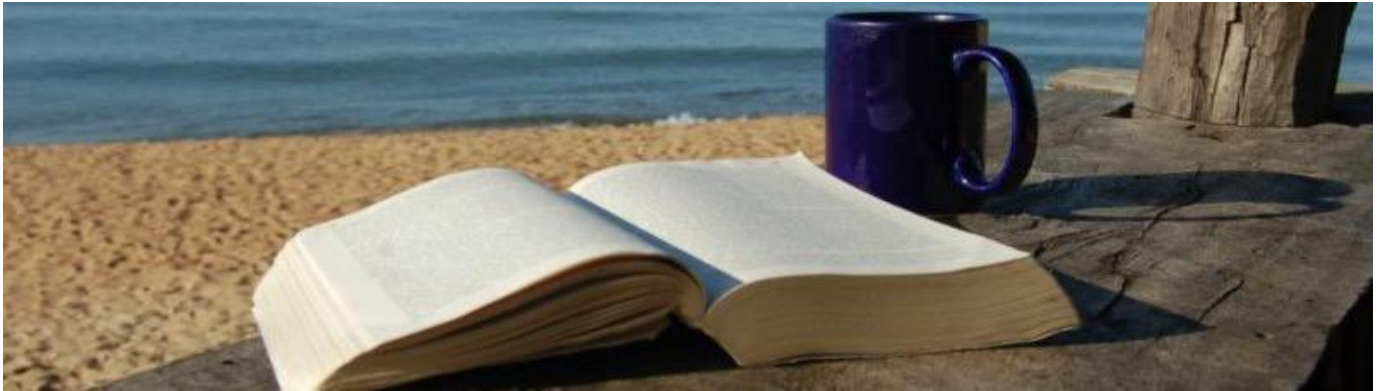




free-range THINKING™

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



The 17th Annual Summer Reading List

Want a book that will take you away from it all this summer? I can't think of a more engrossing page-turner than Noah Hawley's latest novel, "Before the Fall." Eleven people board a luxurious private jet one foggy night on Martha's Vineyard. Eighteen minutes after takeoff the plane crashes into the sea, killing all aboard but two. Was it an accident or something more? In the hands of Hawley, creator of the TV show " Fargo," a story that could be a run-of-the-mill thriller not only manages to keep you guessing, it also makes you consider how today's relentless 24-hour news cycle can make the truth as hard to find as a plane that disappears into the ocean.

On the other hand, if you're looking for some nonfiction that will help sharpen your communication skills, we have three books and one report to recommend, and you'll find capsule reviews [here](#). (Apple Mail users may need to scroll down manually.)

New Storytelling Webinar on Thursday

On June 23rd from 11a-12n PDT (2-3p EDT) I'll be participating in a webinar hosted by the Stanford Social Innovation Review entitled, "Storytelling in Communications." I'll be talking to Eric Brown, who was a strong advocate for storytelling during his eleven years as communications director for the William and Flora Hewlett Foundation, and Stefanie Weiss, who has used stories to power up communications at four different nonprofits.



We'll talk about using stories for everything from recruiting new members to changing a national narrative, so I hope you'll join us on Thursday for what promises to be an interesting and thought-provoking hour. Find more information (and register online) [here](#).

About Us

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

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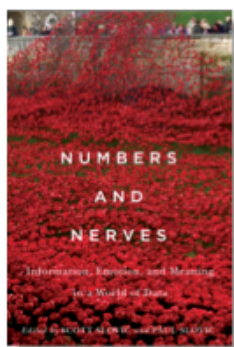


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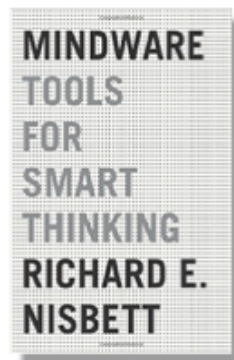
Numbers and Nerves - Information, Emotion and Meaning in a World of Data, edited by Scott Slovic and Paul Slovic (Oregon State University Press, 2015)



"We require data in order to describe such phenomena as contamination, genocide, species extinction, and climate change," the Slovics write in the opening of this important new book. "But the data alone, while bolstering the authority of journalists and scientists, tend to wash past audiences with minimal impact." This conundrum provides the inspiration for a series of essays by Nicholas Kristof, Annie Dillard, Terry Tempest Williams, Bill McKibben, Homero and Betty Aridjis, and many others.

