

MADE TO STICK

Why Some Ideas Survive and Others Die



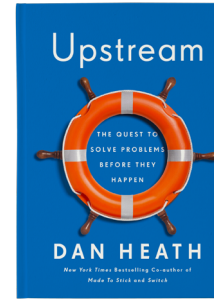
SWITCH

How to Change Things When Change Is Hard



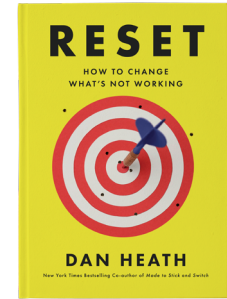
THE POWER OF MOMENTS

Why Certain Experiences Have Extraordinary Impact



UPSTREAM

The Quest to Solve Problems Before They Happen



RESET

How to Change What's Not Working

New York Times bestseller
Amazon: 4.6/5.0
★★★★☆ 4,979 ratings

New York Times bestseller
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★★★★☆ 1,903 ratings

COMING SOON!
Book debuts
January 21, 2025

Book in two words:
STICKY COMMUNICATION

Book in two words:
BEHAVIOR CHANGE

Book in two words:
IMPROVING EXPERIENCES

Book in two words:
PREVENTING PROBLEMS

Book in two words:
SYSTEMS CHANGE

Top audiences for the book:
- Marketing & sales
- Entrepreneurial leaders
- School leaders

Top audiences for the book:
- Health care
- Business of all kinds
- Education & government

Top audiences for the book:
- Anyone in service industry
- HR
- Health care

Top audiences for the book:
- Senior executives
- Health care & public health
- Education & government

Top audiences for the book:
- Health care & education
- Operations & change leaders
- Small business

Listen for: sharing vision, alignment, storytelling, messaging, sales

Listen for: change, transition, transformation, resistance, behavior, buy-in

Listen for: customer or patient experience, culture, employee engagement, motivation

Listen for: quality, operations, proactive vs. reactive, improvement, sustainability

Listen for: change, new priorities, overcoming old habits, operations, alignment

Dan: Reliable, evergreen, useful material. Fun.

Dan: Universal themes make it well-suited to any crowd.

Dan: Big, "laugh & cry" type material. Great for big stage.

Dan: Thought-provoking and fresh. Best for senior leaders.

Dan: Fresh, fun, energizing, and immediately practical.