

Live! @ Rotman: Dan Pink

Dan Pink wrote the landmark *Free Agent Nation* in 2001. His writing inspired entrepreneurs and independent-minded people to head off on their own, down a new path.

Dan Pink's second book, just published, is *A Whole New Mind*, will change the way business people think about thinking. *A Whole New Mind* explores Left-Brain and Right-Brain thinking, and applies it to the North American business world. *A Whole New Mind* looks at the new, revitalized role of creativity in an outsourced and automated society of abundance.



"If the Industrial Age was built on people's backs, and the Information Age on people's left hemispheres, the Conceptual Age is being built on people's right hemispheres. Want to get ahead today? Do something foreigners can't do cheaper. Something computers can't do faster. Work your right-brained thinking back into shape."

-Dan Pink

- Format:** Dan will be "Live! @ Rotman" in conversation with Brian Kilgore, a Right-Brain format. The Q&A session will be facilitated by Canadian Business Executive Editor Scott Steele.
- Date:** Tuesday, June 7, 2005
- Place:** Fleck Auditorium, Rotman School of Management, 105 St. George Street
- Time:** 5 p.m. conversation with Dan Pink; Q&A at 6 p.m.
Book sale & signing: 6:30 - 7:30 p.m.
- Cost:** \$40. (For NewPath members, the cost is \$20.)
- Register:** <http://www.rotman.utoronto.ca/events/events-live.htm>
Space is Limited.

Dan Pink

A former White House speechwriter, Pink practices what he preaches. He became a Free Agent in 1997 and now writes for *Wired*, *Fast Company*, *The New York Times*, *Washington Post*, *New Republic*, *Harvard Business Review*, and *Salon*.

He advises start-up and Fortune 100 companies alike on recruiting, business trends, and work practices. Pink is also an analyst and commentator for CNBC, ABC, and National Public Radio. In his spare time, he travels widely and gives speeches about being your own boss and right-brained thinking.

Learn more about Dan at: www.danpink.com

The NewPath Network

The NewPath Network, a virtual consultancy based in Toronto, was created by Alex Sirota in 2001, largely inspired by Dan's first book *Free Agent Nation*. While the NewPath membership has a definite slant toward information technology, it embraces a wide spectrum of talent including graphic design, writing and copy services, business development & consulting, human resources & training, fundraising, finance, marketing, public relations, strategic planning, fundraising and other business fields.

Learn more at: www.newpathnetwork.org



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