



# The Friction Project: How Smart Leaders Make the Right Things Easier and the Wrong Things Harder

## Robert I. Sutton, Ph.D.

Organizational psychologist, Stanford University professor emeritus, and bestselling author of eight books. Co-founder of the Stanford d. School, Stanford Technology Ventures Program, and Center for Work, Technology, and Organization.

## Liz Gerber, Ph.D.

Professor at Northwestern University, co-director of NU's Center for Human Computer Interaction + Design, and faculty founder of Design for America.

**Wednesday, May 15, 2024, 7:00 PM (on Zoom)**

**Register: [www.bit.ly/SuttonFANWebinar](http://www.bit.ly/SuttonFANWebinar)**

**PLUS: After-Hours Event!**

Purchase a copy of *The Friction Project* from FAN's partner The Book Stall to receive a link to an interactive "After-Hours" event hosted by Sutton and Gerber, and receive a bonus second copy, courtesy of FAN. Details on the Zoom registration form.

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

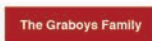
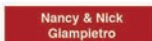
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This event is #freeandopentothepublic and will be recorded. Suitable for youth 12+. [familyactionnetwork.net](http://familyactionnetwork.net)

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**FOR IMMEDIATE RELEASE: ROBERT I. SUTTON, Ph.D. – ON ZOOM**

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

**Wednesday, May 15, 2024, 7:00 PM, The Friction Project: How Smart Leaders Make the Right Things Easier and the Wrong Things Harder, a FAN webinar featuring Robert I. Sutton, Ph.D., in conversation with Liz Gerber, Ph.D.**

**REGISTER:** [www.bit.ly/SuttonFANWebinar](http://www.bit.ly/SuttonFANWebinar).

**BONUS AFTER-HOURS EVENT:** Attendees who purchase a copy of *The Friction Project* from FAN's partner bookseller The Book Stall are invited to attend an AFTER-HOURS event hosted by Prof. Sutton and Prof. Gerber that will start immediately after the webinar. **AND: FAN will gift a second copy of the book to After-Hours guests!** Details on the webinar registration page.

Every organization is plagued by destructive friction. Yet some forms of friction are incredibly useful, and leaders who attempt to improve workplace efficiency often make things even worse. In *The Friction Project: How Smart Leaders Make the Right Things Easier and the Wrong Things Harder*, co-authors **Robert I. Sutton, Ph.D.** and **Huggy Rao, Ph.D.** draw from seven years of hands-on research to teach us how to become “friction fixers.”

*The Friction Project* unpacks how skilled friction fixers think and act like trustees of others’ time. The authors provide friction forensics to help readers identify where to avert and repair bad organizational friction and where to maintain and inject good friction. Then their “help pyramid” shows how friction fixers do their work, from reframing friction troubles they can’t fix right now, so they feel less threatening, to designing and repairing organizations. The heart of the book digs into the causes and solutions for five of the most common and damaging friction troubles: oblivious leaders, addition sickness, broken connections, jargon monoxide, and fast and frenzied people and teams.

Prof. Sutton is an organizational psychologist and Stanford professor (emeritus) who studies, writes, teaches, and speaks about the interplay between people and organizations. He has written more than 200 academic and practical articles and is a *New York Times* bestselling author of eight books. He is a co-founder of the Stanford d. School, Stanford Technology Ventures Program, and Center for Work, Technology and Organization.

Prof. Sutton will be in conversation with **Liz Gerber, Ph.D.** (FAN ’13, ’16), a professor of mechanical engineering at Northwestern University, co-director of Northwestern’s Center for Human Computer Interaction + Design, and faculty founder of Design for America.

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 **The Avery Coonley School, Baker Demonstration School, Bernard Zell Anshe Emet Day School, Brickton Montessori School, British International School of Chicago/Lincoln Park, Chiaravalle Montessori School, Chicago Jewish Day School, Compass Health Center, Countryside Day School, The Cove School, Evanston Township HS D202, The Family Institute at Northwestern University, Family Service Center, The Frances Xavier Warde School, Francis W. Parker School, Gorton Center, Grayslake Community High School D127, Haven Youth and Family Services, Hyde Park Day School, Illinois Student Assistance Commission, Kenilworth D38, Lake Bluff D65, Lake Forest Academy, Lake Forest Country Day School, Lake Michigan Association of Independent Schools, Latin School of Chicago, Lycée Français de Chicago, Magnetar Capital, Mindful Psychology Associates, Morgan Park Academy, New Trier High School D203, New Trier Parents’ Association, North Shore Country Day, Northwestern University Office of Neighborhood and Community Relations, Northwestern University School of Education and Social Policy, Pope John XXIII School, Rebel Human, Regina Dominican High School, Resurrection College Prep High School, Roycemore School, Santa Clara University School of Law, Science & Arts Academy, Stevenson High School D125, University of Chicago Crown Family School of Social Work, Policy, and Practice, Winnetka-Northfield Public Library District, Wolcott College Prep, Woodlands Academy, Youth & Opportunity United.**