



RESOURCES

Upstream: Solving Problems Before They Happen

Dan Heath

New York Times Bestselling Author





PRESENTER BIO

Dan Heath



Dan Heath is the co-author, along with his brother Chip, of four long-running bestsellers: *Made to Stick*, *Switch*, *Decisive*, and *The Power of Moments*. The Heath brothers' books have sold over three million copies worldwide and been translated into 33 languages.

Mr. Heath's new book *Upstream: The Quest to Solve Problems Before They Happen* was an instant Wall Street Journal bestseller, and it was included on "best books" lists from Apple, Amazon, the Financial Times, and others.

Mr. Heath is a Senior Fellow at Duke University's CASE center, which supports entrepreneurs who fight for social good. He is an entrepreneur himself, having founded Thinkwell, an innovative education company that next year will celebrate its 25th anniversary. He was named in 2013 to the Thinkers 50, a ranking of the world's 50 most influential management thinkers, and also to Fast Company magazine's list of the Most Creative People in Business.





Dan Health, cont.

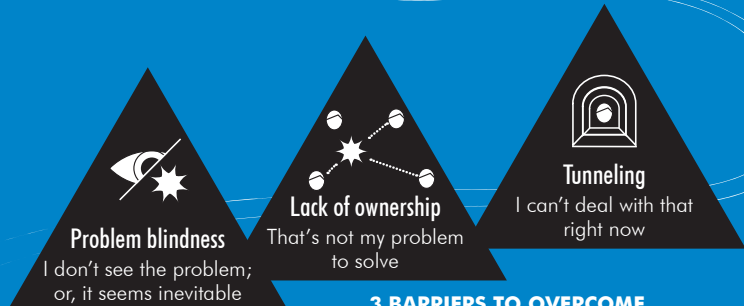
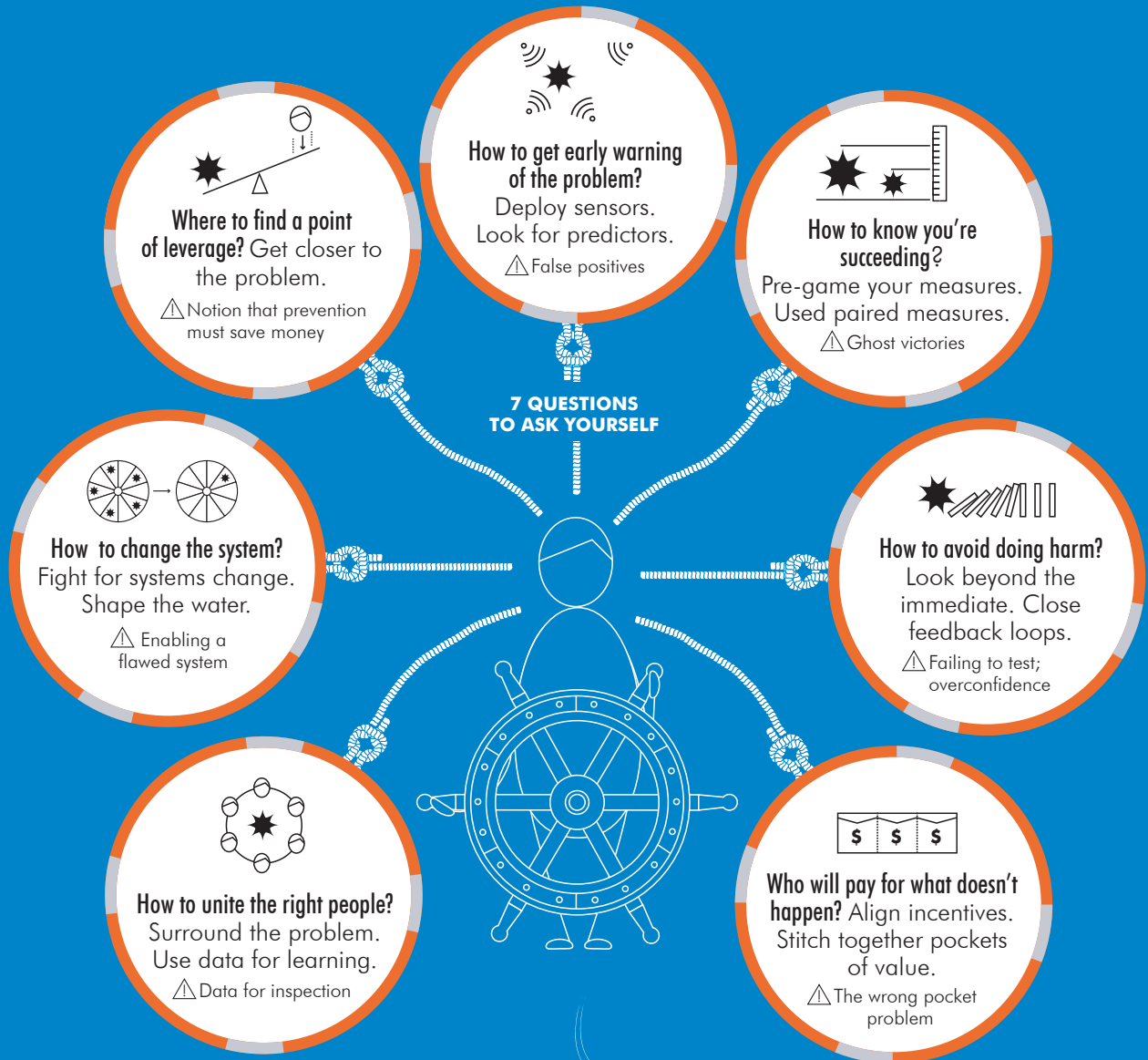
He has spoken to teachers, police chiefs, U.S. senators, interior designers, Navy admirals, health care leaders, marketers, ministers, and countless executive teams, across 26 countries on 6 continents. (He's still waiting for that invitation from Antarctica).

