**BOOK TO BE PUBLISHED - *PRACTICAL PEOPLE ENGAGEMENT* BY PATRICK MAYFIELD**

Due for publication in September, 2013, *Practical People Engagement* will provide change leaders with a rich reference of practices and techniques on how to influence and lead people to new solutions.

Written by Patrick Mayfield, who previously co-authored *Managing Successful Programmes*, this new book is primarily aimed at project managers, although anyone else involved in leading change will find it valuable. He said: "I used to think that the job of project management was essentially about applying certain planning techniques, and controlling projects to those plans: that it was all about plans, documents, tasks and processes. But I don't believe that any more. While such things are important, there is a vital ingredient missing.”

The book, Patrick explains, follows on from research he conducted with his colleagues at his own company, pearcemayfield, into how high performing project managers and programme managers not only thought differently but actually behaved differently. One of the striking differences was the amount of time they spent in purposeful conversations with key people in and around their projects and programmes. "This time spent investing in relationships was somehow connected to the results they got. It clearly seemed to remove delays, shortened time to delivery and saved costs," he said.

Patrick's book has caught the attention of the accreditation body, APMG-International, who have chosen it to become the standard reference for a new qualification on Stakeholder Engagement. Patrick says, "Although I did not write the book as an exam reference, I am encouraged by this interest from APMG as well as feedback from other quarters.  I have taken pains to make it as accessible as possible for the manager 'in the thick of it'.

A lot of it is to do with taking the fear out of just going and speaking with people."

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NOTES TO EDITORS:

* The book *Practical People Engagement is* published by NAME OF PUBLISHER. It will retail at £PRICE and will be available from NAME OF SUPPLIERS from DATE IN SEPTMBER
* Patrick Mayfield is Chairman of pearcemayfield, a leading international provider of consultancy and learning solutions in leadership and change management through projects and programmes.

Patrick began his career in local government, rising through the ranks of management to become systems development manager for the City of Oxford in the mid-1980s, where he led a rapid growth in the Council’s systems development and support capability.

In 1990, he joined BT’s Yellow Pages and set up the first private sector project management office to support the original version of PRINCE. He designed scaling approaches to the application of PRINCE, as well as developing a customised approach for Yellow Pages.

In 1993, the UK Government invited Patrick to join the management team that delivered PRINCE2™ when he also became an author of the method.

By the time PRINCE2 was launched, Patrick had already left BT to practice as an independent consultant.. The APM Group invited him to become Lead Moderator on its Exam Board, where he continued his association with PRINCE2.

Over the same period, the Buzan Organisation licensed Patrick to train in the Mental Literacy™ techniques of Tony Buzan. This influenced the expression of pearcemayfield’s consultancy and training solutions, making them more client-centric, and therefore more effective. In 2001 he went on to form pearcemayfield.

One of his key assignments for APM Group was to co-develop a training resource kit for Managing Successful Programmes (MSP). He co-authored the 3rd edition of the Managing Successful Programmes (MSP) Guide (released September 2007).

Patrick is a popular speaker and has addressed a wide variety of audiences on topics such as benefits realisation, leadership, Mind Mapping™, stress, creativity and project management.