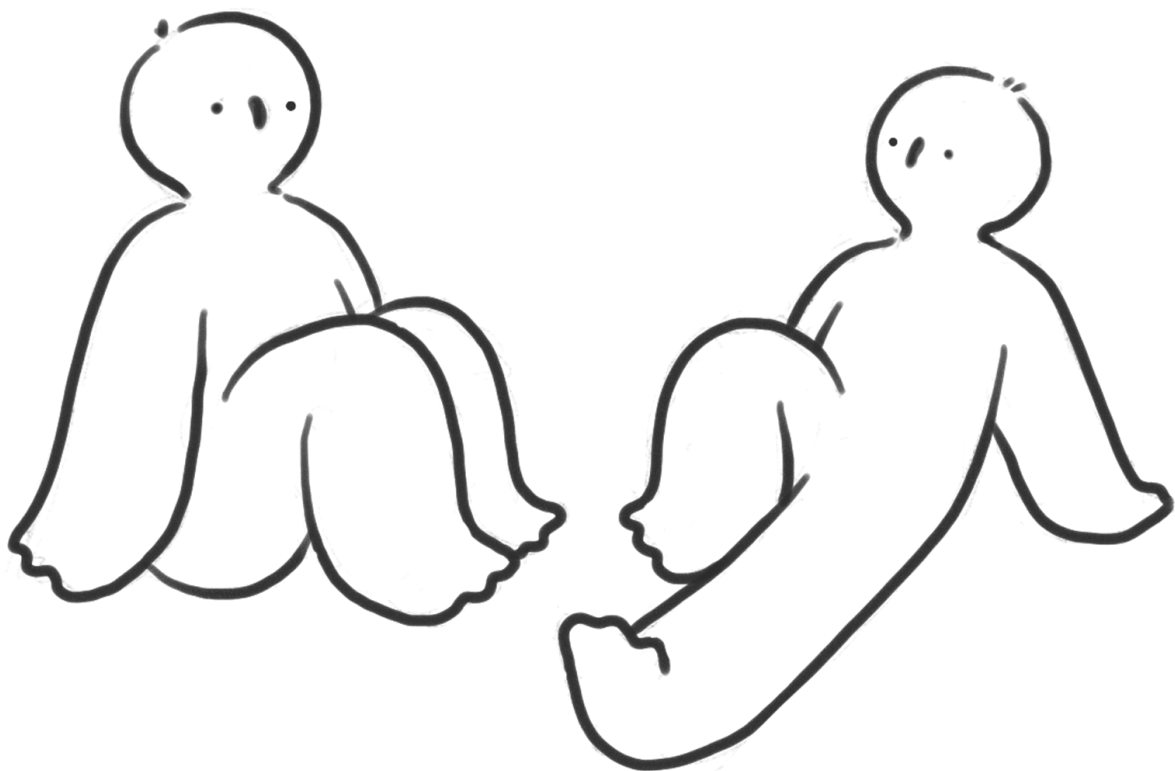




# BILL ASH

AUTHOR



## REDESIGNING CONVERSATIONS

**BRINGING CONVERSATIONS TO LIFE**

Finding the extraordinary in everything we think, say, and do.

# AUTHOR BIO



In 2016, Bill moved on from being a corporate leader and lawyer to becoming an executive and life coach. He lives with his partner, Margi Brown Ash, on acreage in Brisbane, where they raised their four children,

Bill's passion is understanding how our conversations affect everything we think, say, and do, and how we take care of our relationships through conversation.

Bill has grown his understanding of conversations and relationships through working in law firms and corporations in Brisbane, Sydney, Houston, Toronto, and Hong Kong, and before he became a parent, travelling to cities, towns, and villages in North and South America and Asia, engaging in conversations and forming relationships with people from all walks of life, cultures, and identities.

To gain insights into the skills enabling us to have more effective conversations and grow our relationships, Bill gained a Master of Counselling and a Graduate Diploma of Ontological Coaching and explored how our stories inform our way of being through studying Narrative Therapy.

Bill is an associate with the Taos Institute, a global body of scholars and practitioners concerned with relational practices.



