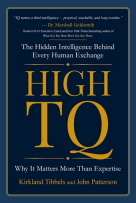

FOR IMMEDIATE RELEASE · JULY 4, 2026

HIGH TQ: Why It Matters More Than Expertise

The TQ Series · Kirkland Tibbels & John Patterson · Influential U®

Available August 4, 2026 · Amazon · tqbooks.com · Hardcover $27.99 · Paperback $19.99 · Kindle $12.99

New Book Names a Third Intelligence — The Missing Layer Behind Every Agreement, Commitment, and Outcome

"Transactional Intelligence®" joins IQ and EQ as a named, teachable competency for the exchanges that produce every professional result

OXNARD, Calif., July 4, 2026 — Influential U® today announces the publication of HIGH TQ: Why It Matters More Than Expertise by Kirkland Tibbels and John Patterson — the first book to name, define, and teach Transactional Intelligence® (TQ), a structured methodology for the human exchanges that determine every agreement, commitment, and outcome.

Where IQ measures cognitive capacity and EQ measures emotional awareness, TQ addresses the structure of the exchange itself — the layer beneath every conversation that most professionals cannot see and have never been taught to navigate. HIGH TQ makes that layer visible and gives leaders, teams, and organizations the tools to move through it deliberately rather than be ruled by forces they cannot see.

The book introduces the Transaction Cycle™ — the eight-exchange framework beneath every consequential professional conversation — along with the four personality patterns that determine how people enter and exit the cycle, and the Infinity Loops™ that explain why capable teams keep producing the same breakdowns despite talent and effort.

At its center is a reframe that challenges one of the most common criticisms in modern organizational life: "What we call 'transactional' behavior," the authors write, "is not the absence of warmth or the opposite of purposeful leadership. It is bad transacting. We have been pathologizing the category instead of the execution — and that category error has cost organizations the one competency that determines whether expertise actually produces results."

> *"Transactional Intelligence names a third intelligence — the ability to conduct human exchanges that produce ethical outcomes. Practical, teachable, and long overdue."*
>
> — Dr. Marshall Goldsmith, Thinkers50 #1 Executive Coach · NYT Bestselling Author, What Got You Here Won't Get You There

Kirkland Tibbels, Co-Founder and Chairman of Influential U®, originated the TQ methodology. His academic formation — a Master's in Philosophy, Cosmology, and Consciousness and a doctoral dissertation in progress at the California Institute of Integral Studies — gave the work its philosophical architecture. John Patterson, Co-Founder and CEO of Influential U®, built the delivery infrastructure and has taken TQ programs to corporate stages and executive boardrooms in more than twenty countries. Together, the authors have delivered TQ programs to practitioners since 2009.

HIGH TQ: Why It Matters More Than Expertise is Book One of The TQ Series from Influential U®. Additional endorsements from Chester Elton ("The Apostle of Appreciation"), Sanyin Siang (Duke University, Thinkers50 Honoree), Sally Helgesen (Thinkers50 Hall of Fame), Dave Ulrich (University of Michigan), and Paul Lussier (Emmy Award-winning producer; Yale University).

BOOK DETAILS

Title: HIGH TQ: Why It Matters More Than Expertise
Series: The TQ Series
Authors: Kirkland Tibbels and John Patterson
Publisher: Influential U®
Publication Date: August 4, 2026
Pricing: Hardcover $27.99 · Paperback $19.99 · Kindle $12.99
ISBN: HC 978-0-9904417-3-1 · PB 978-0-9904417-1-7
eBook 978-0-9904417-2-4
Available: Amazon · tqbooks.com

MEDIA CONTACT

Press & Media
Influential U®
press@influentialu.global

Review copies: Available via tqbooks.com/press
Hi-res assets: tqbooks.com/press
Author inquiries: influentialu.global

ABOUT INFLUENTIAL U®

Influential U® is the global education company that teaches Transactional Intelligence® (TQ) — the structured methodology for navigating the human exchanges that produce every outcome. Since 2009, Influential U® has delivered TQ programs to practitioners across more than twenty countries. The TQ ecosystem includes the TQ Diagnostic (tqdiagnostic.com), TQ Navigator™ (tqx.app), and the Fundamentals of Transactional Intelligence™ curriculum (influentialu.global).