Mr. Heath has an MBA from Harvard Business School and a BA from the Plan II Honors Program at the University of Texas at Austin. One proud geeky moment for Mr. Heath was his victory in the New Yorker Cartoon Caption Contest, beating out 13,000 other entrants.

He lives in Durham, NC.

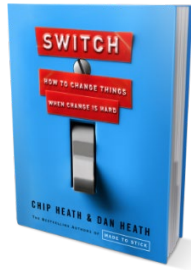
"So often we find ourselves reacting to problems, putting out fires, dealing with emergencies. We should shift our attention to preventing them."

Summary of
UPSTREAM
by DAN HEATH

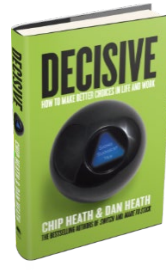




MADE TO STICK (2007)
Why some ideas survive and others die



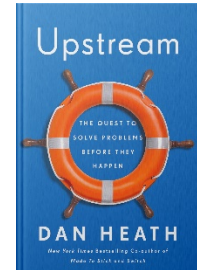
SWITCH (2010)
How to change things when change is hard



DECISIVE (2013)
How to make better choices in life and work



THE POWER OF MOMENTS (2017)
Why certain experiences have extraordinary impact



UPSTREAM (2020)
The Quest to Solve Problems Before They Happen

New York Times bestseller

Amazon: 4.6/5.0

★★★★★ ∨ 2,371 ratings

New York Times bestseller

Amazon: 4.6/5.0

★★★★★ ∨ 2,594 ratings

New York Times bestseller

Amazon: 4.6/5.0

★★★★★ ∨ 962 ratings

New York Times bestseller

Amazon: 4.7/5.0

★★★★★ ∨ 1,586 ratings

Wall Street Journal bestseller

Amazon: 4.7/5.0

★★★★★ ∨ 775 ratings

Book in one word:

COMMUNICATION

Book in one word:

CHANGE

Book in one word:

DECISIONS

Book in one word:

EXPERIENCES

Book in ~~one~~ two words:

PREVENTING PROBLEMS

Top audiences for the book:

- Marketing & sales
- Entrepreneurial leaders
- School leaders

Top audiences for the book:

- Health care
- Business of all kinds
- Education & government

Top audiences for the book:

- Financial services
- Gov't & education leaders
- Senior executives

Top audiences for the book:

- Anyone in service industry
- Health care
- HR

Top audiences for the book:

- Senior executives
- Health care & public health
- Education & government

Listen for: sharing vision, alignment, storytelling, messaging, sales

Listen for: change, transition, transformation, innovation, behavior, alignment

Listen for: agility, experimentation, discipline, pains of "consensus"

Listen for: customer or patient experience, culture, employee engagement, motivation

Listen for: quality, operations, proactive vs. reactive, improvement, sustainability

Reliable material and as relevant today as in 2007!

Switch keynotes seem to work for every single audience.

Decisive works best for analytical, left-brain audiences.

Like *Switch*, this material seems to work for every group.

The freshest material. And speaks to the times.