

free-range thinking



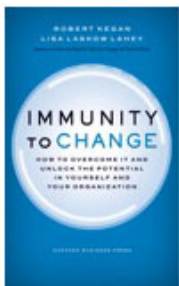
free-range thinking is a monthly journal of best practices, resources, and generally useful stuff for public interest communicators who want to reach more people with more impact.

Tenth Annual Summer Reading List

As the weather warms and the pace slows, find a shady spot and catch up on some good reads for good causes.

While we may work on different issues, in the world of good causes we all have the same goal: capturing hearts and minds. Over the last year, several books have been published claiming to offer insights into how the human mind works, but there are three that I believe are worth the time of anyone in the hearts-and-minds business.

On a more mundane level, but equally worth your time, is a book about branding written especially for nonprofits. I hope you will read and enjoy all four, and I wish you a relaxing and restorative summer!



Immunity to Change, by Robert Kegan and Lisa Laskow Lahey

Why don't people change? That question has dogged dissatisfied spouses, disappointed parents, and disgruntled managers for ages. Many will say you're foolish to expect it: people *don't* change. Kegan and Lahey beg to disagree, and they make a strong case in their insightful book, [*Immunity to Change: How to Overcome It and Unlock the Potential in Yourself and Your Organization*](#).

[Overcome It and Unlock the Potential in Yourself and Your Organization.](#)

People *can* change, Kegan and Lahey contend, but first you have to accept that they are heavily invested in the way things are. Even if they tell you they *want* to change, in reality that investment is so complete and powerful, it functions like an immune system that wards off real change. Fortunately, there are ways around this immune system, and the co-authors offer very specific steps for facilitating change in relationships and across organizations. The case studies are fascinating and compelling, and if this book affects you as it did me, you'll start seeing both personal and working relationships in an entirely new way.

July 2009

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Can't Tell a Tweet from a Digg?

We Have to Stop Meeting Like This

July Classes at The Goodman Center

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free-range thinking is written by Andy Goodman and edited by Lori Matsumoto. To read back issues, download free publications, and to learn more about our work, please visit www.agoodmanonline.com and www.thegoodmancenter.com.

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GOOD IDEAS FOR GOOD CAUSES

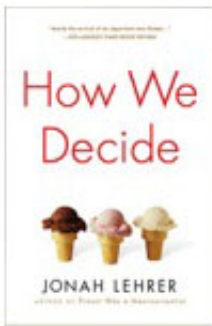
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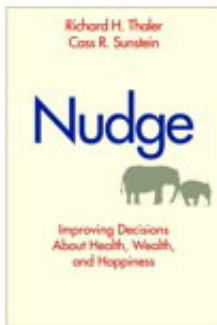


How We Decide, by Jonah Lehrer

When asked to explain how the mind works, Plato used the metaphor of the horse-drawn chariot. The charioteer, hands firmly on the reins, represents the rational part of our brain. The horses represent our emotions. When the horses start to run too wildly, the charioteer wields his whip and asserts control.

Jonah Lehrer favors a different metaphor. In his version, the rational brain is a little man riding precariously atop a large elephant, which represents our emotions. Whether the little man pleads politely or pokes the elephant with a sharp stick matters little. The elephant tends to go where it likes.

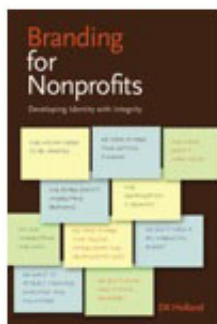
Having read Antonio Damasio's *Descartes' Error* and Daniel Goleman's *Emotional Intelligence*, I was already inclined towards Lehrer's view, and his new book, [How We Decide](#) gave me an even deeper appreciation of the role emotions play in decision-making. Like Malcolm Gladwell's *Blink*, Lehrer's book is a fast read that tends to lean a bit too heavily on anecdotal evidence, but it's still time well spent for anybody in the business of changing minds.



