



Anatomy of a Breakthrough: How to Get Unstuck When It Matters Most Adam Alter, Ph.D.

Professor of marketing and psychology at New York University's Stern School of Business and the Stansky Teaching Excellence Faculty Fellow.

David Epstein

Science writer and author of the *New York Times* bestsellers *Range: Why Generalists Triumph in a Specialized World*, and *The Sports Gene*.

Wednesday, May 24, 2023, 7:00 PM CT (on Zoom)

Register: www.bit.ly/AdamFANWebinar

PLUS: After-Hours Event!

Purchase a copy of *Anatomy of a Breakthrough* from FAN's partner bookseller The Book Stall to receive a link to an interactive "After-Hours" event hosted by Alter.

Presented by **Family Action Network (FAN)**, in partnership with

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This event is #freeandopentothepublic and will be recorded. Suitable for youth 12+. familyactionnetwork.net

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FOR IMMEDIATE RELEASE: ADAM ALTER, Ph.D. – ON ZOOM

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Wednesday, May 24, 2023, 7:00 PM, Anatomy of a Breakthrough: How to Get Unstuck When It Matters Most, a FAN webinar featuring Adam Alter, Ph.D. (FAN '17) in conversation with David Epstein (FAN '16 and '20).

REGISTER: www.bit.ly/AdamFANWebinar.

BONUS AFTER-HOURS EVENT: Attendees who purchase a copy of *Anatomy of a Breakthrough* from FAN's partner bookseller The Book Stall are invited to attend an AFTER-HOURS event hosted by Alter that will start immediately after the webinar. Details on the webinar registration page.

Almost everyone feels stuck in some way. Whether you're muddling through a midlife crisis, wrestling writer's block, trapped in a thankless job, or trying to remedy a fraying friendship, the resulting emotion is usually a mix of anxiety, uncertainty, fear, anger, and numbness. But it doesn't have to be this way. *Anatomy of a Breakthrough* is the roadmap we all need to escape our inertia and flourish in the face of friction.

Adam Alter, Ph.D., a professor of marketing and psychology at New York University's Stern School of Business and the Stansky Teaching Excellence Faculty Fellow, has spent the past two decades studying how people become stuck and how they free themselves to thrive. In his new book, *Anatomy of a Breakthrough: How to Get Unstuck When It Matters Most*, Alter reveals that the solution rests on a process he calls a *friction audit*—a systematic procedure that uncovers why a person or organization is stuck, and then suggests a path to progress. The friction audit states that people and organizations get unstuck when they overcome three sources of friction: HEART (unhelpful emotions); HEAD (unhelpful patterns of thought); and HABIT (unhelpful behaviors).

Alter is the author of the 2017 book *Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked*, and has written for *The New York Times*, *The New Yorker*, *The Washington Post*, *The Atlantic*, *WIRED*, *Slate*, *Huffington Post*, and *Popular Science*, among other publications.

Alter will be in conversation with **David Epstein** (FAN '16 and '20), a science writer and author of the *New York Times* bestsellers *Range: Why Generalists Triumph in a Specialized World*, and *The Sports Gene*. Epstein was previously an investigative reporter at *ProPublica*, and prior to that a senior writer at *Sports Illustrated*. His two TED Talks on human development and performance have been viewed 12 million times.

This event suitable for youth 12+. It will be recorded and available on FAN's website and YouTube channel.

Sponsored by **Family Action Network (FAN)**, in partnership with **Baker Demonstration School, Bernard Zell Anshe Emet Day School, Catherine Cook School, Chicago Jewish Day School, Compass Health Center, Countryside Day School, Evanston Township High School D202, Family Service Center, Glencoe D35, Gorton Center, Haven Youth and Family Services, Hyde Park Day School, Illinois Student Assistance Commission, Kenilworth D38, Lake Bluff D65, Lake Forest Community High School D115, Lake Forest Country Day School, Lake Michigan Association of Independent Schools, Leo Catholic High School, Mindful Psychology Associates, Morgan Park Academy, North Shore Country Day, Northwestern University School of Education and Social Policy, Rebel Human, Regina Dominican High School, Roycemore School, Science & Arts Academy, Stevenson High School D125, The Cove School, The Family Institute at Northwestern University, The Frances Xavier Warde School, University of Chicago Crown Family School of Social Work, Policy, and Practice, Wilmette Public Library, Winnetka-Northfield Public Library District, Wolcott College Prep, and Woodlands Academy.**