'll find special considerations and information for parents, principals, counsellors, and home educators for building safety and support in the learning environment.

Combining Hannah's groundbreaking experiential approach to creating emotional health and community in the classroom with the Neufeld Institute's insightful approach to building relationships and making sense of children, Reclaiming (…)

Author Bio
Hannah Beach is an award-winning educator, author, and keynote speaker. As the founder of celebrated experiential discovery programs at Dandelion DanceTM and Tournesol, Hannah was recognized by the Canadian Human Rights Commission in 2018 as one of five featured change-makers in Canada. Her I Can Dance series, supporting the emotional health of children through movement, play, and expression, won the 2017 GOLD International...
Everything we use, from social media, to our homes, to our highways, was designed by someone. But how did they decide on what was good for the rest of us? What did they get right and where have they let us down? And what can we learn from the way these experts think that can help us in how we make decisions in our own lives?

In How Design Makes The World, bestselling author and designer Scott Berkun takes readers on a journey exploring how designers of all kinds, from software engineers, to urban planners, have succeeded and failed us. By examining daily experiences like going to work, shopping for food, or even just using social media on their phones, readers will learn to see the world in a new and powerful way. They’ll ask better questions of the things they buy, use, and make, and discover how easy it is to use ideas from great designers to improve their everyday lives.

Author Bio

Scott Berkun (@berkun) is the bestselling author of seven books, including Making Things Happen, The Myths of Innovation, Confessions of a Public Speaker and The Year Without Pants. His work has appeared in The Washington Post, The New York Times, Wired Magazine, Fast Company, The Economist, Forbes Magazine, and other media. He has taught creative thinking at the University of Washington and has been a regular commentator on CNBC, MSNBC and National Public Radio. His many popular essays and entertaining lectures can be found for free on his blog at http://www.scottberkun.com.
Run Salmon Run
by Bobs & LoLo, illustrated by Lori Joy Smith

Run salmon run, beneath the moon and sun. The salmon story circles, run salmon run."

Dive into the world of salmon in this lyrically written and beautifully illustrated children's book. The story follows the journey of the Pacific Salmon from stream to sea and back again through all the life stages: egg, alevin, fry, smolt, adult

Run Salmon Run complements curriculum objectives for early primary levels in the areas of ecosystem, habitat and life cycle. Additional materials available to support learning in Run Salmon Run include a companion song, music video and iOS interactive App under the same title.

Follow the journey of the Pacific Salmon from stream to sea and back again through thoughtfully written narrative by award-winning children's songwriters Bobs & LoLo and enjoy vibrant and engaging visuals by illustrator Lori Joy Smith.

"Run Salmon Run makes learning fun as we 'begin at the end' and follow this amazing journey down the river, out to sea and back again. This book beautifully illustrates the wonders of nature. Engaging, playful and absolutely delightful.

- Kathy Beliveau, Author of The Yoga Game by the Sea and The Yoga Game in the Garden, listed in Best Books for Kids and Teens in Canada.

"I am impressed with the Run Salmon Run book. It is a fun, informative book and the illustrations are lovely. It is a strong educational tool for young readers and shows the life cycle of the salmon.

- Joanne Day (…)

Author Bio

Bobs & LoLo are five-time JUNO Award nominated singer-songwriters as well as the creators and stars of two upbeat, musical preschool TV and VOD series, Sing, Dance and Play and Action Packed. Robyn Hardy (Bobs) and Lorraine Pond (LoLo) first met at a summer camp on Vancouver Island. Growing up together, they have always shared a love of the natural world and a passion for working with children. Creating Bobs & LoLo has allowed them to combine their diverse academic backgrounds with a mutual love of teaching and the creative arts. Alongside the adoration of the young and the young at heart, Bobs & LoLo have received critical acclaim from the likes of the Parents’ Choice Foundation, Western Canadian Music Alliance, the Society of Children’s Author and Illustrators, and the Society of Children’s Book Writers and Illustrators.

Notes

Promotion
Authors are planning an extensive book tour through their agency in partnership with select schools, libraries, children’s art councils, performing arts centres and booksellers. They have production resources to facilitate book events with a live performance element and are currently confirming strategic partners for routing and dates. The tour will be two-phase with the first run to take place April - June 2020 in alignment with the book launch and the Pacific Salmon hatching season. A secondary tour will follow in Fall 2020 to align with the Pacific Salmon spawning season.

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