Nudge, by Richard H. Thaler and Cass R. Sunstein

Have you been *nudged* recently? If you bought that box of Cheerios because it was at eye-level and "just happened" to grab your attention, you've been nudged. If you chose to go ahead with a medical procedure because your doctor said there was an 80% chance of success (as opposed to a 20% chance of failure), you've been nudged.

A nudge, as defined by Thaler and Sunstein, is a gentle push in the direction of a specific choice. Nudges are the work of "choice architects," which can be anyone "who has the responsibility for organizing the context in which people make decisions." If you want people to exercise more, reduce their carbon footprint, support the arts, etc., you're in the business of choice architecture, and [Nudge](#) can tell you how to be better at it.



Branding for Nonprofits, by DK Holland

Like it or not, your nonprofit has a brand. It's not your logo or your website or what all your printed materials look like put together. Your brand is what people in the outside world think and feel when they see your logo, visit your website, open your direct mail, call your office, or interact with your organization in any way. And for many nonprofits, sadly, their brand is not as good as their work.

So how do you burnish or redefine your brand? DK Holland's [Branding for Nonprofits - Developing Identity with Integrity](#) is one of the most complete, readable, step-by-step guides you'll find. The book explains how to conduct an internal brand audit, how to select a branding company, how to work with outside designers and writers, how to implement the new brand, and how to ensure that everyone - staff, board, volunteers, et al. - plays a part in the process.

[^ back to top](#)

Can't Tell a Tweet from a Digg?

If you're still feeling like a wallflower at the Web 2.0 party, Fenton Communications has a free guide just for you.

Fine, so you don't care what Ashton Kutcher did today. Does that mean your organization should ignore Twitter? And what about Facebook? Sure, you can find long-lost high school buddies there, but can good causes find new members, too? In short, amidst all the buzz about Web 2.0 and social media, how do you separate the tools from the time-suck?

WATTA, short for "What Are They Talking About?" is a useful guide from Fenton Communications designed to give you a well-grounded overview of this new and constantly changing virtual landscape. You'll find a useful glossary of terms, interesting case studies, and excellent advice for optimizing your communications dollars. To download a free copy, [click here](#) and visit [Fenton's website](#) to find other excellent free resources.



[^ back to top](#)

We Have to Stop Meeting Like This

Telemeetings can save money, but if they waste time, are they worth having? Find out how 1,200 public interest professionals answered that question.



Everyone is looking for ways to cut costs and work smarter these days, and that means more organizations are scheduling teleconferences, videoconferences, and webinars instead of in-person meetings. On paper, where the savings clearly add up, this makes sense, but is anybody calculating what is lost when we "meet without meeting?"

This spring, The Goodman Center invited public interest professionals from across the US and Canada to answer that question. More than 1,200 people completed our online survey, and now we have a much clearer picture of the downsides.

On July 17 from 9-10a Pacific, we'll present the full results of our survey in a free webinar. Each participant will also receive a complimentary copy of our new report, *Dialing In, Logging On, Nodding Off: The True Costs of Teleconferences, Videoconferences, and Webinars*. To

learn more and register, [click here](#). Join us in July and find out why your organization may want to press the pause button before scheduling its next telemeeting.

[^ back to top](#)

July Classes at The Goodman Center

Two online courses and a free one-hour webinar are now open for registration at The Goodman Center.

Strategic Communications: Cutting through the Clutter
July 15th and 16th (9-10a Pacific)

Design your communications around four critical connecting points and your target audience will be more likely to listen and act. Now, more than ever, you need to make sure your communications are cutting through the clutter.



Telemeetings: Dialing In, Logging On, Nodding Off

July 17th (9-10a Pacific)

Teleconferences, videoconferences, and webinars can save money, but what is lost when you "meet without meeting?" Find out how 1,200 public interest professionals answered that question when we share the results of our nationwide survey in this free one-hour webinar.

Meetings: Less Pain, More Gain

July 22nd and 24th (9-10a Pacific)

Improve your meetings and make the most of your time every time you pull your team together.

To learn about these workshops and to register online, [click here](#).

[^ back to top](#)

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