

The Ritual Effect: From Habit to Ritual, Harness the Surprising Power of Everyday Actions

Michael Norton, Ph.D.

Harold M. Brierley Professor of Business Administration at Harvard Business School.

Sam Sommers, Ph.D.

Professor and Chair in the Department of Psychology and director of the Racial Equity and Diversity Lab at Tufts University.

Wednesday, December 4, 2024, 7:00 PM

Register: www.bit.ly/NortonFANWebinar

PLUS: After-Hours Event! Buy One Book, Get One Free!

Purchase a copy of *The Ritual Effect* from The Book Stall, then attend our interactive “After-Hours” event hosted by Norton and Sommers and receive a bonus second copy, courtesy of FAN. Details on the Zoom registration form.

This event is #freeandopentothepublic and will be recorded.

Suitable for youth 12+

Presented by FAN and 51 of our member schools and organizations.

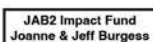
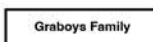
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FOR IMMEDIATE RELEASE: MICHAEL NORTON, Ph.D. – ON ZOOM

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Wednesday, December 4, 2024, 7:00 PM, The Ritual Effect: From Habit to Ritual, Harness the Surprising Power of Everyday Actions, a FAN webinar featuring Michael Norton, Ph.D. in conversation with Sam Sommers, Ph.D. REGISTER: www.bit.ly/NortonFANWebinar

BONUS AFTER-HOURS EVENT, with BOGO: Attendees who purchase a copy of *The Ritual Effect* from FAN's partner bookseller The Book Stall are invited to attend an AFTER-HOURS event hosted by Norton and Sommers 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.

Our lives are filled with repetitive tasks meant to keep us on track—what we come to know as habits. Over time, these routines (like brushing your teeth or putting on your right sock first) tend to be performed automatically. But when we're more mindful about these actions—when we focus on the precise way they are performed—they can instead become rituals. Shifting from a “habitual” mindset to a “ritual” mindset can convert ordinary acts from black and white to Technicolor.

Think about the way you savor a certain beverage, the care you take with a particular outfit that gets worn only on special occasions, the unique way that your family gathers around the table during holidays, or the secret language you enjoy with your significant other. To some, these behaviors may seem quirky, but because rituals matter so deeply to us on a personal level, they give our lives purpose and meaning. For his new book, *The Ritual Effect: From Habit to Ritual, Harness the Surprising Power of Everyday Actions*, **Michael Norton, Ph.D.** (FAN '16), the Harold M. Brierley Professor of Business Administration at Harvard Business School, draws on a decade of original research to show that rituals play a role in healing communities experiencing a great loss, marking life's major transitions, driving a stadium of sports fans to ecstasy, and helping us rise to challenges and realize opportunities.

Norton's research focuses on behavioral economics and well-being, with particular attention given to happiness and spending, income inequality, and the IKEA effect. He is the co-author of *Happy Money: The Science of Happier Spending*, and his “How to Buy Happiness” TED Talk has been viewed over 4 million times.

Norton will be in conversation with award-winning social psychologist **Sam Sommers, Ph.D.**, Professor and Chair in the Department of Psychology and director of the Racial Equity and Diversity Lab at Tufts University.

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

Sponsored by **FAN**, in partnership with The Alliance for Early Childhood, The Avery Coonley School, Baker Demonstration School, Beacon Academy, Bernard Zell Anshe Emet Day School, British International School of Chicago/Lincoln Park, British International School of Chicago/South Loop, Catherine Cook School, Chicago Jewish Day School, Compass Health Center, Countryside Day School, Evanston Scholars, Evanston Township High School D202, Family Service Center, The Frances Xavier Warde School, Francis W. Parker School, Glencoe D35, Gorton Center, Haven Youth and Family Services, Hyde Park Day School, Illinois Student Assistance Commission, Kenilworth D38, Lake Bluff D65, Lake Forest Academy, Lake Forest Community High School D115, Lake Forest Country Day School, Latin School of Chicago, Leo Catholic High School, Libertyville D70, Lycée Français de Chicago, Magnetar Capital, Near North Montessori School, North Shore Country Day, Northwestern University Office of Neighborhood and Community Relations, Northwestern University School of Education and Social Policy, Pope John XXIII School, Regina Dominican High School, Resurrection College Prep High School, Rogers Park Montessori School, Roycemore School, Santa Clara University School of Law, Science & Arts Academy, The Sonia Shankman Orthogenic School, Stevenson High School D125, University of Chicago Crown Family School of Social Work, Policy, and Practice, Wilmette Public Library, Winnetka D36, Wintrust Financial, Wolcott College Prep, Woodlands Academy, Youth & Opportunity United.