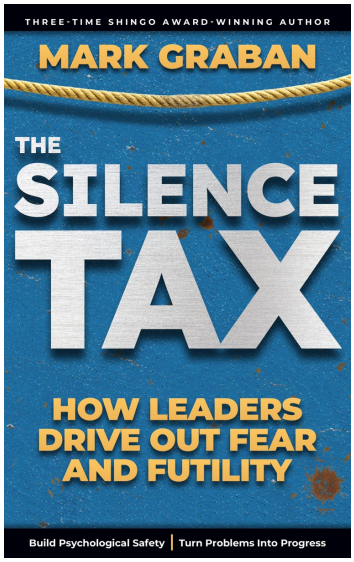


COMING FEBRUARY 2027

A NEW BOOK BY MARK GRABAN

THE SILENCE TAX

How Leaders Drive Out Fear and Futility

Most leaders think people stay quiet out of fear. Most people say it's futility.

Your people see problems your improvement tools never reach. Some stay quiet because speaking up feels risky. Others have learned it won't change anything.

That's the silence tax: what an organization pays for everything its people saw, doubted, or knew and decided not to say.

> *"A masterful storyteller... you leave with something you can put into practice... I'm eagerly awaiting The Silence Tax."* **Lisa Thomas, President & CEO, Peak Performance Inc.**

FEAR

"If I say something, something bad will happen to me."

FUTILITY

"If I say something, nothing will happen."

About 7 in 10

named futility, alone or alongside fear, as what kept them quiet. 1,052 participants in 55 of Mark's keynotes and workshops.

Workshop audiences, not a representative sample.

Making it safe to speak up doesn't make it worth speaking up. People also need evidence that raising a concern leads to help, action, or an honest explanation.

FOUR BEHAVIORS TO PRACTICE

Give people a reason to speak up again

M
MODEL
Go first. Admit uncertainty, ask for help, and make your own learning visible.

E
ENCOURAGE
Ask for concerns and disagreements specifically. Make room for the answers.

E
ENABLE
Provide the time, methods, and authority people need to act on what they raise.

R
REWARD
Respond with appreciation and follow-through, including when the answer is no.

FOR YOURSELF: PRE-ORDER A SIGNED COPY

Signed by Mark, shipped by February 2027, plus a live online Q&A before launch.

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It tells them you're serious about hearing what they see.

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TEAM ORDERS

Mark also speaks on The Silence Tax at conferences and leadership events. Keynotes and workshops