TELLING THE UF STORY FOR THE GATOR GOOD

AN INTERACTIVE STORYTELLING WORKSHOP WITH **ANDY GOODMAN**

UF
STORYTELLING ACADEMY

JANUARY 9, 2015
1:30 – 4:30 P.M.

Sponsored by the Office of the Provost and the Office of Development & Alumni Affairs

Welcome

At the University of Florida, we have a goal to be one of the best universities at telling our story. And we need your help.

In this interactive workshop, Andy Goodman will teach us the principles and science behind storytelling and then guide us in telling stories that will effectively connect with and move the audiences we need to reach.

Introduction

UF President **W. KENT FUCHS**

Workshop

- Why must we tell our stories?

- How do you tell a good story?

- What stories should we be telling at UF?

- Where do we go from here?

Andy Goodman

Andy Goodman is a nationally recognized author, speaker and consultant in the field of public interest communications. Along with *Storytelling as Best Practice,* he is author of *Why Bad Ads Happen to Good Causes* and W*hy Bad Presentations Happen to Good Causes.* He also publishes a monthly journal, *Free-Range Thinking, to share best practices in the field.* (thegoodmancenter.com)

Best known for his speeches and workshops on storytelling, presenting and strategic communications, Andy has been invited to speak at Harvard's Kennedy School of Government, the Woodrow Wilson School of Public Affairs at Princeton, the Graduate School of Business at Stanford University, as well as at numerous nonprofit and foundation conferences.

Andy has been consulting good causes since 1998, and in 2008 he co-founded The Goodman Center with Lipman Hearne to reach more nonprofits, foundations and government agencies through online classes.

When not teaching, traveling or recovering from teaching and traveling, Andy serves as a senior advisor for Civic Ventures and is on the advisory boards of VolunteerMatch and Great Nonprofits. He also served on the teaching faculty of former Vice President Al Gore's Climate Project in 2007 and 2012.

{ THE SHORTEST DISTANCE
BETWEEN TWO PEOPLE
IS A STORY. }

UF UNIVERSITY *of* FLORIDA