

Family Action Network (FAN), New Trier High School's ECGC Parent Committee,  
North Shore Academy, and Regina Dominican High School proudly present:

How to Harness  
the Strengths  
of Introverts  
to Change  
How We  
Work,  
Lead,  
and  
Innovate

Quiet

**SUSAN CAIN**

Author of the New York Times instant bestseller  
*Quiet: The Power of Introverts in a World That Can't Stop Talking*

Goodreads: Best Non-Fiction Book of 2012  
*Fast Company*: #1 Best Business Book of 2012  
*Inc. Magazine*: Best 2012 Book for Entrepreneurs  
*O, The Oprah Magazine*: 10 Favorite Books of 2012  
Amazon: Top 3 Non-Fiction Books of 2012

**Thursday, January 31, 2013**  
**6:30 PM (revised start time)**  
Regina Dominican High School Auditorium  
701 Locust Rd., Wilmette  
Free and open to the public. CPDUs available.  
INFO: [familyactionnetwork.net](http://familyactionnetwork.net)

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REGINA DOMINICAN  
INSPIRING GLOBAL LEADERSHIP  
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North Shore Academy

## FOR IMMEDIATE RELEASE

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**Thursday, January 31, 2013, Quiet: How to Harness the Strengths of Introverts to Change How We Work, Lead, and Innovate, 6:30-8:00 PM, Regina Dominican High School Auditorium, 701 Locust Rd., Wilmette, 60091.** Susan Cain is the author of the 2012 instant *New York Times* bestseller ***QUIET: The Power of Introverts in a World That Can't Stop Talking***. A former Wall Street lawyer, and a self-described introvert, Ms. Cain spent 7 years researching and writing *Quiet*, documenting the 20<sup>th</sup> century rise of an extroverted American "culture of celebrity" that displaced a quieter, more introverted "culture of character." She argues that the dominance of the "Extrovert Ideal," with its emphasis on charisma, personality, confidence and attractiveness, has marginalized and devalued the more nuanced, analytic, thoughtful, and reflective contributions of introverts, to the detriment of productivity, creativity, and leadership.

In the book, Ms. Cain offers sensitive advice for teachers and parents of introverts about honoring the valuable character and personality traits of introverts. She advocates nurturing a child's natural inclination by strategically handling the introvert's high reactivity to novelty. Ms. Cain is perhaps her most compelling when she decries the "New Groupthink," the glorification of teamwork, brainstorming and an insistence on face-to-face collaboration that has spread from the corporate world down through universities all the way to elementary schools.

Introverts make up a third to half of the workforce, yet modern leadership strategy mainly consists of asking them to act like extroverts, a serious waste of time and energy. How can you structure your organization so that the best ideas dominate, rather than those of the most vocal and assertive people? What do introverts know about creativity that the rest of us should learn? For this event, Ms. Cain will draw on her original research and the latest in neuroscience and psychology to change your view of the best way to develop leaders, manage teams, make smart hires, and stimulate innovation.

Ms. Cain's writing has appeared in *The New York Times*; *O, The Oprah Magazine*; *The Atlantic*; *Time.com*; and *PsychologyToday.com*. Her 2012 TED talk has been viewed over three million times. She has appeared on CBS *This Morning*, NPR's *All Things Considered*, and NPR's *The Diane Rehm Show*, and her work has been featured on the cover of *Time* and in *The New Yorker*, *Harvard Business Review*, *The Atlantic*, *Wired*, *Fast Company*, *Real Simple*, *Fortune*, *Forbes*, *USA Today*, *The Washington Post*, *CNN*, *Slate.com*, and many other publications. Ms. Cain is an honors graduate of Princeton and Harvard Law School.

**Sponsored by the Family Action Network (FAN), Regina Dominican High School, New Trier High School's ECGC Parent Committee, and North Shore Academy. FAN is celebrating its 30<sup>th</sup> anniversary year**, and is grateful for its 2012-13 sponsors **Compass Health Center, North Shore Community Bank, The Book Stall at Chestnut Court, the Martin & Mary L. Boyer Foundation, and Tina & Byron Trott**. CPDUs available for education professionals; no pre-registration required. This program is free and open to the public. Visit [www.familyactionnetwork.net](http://www.familyactionnetwork.net) for more information.



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