



## Frank. February. Florida. Feelings. (What more do you need to know?)

Frank, the annual gathering designed specifically for people using strategic communications to drive social change, is scheduled for February 4-7, 2020 at the University of Florida in Gainesville. This time around, speakers and attendees will be exploring the science of emotion, with a deep dive into the power that feelings such as awe, anger, love, pride, fear and hope hold to inspire us to act (or not.) And this year, I will be co-curating one of the speaker blocks to ensure that you'll see both the science behind emotions as well as specific examples of how people have used those emotions to drive real-world change. (You can check out the full speaker list [here](#).)

As always, downtown Gainesville will be the site for frank2020, and the festivities will start at 6 p.m. on February 4 with the Welcome Rally. The program begins Wednesday, February 5 and concludes Friday, February 7 at noon. All the sessions will be in the Hippodrome on the UF Campus and in downtown coffeeshops and restaurants. As I've told you before, this is my favorite conference of the year, so I hope you'll make plans to join us. Register today at [frankgathering.org](http://frankgathering.org) or be prepared to explore another important emotion: remorse.

*Upcoming online classes at The Goodman Center*

<p>RUN MEETINGS</p> <p>Meetings for People who Hate Meetings</p> <p>January 16 &amp; 17 11am - 12pm PT</p>	<p>TELL STORIES</p> <p>Storytelling: Tapping the Power of Narrative</p> <p>Feb. 21, 28, Mar. 6 &amp; 13 9am - 10am PT</p>	<p>GIVE PRESENTATIONS</p> <p>Why Bad Presentations Happen to Good Causes</p> <p>March 4 &amp; 5 11am - 12pm PT</p>
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## Hate Meetings? This New Webinar is for You.

Meetings are an essential part of your day-to-day operations as well as an expression of your organization's culture. But *bad* meetings are a waste of time and money, and they can send messages to your team that undercut performance, undermine loyalty, and lower morale. Bad meetings are a real problem.

Investing a couple of hours to improve these meetings and heighten overall organizational effectiveness is, in a real sense, a long-term cost-cutting move. "Meetings for People Who Hate Meetings" is a new 2-hour webinar that teaches:

- **Why Bad Meetings Happen to Good Causes:** An analysis of the most commonly experienced problems in meetings.
- **The Agenda: It's Not a List of Topics:** Why meeting leaders should think of the agenda as a mini-strategic plan, and why a well-constructed agenda remains the single most important predictor of a successful meeting.
- **Meeting Leadership:** How effective meeting leaders bring everyone into a discussion, direct its flow, handle conflict, and guide groups through different kinds of decision-making processes.
- **Rules for Brainstorming** (and other creative forms of interaction): Many meetings will include brainstorms without following time-tested rules that make them more productive. In this segment, we review the rules and also discuss other techniques to creatively engage participants in idea-generation and similar group activities.
- **How to Meet When You're Not All There (Literally):** How to observe different protocols for videoconferences, teleconferences, and webinars (i.e., meetings where everyone isn't in the same room).

Register [now](#) and join us on January 16th and 17th (from 2-3p Eastern each day) for this highly interactive webinar, because bad meetings are *so* 2019.

### About Us

*free-range thinking* is written by Andy Goodman and edited by Celia Hoffman. To read back issues, download free publications, and to learn more about our work, please visit [www.thegoodmancenter.com](http://www.thegoodmancenter.com).

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