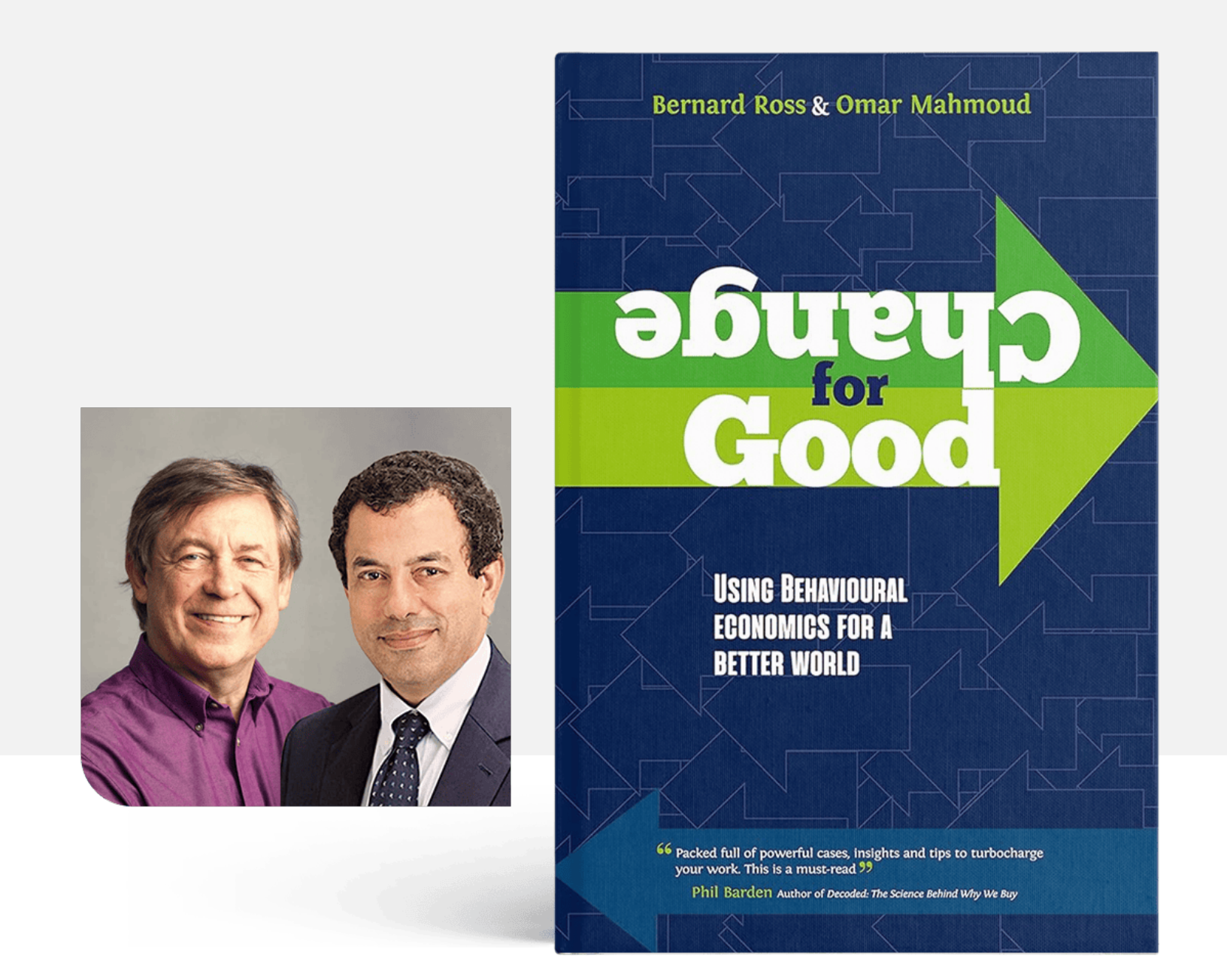


Recommended by Rory Sutherland



Change for Good

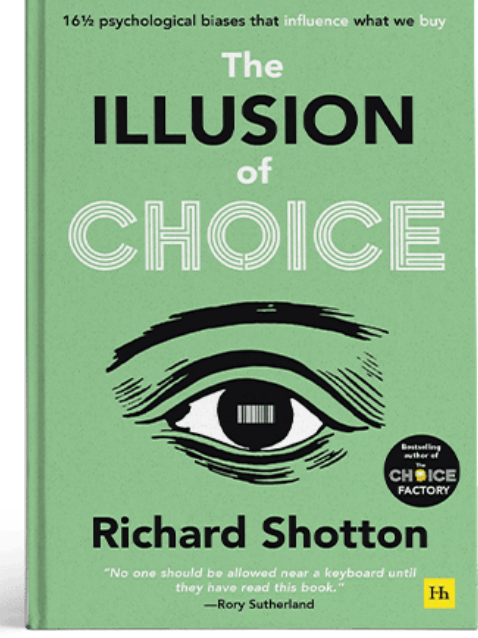
‘It is not about giving people more information, but about designing the conditions that help them act’

Most of us already know what the better choice is. But knowing is not the same as doing. That is what Change for Good is really about: making good choices feel easier, closer and more meaningful. Not by overwhelming people with facts, but by giving them a clear reason to care and a simple first step to take.

