

7 Forms of Respect™

A Guide to Transforming Your Communication and Relationships at Work

In this practical guide for any team leader and team player in the American workplace, Dr. Julie Pham helps you navigate the ambiguity of what it means to respect others. She offers thought-provoking questions and exercises that will transform your communication and relationships with the people you work with in lasting and surprising ways.

This book will help you:

- Gain tools for deciphering the unspoken code of workplace respect
- Define what respect means to you personally
- Understand why you act the way you do in different situations and with different people
- Learn new vocabulary to communicate what respect means

Target Readers

- Are new to a company or the workforce
- Work in a homogeneous workplace as a member of a minority group
- Want to make your workplace as inclusive as possible
- Work on and/or lead a team of people from very different backgrounds
- Work in and/or lead a rapidly growing or changing organization



Respect in the Workplace Matters. Here's Why.

- 1 in 4 employees reported that "they dread going to work, don't feel safe voicing their opinions about work-related issues, and don't feel respected and valued at work."
- 20% of employees have left a job due to workplace culture.
- From 2014-2019, \$223 billion was the cost of turnover due to workplace culture. - [SHRM](#)

Book Website:

<https://formsofrespect.com>

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Why Respect Matters

While intentional acts of disrespect happen, simple misunderstandings cause friction much more frequently. We have to learn how to deal with the small stuff so that we can build the strength to deal with the big stuff. Respect is ambiguous. Innocent mistakes can quickly turn into simmering resentment, passive-aggressiveness, workplace toxicity and retaliation.

What's missing in the workplace is a vocabulary describing "respect." With a shared language we can better navigate messiness, learn faster from inevitable mistakes, and adapt to each other more quickly. Failing to do so results in resignation, employers lose time and money in recruiting talent, and employee morale drops.

With companies competing for talent more than ever, leaders need to foster cultures that make people want to stay. As the workforce diversifies, we all need a more dynamic approach to articulating what respectful cultures can look like.

Being respectful is hard, humbling work. It requires admitting when we're wrong. If you've ever felt disrespected, chances are, others have felt disrespected by you.

Respect is a two-way street.

If you want others to change their minds, you have to be willing to change your own. If you want others to listen to you, you have to listen to them. And if you don't want others to judge you, you have to stop judging them.

You also have to stop judging yourself.



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Diem Ly

Director of Community Impact,
Comcast NBC Universal

"7 Forms of Respect" lowers walls and finds what we have in common and what we all ultimately seek in others and in ourselves: a desire to matter."

...

“

Lizzie Mintus

CEO, Here's Waldo Recruiting

"There is not a one size fits all way to show respect. This book teaches you how to understand people's underlying values and build a team dynamic where they feel valued and respected"

The Rubber Band Rule

The Golden Rule can be misleading. It states you should treat people the way you want to be treated. But, what happens when others don't want to be treated the way you do?

The Platinum Rule, to treat others the way they want to be treated, doesn't always work either. Sometimes other people can't or won't communicate how they want to be treated.

Neither rule accounts for the dynamic nature of respect.

We instinctively treat each other according to what I call the Rubber Band Rule. We can flex to treat people differently, depending on the situation. For some people in our lives, we are more willing to stretch ourselves to accommodate the way they want to be treated. Then there are some things we just won't or can't do, even when we know others want us to. If we continually do things that make us uncomfortable, we eventually snap and break, like a rubber band. We have to be aware of our internal points of tension.

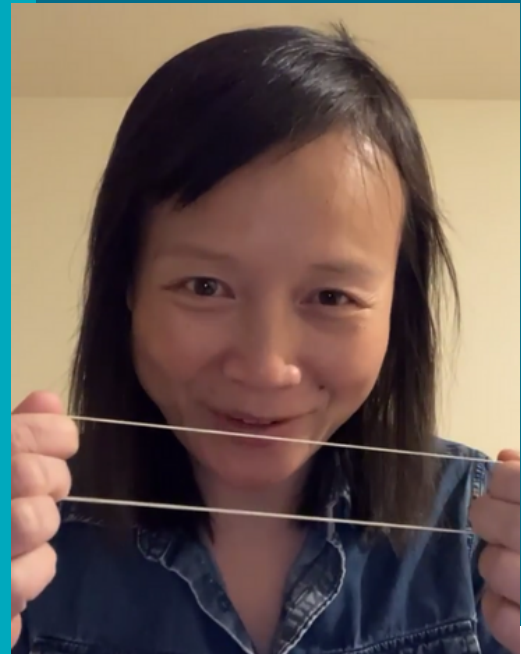
Respect matters. Yet we often talk about respect as if it were absolute, fixed, and universal. When you find it more difficult to bend and stretch to other's behaviors at work, it could be because you and your colleagues are defining respect differently.

Our research reveals that respect is relative, contradictory, and subjective. The Rubber Band Rule acknowledges the relativity of respect between people and also within ourselves.

Discovering the underlying reasons of our wants and needs for respect will help you stretch to see the perspectives of others, though it might not mean you're willing to stretch in the way others want. Just like the rubber band, staying uncomfortably stretched is unsustainable, even damaging.

This is an excerpt from the book.
Read the "[Introduction](#)" in the book.

formsofrespect.com



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Brian Surratt
President & CEO of
Greater Seattle Partners

“Dr. Pham gifts us a compelling blueprint to fully honor and recognize each other through an unwavering commitment to clarity, connection, and humility.”

...

