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Drs. Susan and Peter Glaser received their doctorate degrees in communication from Pennsylvania State University. For over 30 years, they have worked with insurance organizations from health care (Inland Empire Health Plan) to local municipalities (Colorado Intergovernmental Risk Sharing Agency) to multiemployer insurance plans (State Accident Insurance Fund). Authors of the internationally acclaimed book, *Be Quiet, Be Heard: The Paradox of Persuasion*, Drs. Glaser have published three books and more than 40 research articles. Their research on transforming organizational culture has received the International Association of Business Communication Research Award for bridging communication theory with practical application. In addition, their *BreakThrough Communication* series won the Gold Award for best hybrid learning of 2022 from the International E-Learning Association. They also received the Pennsylvania State University Outstanding Alumni Award. They've been members of the University of Oregon faculty as well as global consultants, working with leaders from Fortune 500 companies such as Microsoft, Hewlett Packard, Tektronix, Hyundai and Sony Corporation. Drs. Glaser have also worked with federal, state and local government leaders, including their ongoing work with the U.S. Congress.