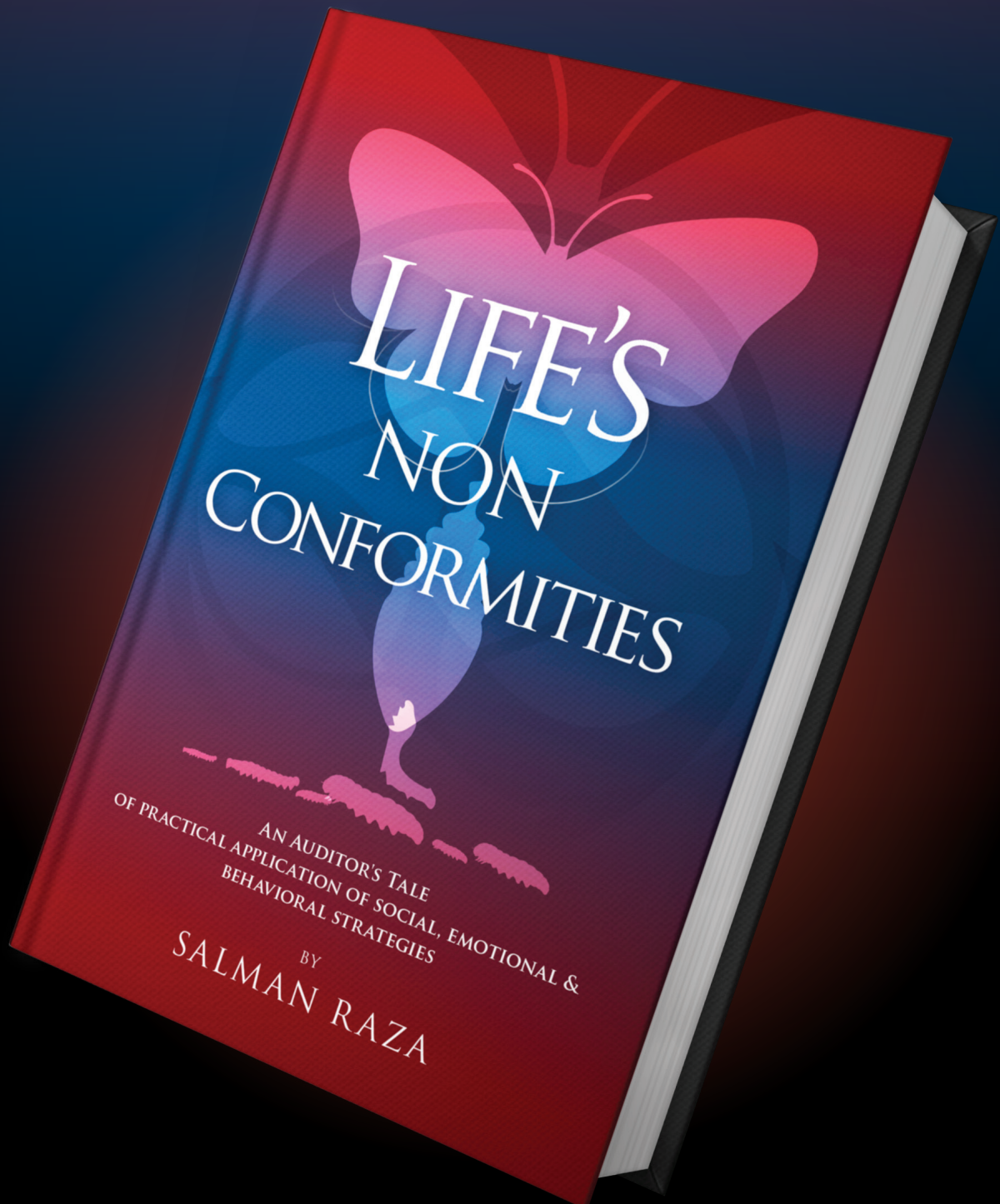


SALMAN RAZA

AN AUDITOR'S TALE OF PRACTICAL
APPLICATIONS OF SOCIAL, EMOTIONAL
& BEHAVIORAL STRATEGIES



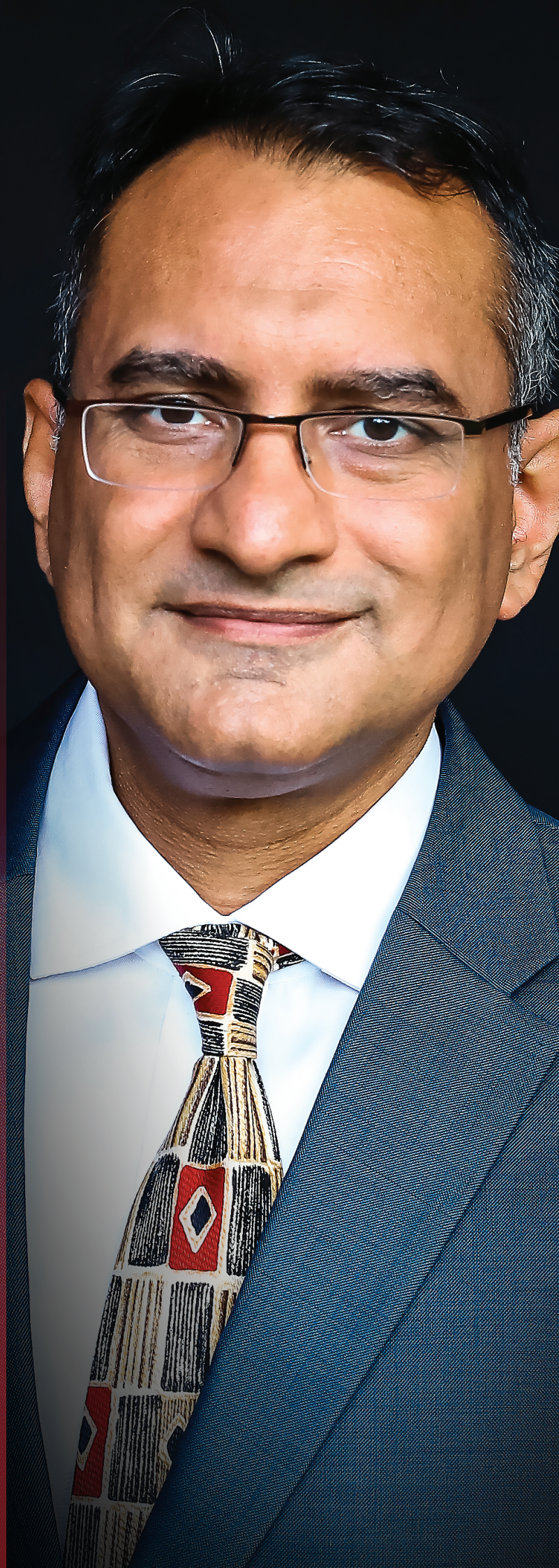
SALMAN RAZA

LIFE'S NON CONFORMITIES

Salman is a visionary and reformist at heart who has a passion to assist companies through awareness of the numerous lenses in business transactions. He's an advocate for inspirational leadership by bridging the gap between technical competence and recognition of soft skills. He has a comprehensive understanding of personality types, emotional intelligence, and international cultural differences which he uses to implement a 360-degree approach to sustainable business enterprise.

