

LEAD TO SUCCEED

The 58th Annual
**Cooperative
Conference
for School
Administrators**

July 28-30, 2019

**Tan-Tar-A
Conference
Center**

Osage Beach, MO

Sunday, July 28 • Keynote Speaker • 3:00-4:45 p.m.

Andy Goodman • Change the Story, Change the World



Andy Goodman is co-founder and director of The Goodman Center, which teaches communications and marketing professionals how to reach more people with more impact. Along with *Storytelling as Best Practice*, he is author of *Why Bad Ads Happen to Good Causes* and *Why Bad Presentations Happen to Good Causes*. He also publishes a monthly journal, *free-range thinking*[™], to share best practices in the field of public interest communications.

Andy is internationally known for his speeches and workshops on storytelling and has led over 500 trainings for clients including CARE, The Nature Conservancy, Boys and Girls Clubs of America, NOAA, the San Diego Zoo, MIT, Princeton, the Bill and Melinda Gates Foundation, the Robert Wood Johnson Foundation, GE, Bank of America, and many others.

For the past 20 years, Andy Goodman has been traveling across the US and around the world, talking about the importance of telling stories. He's been invited to lecture at Harvard, Princeton, Stanford and many other colleges and universities.

When not teaching, traveling, or recovering from teaching and traveling, Andy serves on the advisory board of the Institute for Human Caring.

After 20 years, millions of miles of travel, and more meals in airports than he cares to count, Andy remains convinced that storytelling is the most powerful form of communication we have available to us ... bar none. If you're not already convinced, he hopes to change your mind.

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