



Board of Supervisors Memorandum

February 5, 2013

2013 Tucson Festival of Books – Business Author Co-sponsorship

Background

The 2013 Tucson Festival of Books (March 9 and 10), held on The University of Arizona Mall, will mark the Festival's fifth anniversary. The Tucson Festival of Books has grown to the fourth largest book festival, with 275 exhibitors, 400-plus authors and more than 100,000 attendees.

This year, Chip Heath, business author, columnist and Professor at the Stanford University Graduate School of Business, will make a special presentation regarding his new book, *Decisive*, which discusses how to overcome natural biases and irrational thinking to make better decisions about our work, lives, families and organizations. The presentation will include Mr. Heath's donation of 500 copies of *Decisive* to the Festival.

Mr. Heath's presentation regarding effectively communicating ideas, organizational behavior and change, negotiation and strategy offer an excellent educational opportunity for local government and business officials. These topics are all very relevant to the successful implementation of current strategies to promote economic growth in our community.

Additional information regarding Mr. Heath and his work is attached for your review.

Recommendation

I recommend the Board of Supervisors allocate \$3,000 to the Tucson Festival of Books from the Contingency Fund for the co-sponsorship of author Chip Heath's business presentation at the 2013 Festival of Books event.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "C. Huckelberry", is written over the typed name and title.

C.H. Huckelberry
County Administrator

CHH/mjk – January 24, 2013

Attachment

Chip Heath



Chip Heath is the Thrive Foundation of Youth Professor of Organizational Behavior in the Graduate School of Business at Stanford University. He is the co-author of Switch: How to Change Things When Change Is Hard, which debuted at #1 on the *New York Times* and *Wall Street Journal* bestseller lists. The Heath brothers previously co-wrote the critically acclaimed book Made to Stick, which was named the Best Business Book of the Year, spent 24 months on the *BusinessWeek* bestseller list, and has been translated into 29 languages, the last of which was Slovak.

Chip is also a columnist for Fast Company magazine, and he has spoken and consulted on the topic of "making ideas stick" with organizations such as Nike, the Nature Conservancy, Microsoft, Ideo, and the American Heart Association.

Chip's research examines why certain ideas—ranging from urban legends to folk medical cures, from Chicken Soup for the Soul stories to business strategy myths—survive and prosper in the social marketplace of ideas. These "naturally sticky" ideas spread without external help in the form of marketing dollars, PR assistance, or the attention of leaders. A few years back Chip designed a course, now a popular elective at Stanford, that asked whether it would be possible to use the principles of naturally sticky ideas to design messages that would be more effective. That course, How to Make Ideas Stick, has now been taught to hundreds of students including managers, teachers, doctors, journalists, venture capitalists, product designers, and film producers.

Chip's research has appeared in the *Journal of Organizational Behavior*, *Quarterly Journal of Economics*, *Cognitive Psychology*, *Organizational Behavior and Human Decision Processes*, *Journal of Consumer Behavior*, *Strategic Management Journal*, *Psychological Science*, and the *Journal of Risk and Uncertainty*. Popular accounts of his research have appeared in *Scientific American*, the *Financial Times*, *The Washington Post*, *Business Week*, *Psychology Today*, and *Vanity Fair*. He has appeared on NPR and National Geographic specials.

Chip has taught courses on Organizational Behavior, Negotiation, Strategy, and International Strategy. Prior to joining Stanford, Professor Heath taught at the University of Chicago Graduate School of Business and the Fuqua School of Business at Duke University. He received his B.S. in Industrial Engineering from Texas A&M University and his Ph.D. in Psychology from Stanford.