# BOOK BIO



## REDESIGNING CONVERSATIONS

This book is about finding the extraordinary in everything we think, say, and do.

Bill has written a one-stop-shop book offering user-friendly skills with personal stories, case studies, and exercises to help us have effective conversations in our family, workplace, and society, enabling us to grow and enrich our relationships.

Using these skills invokes in us the WOW factor—those lightbulb moments that serve as tipping points in our lives.

These skills develop our resilience, conflict management, curiosity, self-awareness, vulnerability, respect, empathy, and trust.

They enable us to model these practices within our family and workplace, prompting our family and team members to grow their skills.

There is no other one-stop-shop book offering user-friendly skills with personal stories, case studies, and exercises to help us have effective conversations in our family, workplace, and society.



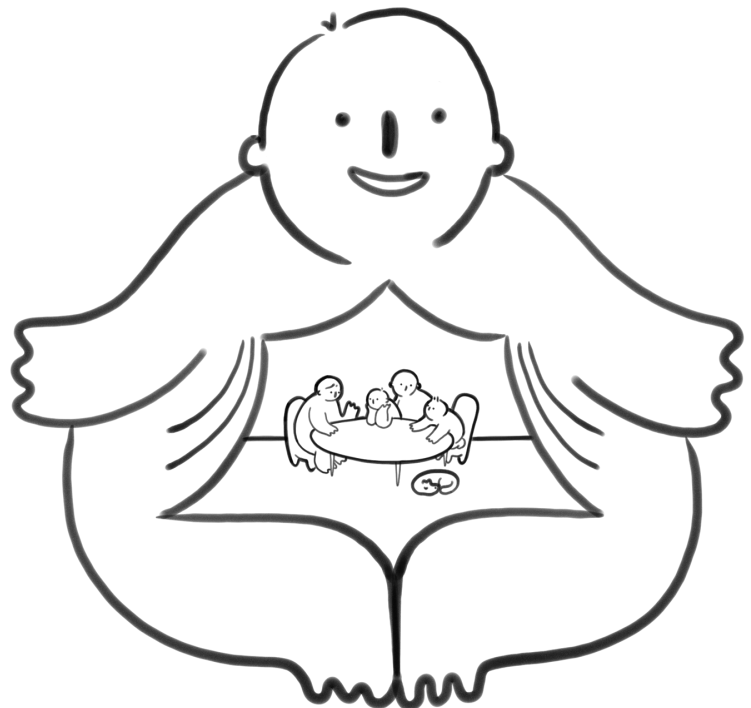
# TARGET AUDIENCE

*If you are committed to improving the quality of your communication and relationships, I highly recommend you read this book carefully.*

—Alan Sieler

This book is for everyone, with a focus on:

- Parents
- Leaders
- Coaches
- Teachers

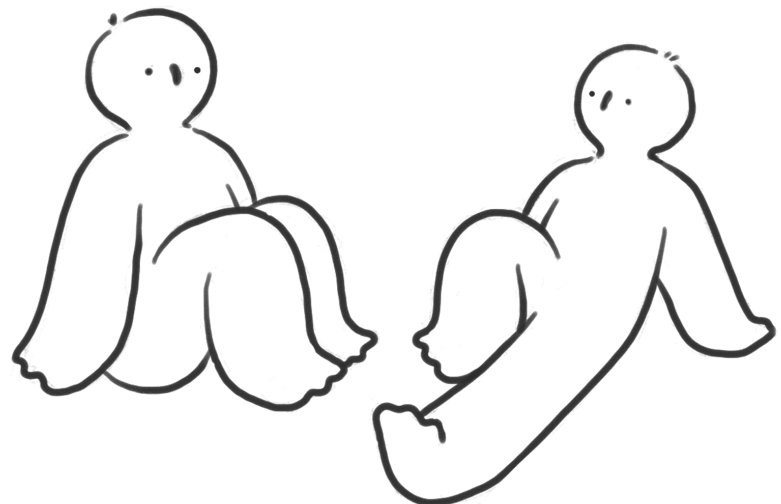


# BOOK BENEFITS



To gain insights into what drives our thinking, listening, speaking, and actions to help us become better:

