

# The Power of Moments:

# Why Certain Experiences Have Extraordinary Impact Chip Heath and Dan Heath

Chip Heath is a Professor at Stanford Graduate School of Business.

Dan Heath is a Fellow at Duke University's Center for the Advancement of Social Entrepreneurship.

Co-authors of *Made to Stick, Switch, Decisive*, and the forthcoming *The Power of Moments*.

Tuesday, October 24, 2017, 7:00 PM North Shore Country Day School Auditorium 310 Green Bay Rd., Winnetka, IL 60093

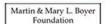
Presented by Family Action Network (FAN),

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The event is free and open to the public and will not be videotaped. Suitable for youth 12+.

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## FOR IMMEDIATE RELEASE: Chip Heath and Dan Heath

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Tuesday, October 24, 2017, <u>The Power of Moments: Why Certain Experiences Have Extraordinary Impact</u>, 7:00 PM, North Shore Country Day School Auditorium, 310 Green Bay Rd., Winnetka, 60093. In *The Power of Moments*, brothers Chip Heath and Dan Heath explore an essential question: Why do certain defining moments influence us so strongly, becoming the most memorable and meaningful experiences in our lives? They offer insight into why certain brief experiences can jolt us and elevate us and change us—and how we can learn to create such extraordinary moments in our life and work.

The Heaths identify the four key principles that underlie meaningful, memorable moments—principles that can be used by parents and teachers, entrepreneurs and executives, service workers and caregivers. They are: 1) Elevation, being lifted out of the ordinary; 2) Insight, shaping the way we see the world; 3) Pride, capturing our best moments of achievement or courage; and 4) Connection, deepening our ties with others. The Heath brothers share fascinating insights about the human experience: Why our most cherished memories are clustered into a brief period during our youth. Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why we're sometimes struck by the "crystallization of discontent"—a sudden realization that can change our lives in an instant.

The Heaths have written three *New York Times* bestselling books: *Made to Stick*, *Switch*, and *Decisive*. *Made to Stick* explained why certain ideas catch on while others die; *Switch* showed us how to make changes at work and in life; and *Decisive* explained how to make better choices. Their books have sold over two million copies worldwide and have been translated into thirty-three languages.

**Chip Heath** is a professor at **Stanford Graduate School of Business**, teaching courses on strategy and organizations. He has helped over 450 startups hone their business strategy and messages. **Dan Heath** is a senior fellow at **Duke University's Center for the Advancement of Social Entrepreneurship (CASE)**, which supports entrepreneurs fighting for social good.

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