The overarching conclusion, which may give solace to both devotees of data and hardcore storytellers, is also provided by the father and son team who edited the book: "In the past two decades, cognitive science has increasingly come to support the claim that we, as a species, think best when we allow numbers and narratives...to work together."

Mindware: Tools for Smart Thinking, by Richard E. Nisbett (Farrar, Straus and Giroux, 2015)



Think back to your last business lunch. What were you drinking and how did the lunch meeting go? These two factors have more to do with each other than you might assume. In his latest book, world-renowned social psychologist Richard Nisbett pulls back the curtain on both the way we think, and the way *we think* we think, revealing common inaccuracies in judgment. (For example, in the lunch meeting scenario, Nisbett found that people who met over hot coffee reported feeling warmer towards each other after the meeting than people who met over iced tea.)

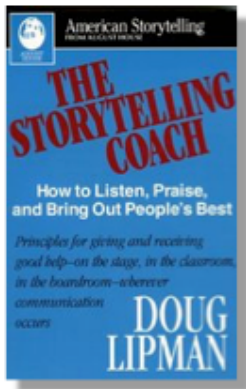
Malcom Gladwell has called Nisbett "the most influential thinker in [his] life," and indeed, many of the behavioral economics concepts will be familiar to readers of "Blink", "The Tipping Point", and other books in the genre like "Thinking Fast and Slow". However, at the end of each chapter, Mindware goes beyond other titles by providing clear and actionable guidelines for catching and correcting erroneous

thinking. Whether you're interested in changing your own faulty thinking or that of others, Nisbett's colorful examples and thoughtful guidance make changes large and small truly attainable.

The Storytelling Coach: How to Listen, Praise and Bring Out People's Best, by Doug Lipman (August House, 1995)

At almost every workshop we teach we're asked the same question: "How do I mine my organization for stories?" Doug Lipman's "The Storytelling Coach" provides a time-tested approach to gathering stories: *first learn how to listen*.

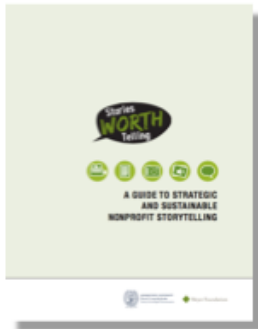
In a simple and straightforward style, Lipman visits skills that you may already feel adept at (listening, offering suggestions, giving praise), and turns them into strategies for encouraging vulnerability and trust. Using a



plethora of examples from his own coaching practice, Lipman also details how to work through four major barriers that plague storytellers: lack of information, needing more experience in the story, misdirected effort (too much information), and emotional blocks.

Everywhere the word "story" appears in this book, the words "project" or "presentation" could easily be substituted, making this a practical guide for anyone in a management, coaching or helping position. Though it was published in 1995, the strategies offered for assisting others work through creative problems to achieve their desired outcomes are as relevant as they were 20 years ago.

Stories Worth Telling: A Guide to Strategic and Sustainable Nonprofit Storytelling, a joint initiative of Georgetown University Center for Social Impact Communication and the Meyer Foundation (2015)



I must confess that I missed the release of this report last year, and if you missed it too, now's your chance to catch up. (Download a free copy [here](#).) "Stories Worth Telling" is a study worth reading, especially if you work for a nonprofit that wants to use stories to advance your work. Starting with the basics, (e.g., "The Five Building Blocks of Compelling Stories") this well-researched guide will take you all the way to building a storytelling culture throughout your organization. While the stated goal of the report is, "...to provide a comprehensive, strategic framework to guide the story collection, creation and sharing process at small nonprofits," the information and advice are valuable to organizations of all shapes and sizes.

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Upcoming online classes at The Goodman Center

<p>PRESENT BETTER</p> <p>Why Bad Presentations Happen to Good Causes</p> <p>June 28 & 29 11am - 12pm PT</p>	<p>WEBINAR BETTER</p> <p>The Webinar on Webinars</p> <p>September 19 11am - 12pm PT</p>	<p>TELL BETTER STORIES</p> <p>Storytelling: Tapping the Power of Narrative</p> <p>Sept. 20 & 27, Oct. 4 & 11 9am - 10am PT</p>
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Click on the class title for more info!



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