- Parents
- Leaders
- Coaches
- Teachers



# TESTIMONIALS

*Lawyer, counsellor, husband and parent, Bill delivers the ultimate handbook to communicating and connecting on every level.*

—Anne-Maree David, GAICD, Non-Executive Director;  
Executive Director, The College of Law Queensland

*Real; Raw; Refreshing! Bill has opened his world to us in a meaningful way to allow us to redesign our journeys through conversation and communication.*

—Dugald Hamilton, Founder 23LEGAL

*This book is an insightful exploration into the never normal of today's world, complete with reflective questions that guide us to find our own answers. Well worth the read!*

—Meredith Wilson, Cultural Strategist, Executive Mentor, and Coach

*Bill has synthesised a wide range of knowledge about life to create a new way of thinking and acting through the power of well-constructed conversations.*

—Ian Sampson, co-author of 'The Etiquette of Leadership:  
The Art of Science and Leading Well'

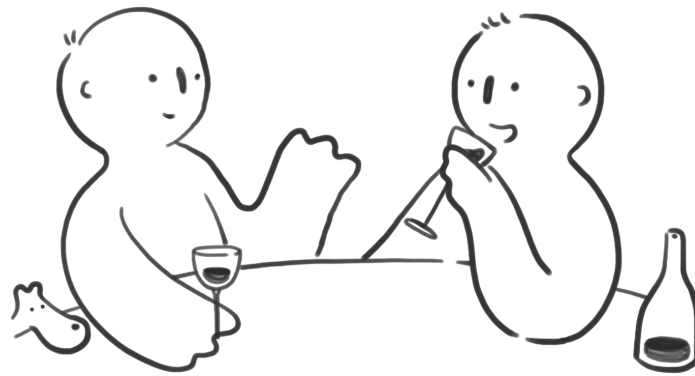
*An easy to read guide that is entertaining and spookily relatable.*

—Deb Macrae, Senior Professional Services Consultant

*Redesigning Conversations is a perfect guide for those who are feeling what Bill calls, 'a background of unsettlement' in their relationships.*

—Dr Sally St. George and Dr Wulff, co-authors/editors of 'Family  
Therapy as Socially Transformative Practice' and  
Patterns in Interpersonal Interactions'

# BOOK EXCERPT



## REDESIGNING CONVERSATIONS

My partner, Margi Brown Ash, and I have come to understand the importance of maintaining ‘conversational intimacy’. This means finding time to engage in conversations in the evening, resolving any niggling issues, and exploring possibilities in our lives.

We learned this lesson early in our parenting of four children. We felt helpless as their agitation at home became real and loud. A teacher at their primary school suggested that the family would benefit from going to a family counsellor. Margi understood the value of counselling. I resisted. I was scared, having been brought up to believe that we handle our own issues, particularly men—and no way would our children see a counsellor. Over the next day or so, I relented. I had no choice, as instinctively I knew all was not well—something I did not want to admit.

Margi and I first had conversations with the counsellor without our children. He alerted us to how we had suspended our nightly ritual of conversations over red wine or tea, no matter how tired or distracted we felt. He called this suspending our ‘conversational intimacy’. We re-engaged. What we saw as bedlam among the children subsided.

# INTERVIEW QUESTIONS

1. What prompted you to write this book?
2. What is this book about?
3. Who is the book written for?
4. Why should someone read this book?
5. What's the most important message in the book?
6. What have been some of your key lessons learned from writing the book?
7. Do you have any regrets in life and what do you see ahead for yourself in the future?
8. Why did you write this book at this point in your career?
9. What was the hardest chapter to write?
10. The book is quite personal—did you consider writing under a pseudonym?
11. How long did it take you to write the book?
12. What drove the design of the book cover?
13. Did you do much research for the book?
14. Where can people buy the book?
15. Who did the illustrations?
16. What's next for Bill Ash?
17. How can people contact you?





# CONTACT

 /BILLASH

 BILLASH@ARCCOACHING.COM.AU

 +61 419027463

