



Shelby
— JOY —
SCARBROUGH

RESTORING HOPE FOR CIVILITY

Like many, Shelby Scarbrough is concerned about the increasingly toxic ways we interact with each other. It's easy to blame technology for the tensions that characterize so many of our encounters, but according to Shelby, assigning blame to online "bubble" culture or a divisive media apparatus only obscures the deeper issue lying at the heart of our fractured society and ourselves.

Civility Rules! suggests that what we are missing at the heart of our cultural discourse is civility. A once time-honored code of conduct we've left to history. Though incivility has begun to corrode our daily lives, Shelby Scarbrough believes there is hope that we can all help create a more civil society, and she has a plan to make it happen.

With *Civility Rules!*, Shelby Scarbrough reclaims civility for the modern age. Scarbrough's conception of civility involves much more than the polite preferences of genteel society; instead, she views it as a core competency of our very humanity. Importantly, the book does not assign blame or linger too long on why things are the way they are. But rather, *Civility Rules!* centers its message around personal accountability. "My immediate goal is to share how we can build a practice of civility in our own lives.

With practice, patience, and prioritization, we can make positive change, one interaction at a time," Scarbrough

tells readers in her book's introduction. And she delivers on that goal as only she can, creating a civility movement with each improved engagement.

Going back to our nation's roots, Shelby uses George Washington's "*Rules of Civility*" as an inspiration for her arguments. In a voice that is reverential of titanic examples like Washington—but without judgement for we mere mortals—Shelby highlights how we lost our way. More importantly, she shows us how to get back on track.

Shelby's call to civility is an urgent rallying cry for a society on the brink. Join her civility movement and rediscover the joy in your life with each interaction you have. Pick up your copy of *Civility Rules!: Creating a Purposeful Practice of Civility* on Amazon today!

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“If we're going to get anywhere on this journey to civility, we must first acknowledge that each of our journeys starts with the word 'I.'”



SHELBY SCARBROUGH was inspired to write *Civility Rules!* due to her experiences with such notable figures as Pope John Paul II; Presidents Reagan, Bush, Ford, Carter, and Nixon; Queen Elizabeth II; Prime Minister Margaret Thatcher; and Nelson Mandela while working at The White House, The U.S. Department of State and as founder of Practical Protocol. Beyond civility, she is driven to help fellow entrepreneurs as a co-founder of the nCourage Entrepreneurs Angel Investment Group. And, she will soon launch www.JoyJourney.life – an e-commerce site dedicated to “All Things Joy” as a complement to her next book, *The Joy Journey*.

Shelby earned her BA in English from UCLA and is a graduate of Harvard Business School’s Owner/President Management program (OPM47). She has served on a number of boards, including the role of global chairman of the Entrepreneurs’ Organization and as an officer of The Freedoms Foundation at Valley Forge.



“Civility Rules! is a must-read for leaders in any field. The timeless principles will inspire anyone who wants to be the best version of themselves. Scarbrough shares the core ideals of civility and shows how we can gracefully manage even the toughest relationships. The lessons and concepts presented provide clarity into the essential qualities of effective communicators. It’s a refreshing and timely read!”

Cindy L. Boyd, CEO, Sentigy, Inc.

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