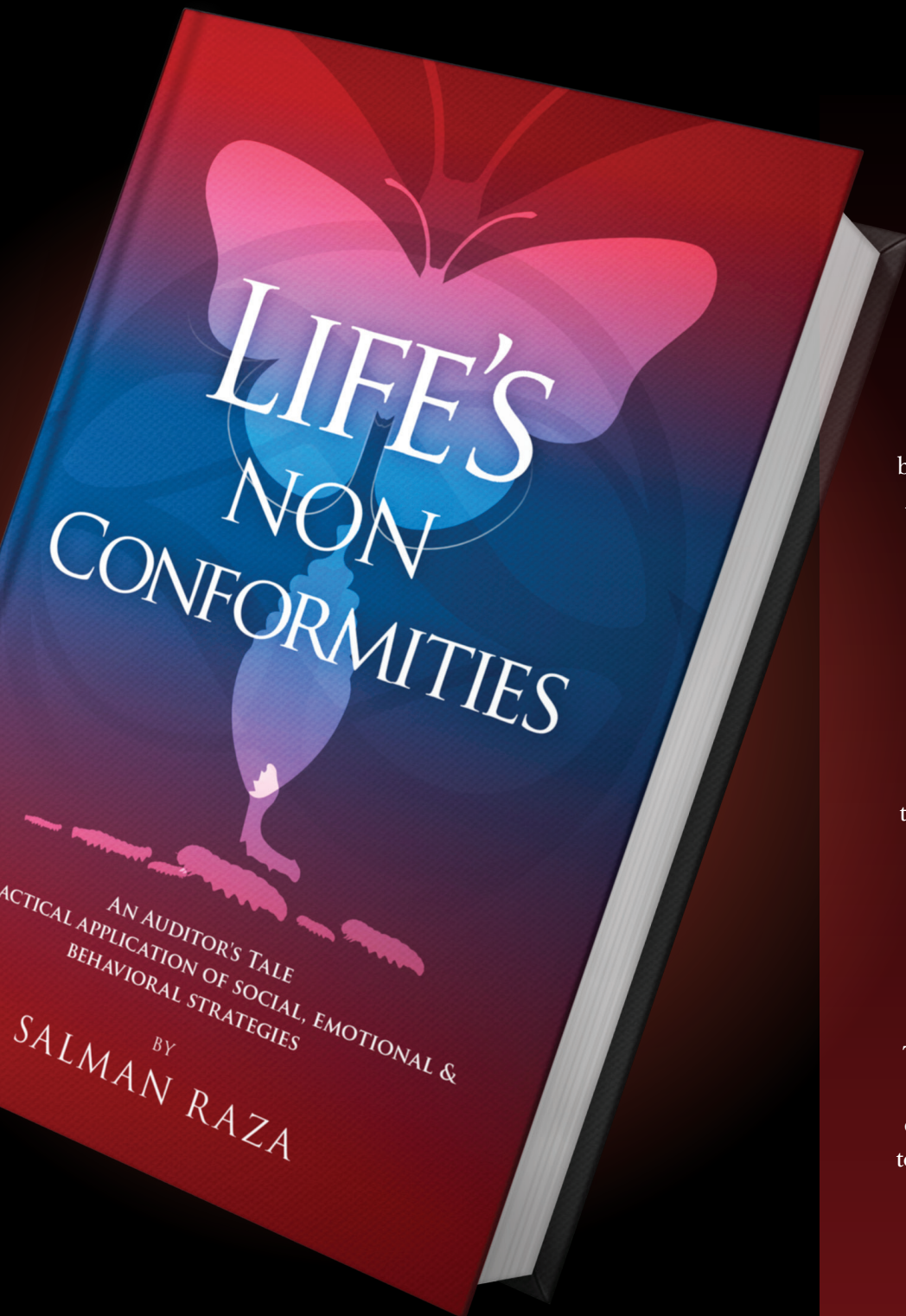
Salman's professional aptitudes include MEng in Biomedical Engineering, MBA in Innovation, Entrepreneurship & Strategy and MS in Strategic Management. With over a decade of experience in medical device regulations, strategy and organizational/ international culture awareness, Salman offers a wealth of experience in product development as well as effective implementation and assessment of business management systems.

In addition to his academic qualifications, Salman's publications include various articles in risk management, business management systems, and is author of the upcoming self-help book *Life's Non-Conformities*. The book captures his experience with building relationships and will augment soft skills in professional environments. Salman's experience of living on four continents, and various global travel opportunities have provided him with a heightened awareness of international cultures. He has worked in many countries within Europe, North & South America, Oceania, and Asia.



THE BOOK

LIFE'S NON CONFORMITIES



From taming the ego, to navigating passive aggressive behavior, *Life's Non-Conformities: An Auditor's Tale* is a pioneering collection of lessons showing the practical application of social, emotional, and behavioral theories; narrated by an Internationally recognized Auditor.

Through extensive leadership training and embracing teachable moments, Salman Raza shares profound skills that mitigate conflict, develop self-awareness, and strengthen leadership capabilities.

This book offers a practical guide for individuals starting their career, to the CEO; teaching how to handle everyday challenges and difficult situations with empathy and kindness.