Use data to guide the work, but emotion to move the person. Show one story, not just the big problem. Make the action feel doable, not distant. Because if people feel nothing, they do nothing. But if they feel something, and know where to start, change suddenly becomes possible.

Start reading & listening

The global Reading Club also recommends:



The Illusion of Choice

The Power of Behavioral Science for personal and business growth

It is an illusion we make choices consciously. Most of the choices are based on previous existing beliefs and past experiences. The reason why we do not consciously make choices repeatedly, is based on saving our thinking energy and time. But biases can get ‘rusted’ over time, blocking our and other people’s mind to walk ‘new paths’. Behavioral Science stimulates us to rethink our existing beliefs and habits. We must reevaluate and rethink our own beliefs and those of others, based on proven experimental findings from Behavioral Science.

Start reading & listening

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.



30/45 min read



15/30 min read



15 min study



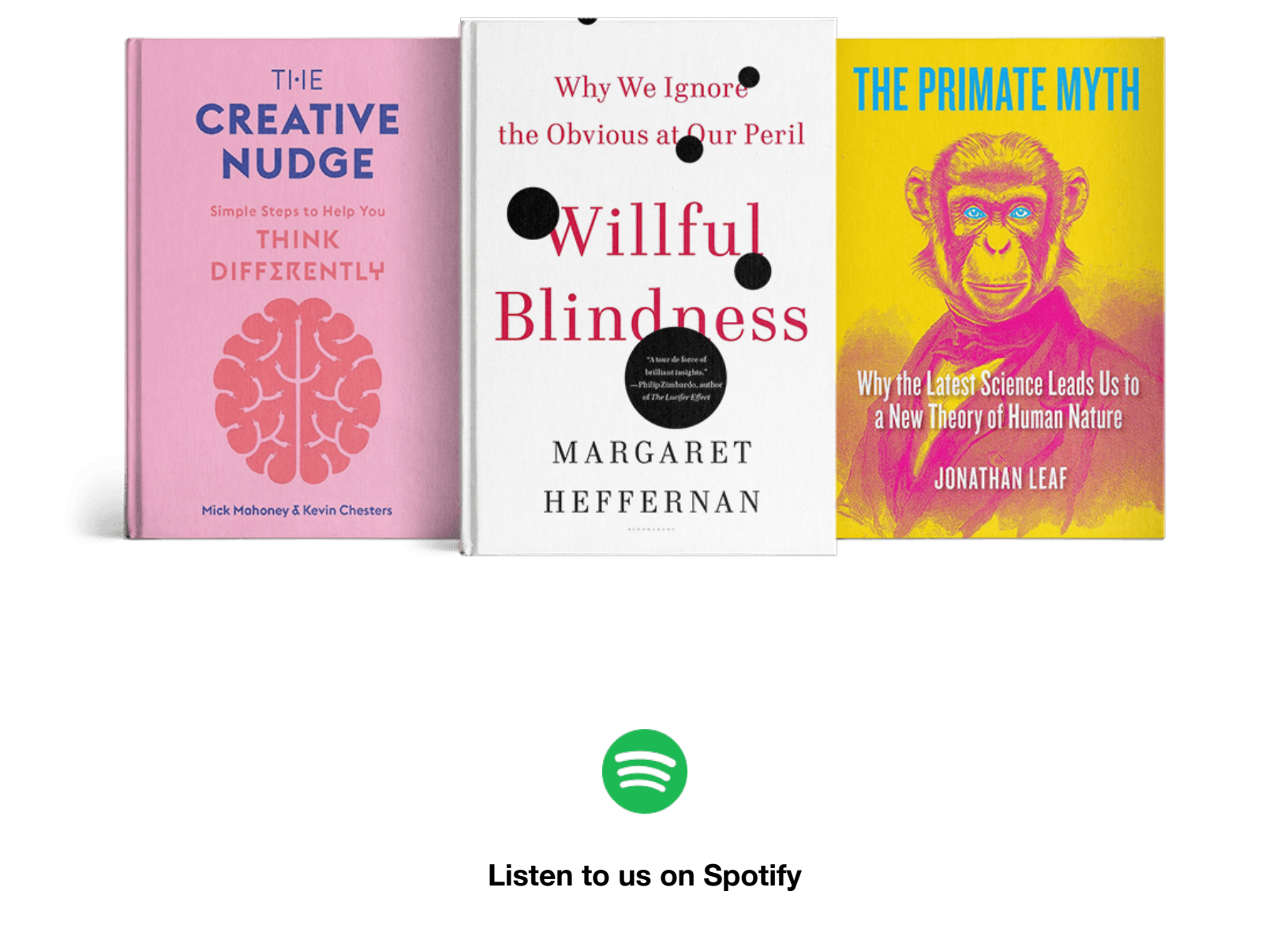
20/30 min listen

Join as an editor

Everybody can qualify to read and edit a book, wherever you are in the Ogilvy or WPP global network. Although generative AI models can summarize books, we must stick to human intuition and contextual relevancy and understanding focusing on insights, creative thoughts and inspiration by judging every sentence building an engaging story of books. All books are recommended by Ogilvy and WPP key people. Visit our [about page](#) on the Global Reading Club platform, to see who participated as a reader/editor. Participation is on a voluntary basis.

Join as a reader/editor

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Knowledge not applied is worthless...

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