



Writing for Busy Readers: Communicate More Effectively in the Real World Todd Rogers, Ph.D.

Professor of Public Policy at Harvard Kennedy School of Government. Co-Founder of the Analyst Institute and EveryDay Labs.

Angela Duckworth, Ph.D.

Co-Founder of Character Lab. Rosa Lee and Egbert Chang Professor, University of Pennsylvania. Author of the #1 *New York Times* bestseller *Grit*.

Tuesday, January 30, 2024, 7:00 PM (on Zoom)

Register: www.bit.ly/RogersFANWebinar

PLUS: After-Hours Event!

Purchase a copy of *Writing for Busy Readers* from FAN's partner bookseller The Book Stall to receive a link to an interactive "After-Hours" event hosted by Rogers. Details on the Zoom registration form.

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

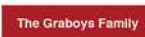
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This event is #freeandopentothe public and will be recorded. Suitable for youth 12+. familyactionnetwork.net

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FOR IMMEDIATE RELEASE: TODD ROGERS, Ph.D. – ON ZOOM

CONTACT: Lonnie Stonitsch, Executive Director of FAN, lonnie@familyactionnetwork.net

Tuesday, January 30, 2024, 7:00 PM, Writing for Busy Readers: Communicate More Effectively in the Real World, a FAN webinar featuring Todd Rogers, Ph.D., in conversation with Angela Duckworth, Ph.D.

REGISTER: www.bit.ly/RogersFANWebinar

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

Busy readers routinely decide how valuable a message is without actually reading it. In one recent survey, people reported skimming nearly 40 percent of their emails and 20 percent of their texts. We may have been taught the fundamentals of writing well in school—but how do we write effectively in this current hyper-interactive environment? ***Writing for Busy Readers: Communicate More Effectively in the Real World*** by **Todd Rogers, Ph.D.** and Jessica Lasky-Fink, Ph.D. is both an essential guide of practical writing advice and a fascinating adventure through the science of why these strategies work.

The book begins by unpacking the science and psychology of how (busy) people read, then details six research-backed principles for effective writing. Along the way, the authors provide intriguing insights drawn from the leading scientific research and hundreds of their own original, randomized experiments on the topic. The principles for effective writing are rooted in the universals of human nature: the mind's limited attention and focus, the rules of thumb it uses, the behaviors of busy people, and the ways that we give and receive information through written messages.

Rogers is a Professor of Public Policy at Harvard Kennedy School of Government and a behavioral scientist specializing in the science of effective communication. He is the faculty director of the Behavioral Insights Group, faculty chair of the executive education program Behavioral Insights and Public Policy, senior scientist at ideas42, and academic advisor at the Behavioral Insights Team. Rogers will be in conversation with **Angela Duckworth, Ph.D.** (FAN '12, '16), co-founder of Character Lab, Rosa Lee and Egbert Chang Professor at the University of Pennsylvania, faculty co-director of the Penn-Wharton Behavior Change for Good Initiative, founding faculty co-director of Wharton People Analytics, and author of the international bestseller *Grit: The Power of Passion and Perseverance*.

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

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