



# 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)**,  
in partnership with Baker Demonstration School, Beacon Academy,  
Countryside Montessori School, Haven Youth and Family Services, Josselyn Center,  
North Shore Country Day School, and Science and Arts Academy.

The event is free and open to the public and will not be videotaped. Suitable for youth 12+.  
**Info: [familyactionnetwork.net](http://familyactionnetwork.net)**

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**FOR IMMEDIATE RELEASE: Chip Heath and Dan Heath**

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**Tuesday, October 24, 2017, *The Power of Moments: Why Certain Experiences Have Extraordinary Impact*, 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.

*Sponsored by Family Action Network (FAN), in partnership with Baker Demonstration School, Beacon Academy, Countryside Montessori School, Haven Youth and Family Services, Josselyn Center, North Shore Country Day School, and Science and Arts Academy. FAN is grateful for the support of its 2017-18 annual sponsors Compass Health Center, Evanston Township High School D202, New Trier High School D203, the Martin & Mary L. Boyer Foundation, Magnetar Capital, and Tina & Byron Trott; strategic partners Acclaim Media, the Butler Family Foundation, Center for Talent Development at Northwestern University, Curt's Café, Envestnet, Erikson Institute, Evanston/Skokie D65, the Finnegan Family Foundation, Grosvenor Capital Management, Hackstudio, Loyola University Chicago School of Law, the Mammel Foundation, the Master of Science in Education Program at the School of Education and Social Policy at Northwestern University, the McGaw YMCA, New Trier Parents' Association, North Shore Community Bank, Northern Suburban Special Education District (NSSED), Northwestern University, R4 Services, LLC, The Book Stall at Chestnut Court, The Family Institute at Northwestern University, Youth & Opportunity United (Y.O.U.), and YWCA Evanston/North Shore; and in-kind sponsors Kirkland & Ellis LLP and Turing Group.*

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