

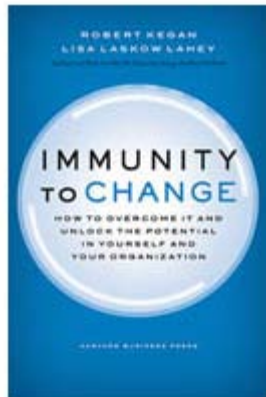


## Summer Reading (and Renting) List

**Summer is the time to relax and recharge, so here are three books to read and one documentary to rent before resuming the good fight.**

***Immunity to Change*** by Robert Kegan and Lisa Laskow Lahey (Harvard Business School Press © 2009)

Changing behavior is hard work, and finding precisely the right keys to unlock change has challenged dissatisfied spouses, disappointed parents, and disgruntled managers for ages. Some will say people *can't* change, but Kegan and Lahey beg to disagree, and they make a strong case in *Immunity to Change*.



People *can* change, Kegan and Lahey contend, but first you (the aspiring agent of change) have to understand that they are heavily invested in the way things are. So invested, in fact, that their attachment to the status quo functions like an immune system warding off real change. Fortunately, there are ways around these defenses, and the co-authors outline specific steps for facilitating change in individuals and across entire

organizations.

Kegan and Lahey's book leads this list for the second year in a row mainly because I keep running into people who still haven't heard of it. And that's a shame, because if changing the way people behave is part of your mission, *Immunity to Change* is essential reading.

(To read a sample of *Immunity to Change*, [click here](#).)

July 2010

[Summer Reading \(and Renting\) List](#)

[Improve Your Webinars: July 22nd](#)



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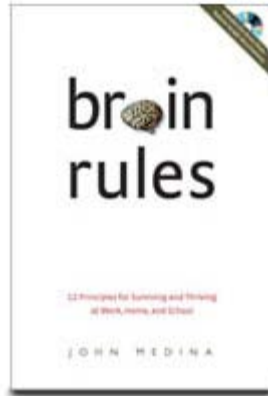
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To reach Andy directly, please call (323) 464-3956 or send an email to [andy@agoodmanonline.com](mailto:andy@agoodmanonline.com).

**Brain Rules** by John Medina (Pear Press © 2009)

If you enjoyed Malcolm Gladwell's *Blink*, Daniel Pink's *A Whole New Mind*, or Jonah Lehrer's *How We Decide*, then *Brain Rules* is for you. Medina's book presents 12 rules explaining how our minds work, and along the way there are plenty of insights for readers who want to get better at educating, engaging or persuading their audience.

You can find all 12 rules at [www.brainrules.net](http://www.brainrules.net) (along with plenty more about Medina and his book), and I recommend clicking on rule #4, "We don't pay attention to boring things." In this part of the book, Medina reminds us that human beings are wired to be attentive to very specific things (e.g., food, sex, threats). Take another look at the messages you're sending out through this filter, and you may gain a new perspective on just how attentive your audience is inclined to be.



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**Presentation Zen Design** by Garr Reynolds (New Riders Press © 2009)

I've been a fan of Garr Reynolds since the publication of his first book, *Presentation Zen*, and I've strongly recommended Chapter 6 ("Presentation Design: Principles and Techniques") to presenters who have to create their own slide decks. In *Presentation Zen Design*, Reynolds has essentially expanded this chapter into an entire book, and the result is a how-to guide that's worth reading from cover to cover.



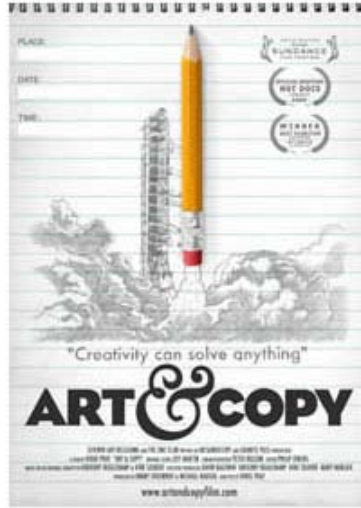
In describing the book himself, Reynolds writes, "My aim is to help the non-designer become a bit more savvy of a visual thinker and to give him or her the tools and understanding to apply this knowledge in concrete, practical ways immediately in

presentations (and beyond)." Reynolds makes good on this promise by providing tips for using type, color, graphs and charts, video and much more, and there are plenty of before-and-after examples to bring these recommendations to life.

(To read more about *Presentation Zen Design*, [click here](#).)

**Art & Copy** directed by Doug Pray (Released August 2009, 89 mins.)

Advertising interrupts our favorite TV shows, blots out the sky on billboards, and assaults us from just about every direction. We're subjected to literally thousands of ads every day, so it's little wonder we delete them from our email, fast forward past them on our DVR, and generally try to tune them out. But some ads are worth watching, and when truly brilliant campaigns roll around (such as "Just Do It" or "Got Milk?") they are even worth studying.



"Art & Copy," a documentary that enjoyed a brief theatrical run last summer, is an unabashed love letter to the advertising industry. As such, it may sound like something to be avoided, but there are moments in this film you shouldn't miss. When leading lights of the ad world such as Dan Wieden, Lee Clow and Jeff Goodby (originators of "Just Do It", "Think Different" and "Got Milk?", respectively) describe how they found just the right message for their clients, they offer insights that can benefit all communicators.

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## Improve Your Webinars

***Our popular one-hour "Webinar on Webinars" returns July 22nd, so reserve your place now.***

To save time and money, more organizations are conducting trainings and meetings online, but most of us have not been taught how to run a successful "webinar." As a result, these virtual gatherings are often boring, plagued with technical problems, and waste the time they're supposed to be saving.

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