



Brevity Expert Joe McCormack Calls for Quiet in New Book: Noisy Workplaces Provide Constant Collaboration, Rarely Deep Work

Southern Pines, NC (October 15, 2024)—In today's evolving work environment, chaotic collaboration and non-stop distractions make it nearly impossible for employees to focus and deliver their best work. In his new book, *Quiet Works: Making Silence the Secret Ingredient of the Workday* (Matt Holt, October 2024, ISBN: 978-1-637745-69-4, \$30.00), author Joe McCormack challenges the status quo and makes a bold case for incorporating quiet time into every professional's daily work life.

"Modern workplaces don't work because they're always about communication and connectivity and rarely about concentration," McCormack says. "We must reimagine the environment: concentration needs to coexist with collaboration. Sometimes, people just need to stop talking altogether to get deep work done, not send another message or jump on another video conference call."

Quiet Works is full of proven strategies, simple tools, and realistic techniques that leaders, teams, and individuals can leverage to create a culture of quiet. Real-life examples and compelling research show how quiet workplaces can energize and empower professionals to do meaningful work and help their organizations thrive. Readers will learn to manage disruptions and distractions, make the most of brief pockets of quiet time, and move deliberately between time spent alone and essential moments of collaboration and connection.

Quiet Works: Making Silence the Secret Ingredient of the Workday is available at bookstores nationwide and at major online booksellers. To learn more, visit www.quiet-works.com.

About the Author:

Joe McCormack is the author of *Quiet Works: Making Silence the Secret Ingredient of the Workday*. As an entrepreneur, marketing executive, and author, he is recognized for his work in concise, strategic communication and leadership development. His clients include Microsoft, Mastercard, Grainger, Boeing, Harley-Davidson, Bank of America, JLL, and a variety of U.S. military units and government organizations.

In 2022, Joe launched Quiet Works, a program that helps professionals manage the nonstop noise in their lives by finding dedicated times and places for quiet. The first Quiet Workplace, an integrated, patented system to provide, promote, and protect quiet in the workplace, is now open in Southern Pines, North Carolina.

In addition to *Quiet Works*, Joe is the author of *Brief: Make a Bigger Impact by Saying Less* and *Noise: Living and Leading When Nobody Can Focus*. His podcast, Just Saying, helps professionals become effective and efficient communicators in an age of information overload and is in its eighth season.

To learn more, please visit josephmccormack.com.