



EXECUTIVE FORUM '18

DEBATE. INCUBATE. ACCELERATE.

Chip Heath

Stanford Graduate School of Business

Professor and Best-Selling Author

Chip Heath is a professor at the Stanford Graduate School of Business, teaching courses on business strategy, change, and sticky communication. He is the co-author (along with his brother, Dan) of four books. Their most recent book, *The Power of Moments* (October 2017), explores why certain brief experiences can jolt, elevate and change us—and how we can learn to create these extraordinary moments in our life and work. Their book, *Decisive: How to Make Better Decisions in Life and Work* debuted at #1 on The Wall Street Journal best-seller list and #2 on The New York Times best-seller list. Their 2010 book, *Switch: How to Change Things When Change is Hard*, hit #1 on both best-seller lists. Their first book, *Made to Stick: Why Some Ideas Survive and Others Die*, spent two years on the Business Week best-seller list and was an Amazon Top 10 Business Book for both editors and readers. Their books have been translated into 33 languages, including Thai, Arabic, and Lithuanian.

Heath has consulted with clients ranging from Google and Gap to The Nature Conservancy and the American Heart Association.

His parents are just happy that their sons are playing well together.