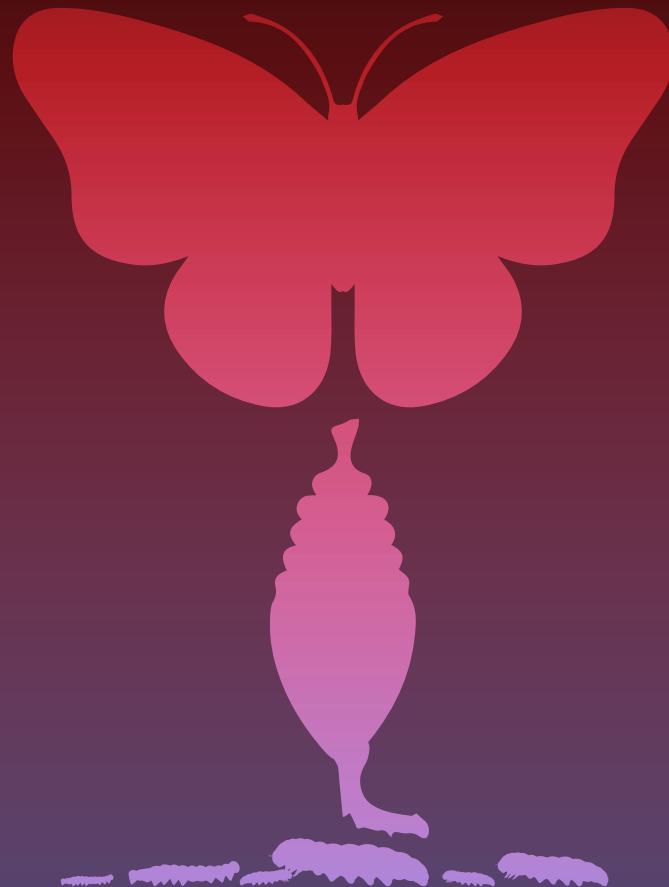
THE PURPOSE

We have powerful communication tools at our fingertips, but our personal and professional relationships are not any stronger. We still rely too much on what someone is saying, and ignore, or are oblivious to, how they are feeling.

Often, we can navigate through peacefully, but other times we are unexpectedly met with conflict. A commonality in these interactions is the lack of awareness of why we behave like we do.

Life's Non-Conformities teaches readers how to nurture their inner awareness and surroundings, to develop deeper, more rewarding personal and professional relationships.

He leads trainings and workshops, meeting and teaching a thousand new people every year. With decades of experience, Salman's work provided him with a better understanding of our various emotions and behaviors. Now these practices are found in one place.



REVIEWS

“Authentic, engaging, and relevant to all business managers...” “Excellent read, full of authentic and relevant business and life stories that makes the reader think about the way they think and work with people.”

Dave Millner, Consulting Partner @HRCurator

“Salman Raza’s personal reflections in *Life’s Non-Conformities* reveals his competence and commitment to learning from his experiences. He eloquently conveys his life-changing, diverse, professional interactions and the lessons learned from them. Hopefully, by sharing his experiences, readers will better craft their life’s lessons. I wish him much continued success.”

Dave Ulrich, Rensis Likert Professor, Ross School of Business, University of Michigan; Partner, The RBL Group

An excellent, informative book by a gifted storyteller, *Life’s Non-Conformities* takes the reader through a journey of a life lived both humbly and intentionally.

Raza, who has lived on four continents, expertly blends the stories of his successes and failures with the research-based tools he used to overcome challenges. The reader gets practical tools to help them interact with others more effectively, draw appropriate boundaries, and excel with different cultures. A fascinating read full of practical wisdom.”

Lisa DeWard, Ph.D., CEO of Hofstede Insights USA

“There are a lot of inspiring books designed to entertain and motivate people without giving them the tools to make their dreams come true. There is even more about scientific frameworks that work better on paper than in real life. *Life’s Non-Conformities* is the best of both worlds. It gives you the best practices and latest insights demonstrated through the author’s personal stories, struggles and successes.”

*Csaba Toth, Founder of ICQ Global and Author of Amazon Best Seller *Uncommon Sense in Unusual Times**



REVIEWS

“For those readers who aspire to a global perspective, this book offers practical, real-life lessons in empathy, bias, self-awareness, and cross-cultural awareness. Mr. Raza recounts personal and professional experiences revealing how humility, vulnerability, authenticity, and harnessing ego have made him a better professionally and personally. Raza teaches how to understand archetypes and work towards win-win interactions. He introduces many practical models for deeper self-understanding and developing empathy for others. This includes diving into the Hofstede model to show how cultural awareness can enrich interactions individually and internationally. A meditation in contextual self-awareness and awareness of others.”

Jaymes Cloninger, Founder and MD – Motivf

“Salman Raza takes us on a delightfully authentic journey of his coming-of-age in the realm of emotional intelligence. His unique perspective as a British, Pakistani born Muslim working as an auditor charged with pointing out nonconformances provides a fascinating backdrop. This book is a solid contribution for the corporate world, where emotional intelligence has not historically been valued. It is also a rare gem in giving readers a glimpse through the eyes of an immigrant professional finding his way as an outsider in a difficult field. An informative and entertaining read.”

Steve Slocum, Author of Why Do they Hate Us?

“Not all caterpillars reach their potential of being a butterfly. In fact, only four-tenths of one percent eventually become butterflies. Salman taught me this, and it changed the symbolism behind their metamorphosis. Their transformation should not be assumed or taken for granted. Not everyone grows, because it can be difficult, but when they do, the results are beautiful.”

Rev. Dr. Sheri Pallas.



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“ NEVER REACT
ALWAYS RESPOND ”

By Salman Raza