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Don't Be a D*ck

99 everyday ways to be more human, and build a world where everyone belongs

Joanne Lockwood · Foreword by Patricia Manley · Ninety-Nine Ways Press
Paperback £14.99 · 266 pages · ISBN 978-1-0654971-0-3 **Kindle** ISBN 978-1-0654971-1-0
On Amazon worldwide · **ninetynineways.co.uk**

Saying it on air

"Ninety-Nine Everyday Ways to Be More Human, by Joanne Lockwood"

The full title has a word on the cover that not every programme can broadcast, so on air the book goes by its subtitle. If you want to nod to the real title: *"the title has a star in the middle of it, and you can see it at ninetynineways.co.uk."* Listeners can find it by searching Amazon for **Joanne Lockwood**, or online at **ninetynineways.co.uk**, said as "ninety-nine ways, all one word, dot co dot uk".

The book in a sentence

Ninety-nine small, doable ways to be a little kinder, more curious and more aware of how we land on other people, drawn from more than 250 conversations on the *Inclusion Bites* podcast.

About the book

Most of us never set out to be the problem. Yet on some ordinary day, in some small way we never clocked, most of us are. Since 2020 Joanne has hosted more than 250 honest conversations about belonging and difference, with guests across more than thirty countries and six continents. This book distils what they taught her into 99 short chapters, each one an everyday invitation. More than ninety of those guests appear in it, by name, with their blessing.

It is warm, practical and often funny: a book that helps you think, to read cover to cover or dip into anywhere.

About Joanne

Joanne Lockwood is The Inclusive Culture Expert: a speaker, trainer and consultant who helps leaders and organisations build inclusive cultures and stay human in the age of AI. She joined the RAF as an electronics engineer in 1981, spent more than thirty years in technology, and ran her own IT company for nearly twenty years before founding SEE Change Happen in 2017. She hosts the *Inclusion Bites* podcast. This is her first book.

A taste of the ninety-nine

- 1 *Notice the story you've already written about someone, before they've said a word.*
- 14 *Before you pass it on, ask yourself: is it kind, is it true, is it mine to share?*
- 17 *Listen to understand, not to reply.*
- 50 *Spend your advantage on someone who hasn't got it. That's what it's for.*
- 78 *Draw out the person who hasn't spoken. The best idea is often the unsaid one.*

Questions Joanne loves

- Why a title like that, and why the asterisk?
- What did 250 conversations teach you that surprised you?
- Which of the 99 do you find hardest to live by yourself?
- What's one small thing listeners could do differently tomorrow?
- How does being more human change at work, now AI is in the room?
- Who should read it, and who would you secretly like to give it to?

Interviews, review copies and events
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Cover, sampler and facts
ninetynineways.co.uk/press