“

Regina Glenn
President of Pacific
Communications Consultants, Inc

"The 7 Forms of Respect has given me a structure to analyze tense situations at work. This is an easy-to-use yet transformational and essential tool for improving workplace communication."

7 Forms of Respect™ Book

The book is based on Dr. Pham's original research, which consisted of interviews, focus groups, and workshops, research questionnaires, assessments, and user tests on the assessments with over 400 people from diverse professional and personal backgrounds working in the United States.

Look inside! [Read the introduction.](#)



Part 1: Contextualize

We can understand respect through three different dimensions: Hierarchy; Directionality (Give versus Get); and What matters to you. How you think about respect changes over time as you gain more experiences and interact with more people. We describe both personal and workplace factors that can influence how you interpret respect.

Part 3: Learn

Respect is categorized into the 7 Forms of Respect: Procedure, Punctuality, Information, Candor, Consideration, Acknowledgment, and Attention. Each chapter focuses on a different form of respect. You are challenged with thought-provoking scenarios and questions to appreciate that respect is relative, contradictory, and subjective.

Part 2: Assess

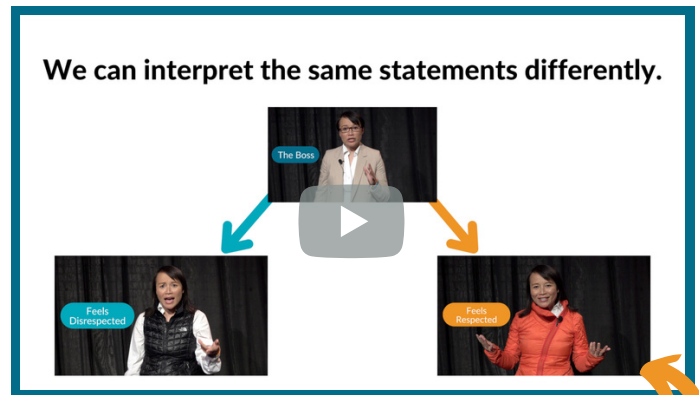
An in-book assessment is included to give you a snapshot of the forms of respect that you currently prioritize. Within each form of respect are numerous examples of actions and behaviors that fall under the forms of respect. You can also access the online version of the assessment.

Part 4: Practice

Apply the 7 Forms of Respect to increase self-awareness, strengthen relationships, and communicate clearly. Spark conversations and storytelling that bring to life the underlying reasons for behaviors. We include 12 exercises to help you apply the 7 Forms of Respect to yourself, with others, and with your team. You are provided access to our online worksheets.

Conversation Topics

- The flexibility, relativity, and subjectiveness of respect
- Cultural influences on respect
- The Rubber Band Rule
- Why conversations matter
- How we can learn about our own preferences for respect
- How to follow our curiosity to learn about others' preferences for respect
- Practical tips for creating respectful workplace cultures



Watch the Different Faces of Respect video clip!

Sample Questions

- Why did you write this book? What makes this book so critical at this moment?
- What do you mean when you say that there is confusion around the meaning of respect? Why is understanding respect so important right now?
- You're a Vietnamese refugee who grew up in the US, then went to school in Europe and returned to Vietnam as an adult. How has that influenced your research? How has your story informed your perspective on respect? Is respect cultural?
- You suggest that the point of the 7 Forms of Respect is to spark conversations. What do you mean by that? Why are conversations so important?
- When people talk about respect, they mention the Golden Rule. You say that the Golden Rule is misleading and that we should follow the Rubber Band Rule instead. Why is the Golden Rule wrong? And what is the Rubber Band Rule?
- In your book, you cite lots of examples of how personal and workplace factors can influence how we think about respect. What are some of your favorite examples?
- What practical tips do you have about creating a respectful workplace culture?
- What do you do about toxic workplaces and people who are intentionally disrespectful?
- This book is focused on respect in the workplace. Why just at work? Can we use it in other settings?
- You list three dimensions to understand how respect is dynamic. What are those dimensions? How can they help us understand respect?
- You chose to self-publish this book and you raised money through a crowdfunding campaign. Why did you go that route?
- If you had to choose, what is the one thing you hope readers will take away from your book?

Dr. Julie Pham

Author, Founder of 7 Forms of Respect,
CEO of CuriosityBased

“As a Vietnamese-born, American-raised refugee, who has lived in England, Germany, France, and Vietnam, I’m familiar with communication mishaps. I’ve learned to adapt to most environments because of challenges I’ve faced as an immigrant, a woman, and a person of color working in America. I’ve heard many ask for respect without clarifying what that means.

That’s why I developed the 7 Forms of Respect.”



About

Approach

Dr. Julie believes that trust and collaboration can be built between diverse individuals and communities through exercising our innate power of curiosity and through a mutual understanding of the flexibility of respect. In her 15+ years of leadership experience, Dr. Julie has used her original research to bring people together from all walks of life to help them build trust and work collaboratively with one another. She has been recognized with numerous awards for her community leadership.

Background

Dr. Julie is an author, speaker, curiosity connoisseur, and dinner party enthusiast. She was born in Saigon, Vietnam and raised in Seattle. Dr. Pham earned her PhD in history at Cambridge University as a Gates Cambridge Scholar and she graduated magna cum laude from UC Berkeley, where she studied history. She earned her real life MBA by running her family's Vietnamese language newspaper during the 2008-2010 recession. She has worked as a journalist, historian, marketer, nonprofit executive, community organizer, and management consultant.

Quick Facts

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