



## The 18<sup>th</sup> Annual Summer Reading List

Yes, it's that time again: summer is here, and now you can finally catch up on all those must-reads that you've been too darn busy to crack open since the last time we published this list. Whether you're packing your bags for the beach or just heading to that shady spot in the back yard, here are three books that will pair very nicely with your favorite thirst-quencher:

*If I Understood You, Would I Have This Look on My Face?* by Alan Alda

*Storytelling in the Digital Age: A Guide for Nonprofits*, by Julia Campbell

*Presenting Data Effectively*, by Stephanie Evergreen

For capsule reviews and links to more information about each book [read on](#). And a Happy Summer from your bookish friends at The Goodman Center! (*Apple Mail users may need to scroll down manually.*)

## Upcoming online classes at The Goodman Center

WEBINAR BETTER

The Webinar on Webinars

June 27  
11am - 12pm PT

PRESENT BETTER

Why Bad Presentations Happen to Good Causes

July 10 & 11  
11am - 12pm PT

TELL BETTER STORIES

Storytelling: Tapping the Power of Narrative

July 7, 14, 21 & 28  
9am - 10am PT

Click on the class title for more info!

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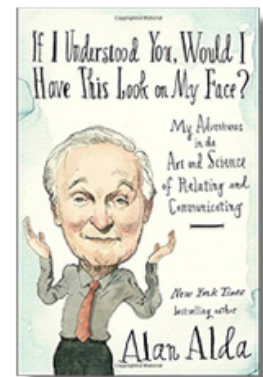
## If I Understood You, Would I Have This Look on My Face?

by Alan Alda (Random House, 2017)

Emmy Award-winning actor Alan Alda has always loved science, but that passion took a crucial turn in 1993 when he began hosting the PBS series, "Scientific American Frontiers." In the course of eleven years hosting the show, Alda interviewed literally thousands of scientists, helping them communicate complex ideas to a wider audience. When his hosting stint ended, however, he knew there was more work to be done.

In 2009, he founded the [Alan Alda Center for Communicating Science](#) at Stony Brook University to "empower scientists and health professionals to communicate complex topics in clear and engaging ways." And now he's written a book that can help anyone become a better communicator, particularly in face-to-face encounters.

"Communication doesn't take place because you tell somebody something," Alda writes. "It takes place when you observe them closely and track their ability to follow you." With this in mind, Alda focuses on the critical role that empathy plays in all forms of communication, and he shows how exercises from his days on stage (most notably improvisational theatre games) can help anyone connect at a deeper level.



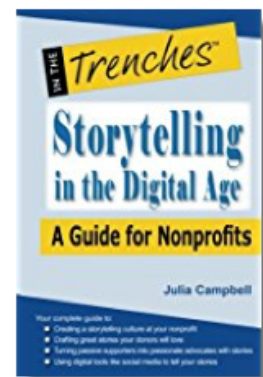
## Storytelling in the Digital Age: A Guide for Nonprofits,

by Julia Campbell (CharityChannel Press, 2017)

In this age of ever-shortening attention spans, you may worry that your digital strategy must involve flashy technology and near non-stop tweeting. Fear not! In her new [book](#), *Storytelling in the Digital Age: A Guide for Nonprofits*, Julia Campbell will disabuse you of these beliefs, offering up practical guidelines to find a social media strategy that is right for you. What's more, she keeps the focus on the very best engagement tool out there: your stories.

Before jumping into what Campbell calls "the shark infested waters of social media," she lays out a number of different actions organizations large and small can take to create and collect their stories. Only after you have a good storytelling strategy and good stories, Campbell asserts, is it time to think about using digital tools to promote and publish them.

In the second half of her book, Campbell makes the formidable process of digital storytelling feel accessible and, dare we say it, fun. From determining which social media platforms your target audience uses to encouraging your supporters to post their own stories, you will find step-by-step instructions and real-world examples that will get you feeling inspired to dive in.

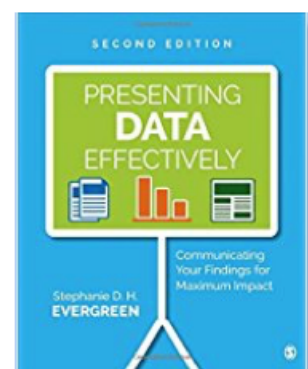


## Presenting Data Effectively,

by Stephanie D.H. Evergreen (Sage Publications, 2018)

Back in May, I was one of two presenters in a webinar entitled, "Sharing the Impact of Home Visiting through Storytelling and Data Visualization." I took the storytelling piece (no surprise there) and then handed over the cursor to my co-presenter, Stephanie Evergreen. What followed was one of the best presentations I have seen - either online or in-person - in recent memory. And if you've read my book, *Why Bad Presentations Happen to Good Causes*, you know I do not warm easily to most presenters in the public interest sector.

As a presenter, Evergreen is smart, funny, and knows how to get points across clearly and concisely. Those same traits carry over to her writing - here, for example, is how she describes the newest edition of this book: "It's as if a communications book and a statistics book had a baby."



I won't claim that Stephanie is breaking new ground in [Presenting Data Effectively](#). Anyone who has read Edward Tufte will recognize many of the basic principles of effective information visualization. But the graphics, chapter summaries, and other visual elements in this well-designed book make it eminently readable. Simply put: if you present data as a regular part of your work, *Presenting Data Effectively* should not be in your library. It deserves a place on your desk, filled with Post-It notes and dog-eared pages, lying open to a page which will help you do a better job presenting your data right now.

[^back to top](#)

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