Hed: SKNV’s Fran Malkin and Best-Selling Author Chris Voss Co-Author “Flip the Script”

Dek: The SVP of educational development’s contribution to the book displays SKNV’s approach to furthering education and professional development.

3Key:

SKNV Vice President co-author’s new book.

The book highlights the power of empathy in education and communication.

SKVN celebrates Fran’s contributions and what it means for the company.

SKVN announced that vice president of educational development Fran Malkin co-authored *Flip the Script* alongside best-selling author Chris Voss, most widely known for his acclaimed book *Never Split the Difference*.

**From FBI to best-selling author**

Beginning his career at the Federal Bureau of Investigation (FBI), Voss held numerous titles before the release of his 2016 best-seller *Never Split the Difference*. During his time in the FBI, Voss served as lead international kidnapper negotiator, and later worked as hostage negotiator representative for the National Security Council. Serving 24 years in the FBI allowed Voss to compile skills and techniques that he would later use an inspiration in his writing.

He additionally taught business negotiation in MBA programs at the University of Southern California, allowing him to gain experience as an educator.

**Transforming education**

Vice president of educational development, Malkin began her career as a high school and college educator. In her 20 years as an educator, Malkin mastered her abilities in dynamic teaching and mentorship, while also evolving her passion for education.

Currently, she leads specially curated training programs, focusing on communications, enhanced learning outcomes, and patient centered care. *Flip the Script* offered the ability to display her lifelong commitment to transforming education, along with her expertise in building unique empathy-driven educational cultures.

Fran touched on the topic in a press release, where she said, "Throughout my career, I've learned that building the most impactful relationships—whether in a classroom or a dermatology office—start with empathy. *Flip the Script* gave me the opportunity to share how we can reframe conversations into moments of connection, clarity, and growth. I'm honored to be part of a book that challenges conventional thinking and inspires change through tactical empathy." **(1)**

This marks more than a personal milestone for Malkin. The SKNV team held a celebration for Malkin, as her voice embodies SKNV’s values of empathy, innovation, and the pursuit of impactful education.

***Flip the Script***

Released on July 17, 2025, *Flip the Script* is available for purchase through Amazon. The book explores tactical empathy’s ability to reshape high-stakes discussions into breakthrough moments. Malkin’s chapter in the book compels readers to redefine empathy and its effects on her personal story. Using her dynamic educational background, Malkin’s writing refines typical lessons for trainers, teachers, and healthcare leaders expanding upon the benefits of incorporating empathy in educational settings.

**Sources:**

1. SKNV's Fran Malkin Co-Authors "Flip the Script" with Best-Selling Author and Negotiation Icon Chris Voss *SKNV* July 17, 2025 <https://www.prnewswire.com/news-releases/sknvs-fran-malkin-co-authors-flip-the-script-with-best-selling-author-and-negotiation-icon-chris-voss-302506156.html>