

*This schedule is not finalized and is subject to further revision*

## 2022 BK Author Retreat: Friday, Sep 30

| ACTIVITY  | LOCATION            | DESCRIPTION   |
|---|---------------------|---|
| 1:00 – 4:00   |                     |   |
| You can arrive at the retreat center as early as 1. Room check-in will not begin until 4:00, so you will not have a place to secure your luggage. |                     |   |
| 3:00 – 3:45   |                     |   |
| <b>Redwood Grove Nature Preserve Walk</b><br>Steve Piersanti  | Meet in the Rotunda | Take a relaxing and meditative walk to and around the Redwood Grove Nature Preserve trail (half mile walk from the Jesuit Retreat Center to the redwoods, half mile around the Grove boardwalk, half mile back).  |
| 4:00 – 6:00   |                     |   |
| <b>Room Check-In</b>  | Rotunda             | Pick up your room key, lanyard, name badge, and schedule.   |
| <b>Reception Activities</b>   | Rotunda             | Enjoy jigsaw puzzles, getting-to-know-you activities, and small-talk.   |
| 4:30 – 5:30   |                     |   |
| <b>First-time Attendee Orientation</b>  | Courtyard           | Meet BK Author leadership and other first-time attendees. Learn about the history, purpose, and vision of the BK Retreat and how to get the most out of your retreat experience.  |
| <b>Homeroom Convener Huddle</b>   | Parlor 1            | Training for homeroom conveners, led by John Kador  |
| 6:00 – 7:00   |                     |   |
| <b>Dinner</b>   | Cafeteria           | Included in retreat price   |
| 7:00 – 9:00   |                     |   |
| <b>Official Start and Welcome Activity</b><br>Juana Bordas  | Rotunda             | Get to know other attendees and lay the foundation for an amazing retreat experience.   |
| 9:00 – 9:30   |                     |   |
| <b>Homerooms</b>  | TBA                 | Homerooms are a retreat within the retreat: a small group of 4–6 authors that will meet together at the end of each day to process the event and share insights and any feelings that come up. If done right, your homeroom experience can be the richest part of the retreat and lead to lifelong friendships. |

# Saturday, Oct 1

| ACTIVITY  | LOCATION  | DESCRIPTION   |
|---|-----------|---|
| 8:00 – 9:00   |           |   |
| Breakfast   | Cafeteria | Included in retreat price   |
| 9:00 – 10:15  |           |   |
| Concurrent Conversations and Connections 1  |           |   |
| <b>Beyond Efficiency: Imparting Human Values into Technology</b><br>Gerald Harris   | Parlor 1  | <p>With Covid and virtual meetings, and in the love of technology and the rush to “efficiency,” we have entered a phase of under-valuing and under-using human interaction as a tool for learning and understanding. Explore what’s beyond rushing to a “right” decision and taking credit for getting to it “fast.”</p> <ul style="list-style-type: none"><li>• What values other than “efficiency” should we return to communication, even technologically mediated conversations?</li><li>• Are there new standards, techniques, or rules we can incorporate to return a deeper human aspect to virtual communication?</li><li>• Are there some topics and subjects that should be off-the-table when using technologically mediated communications?</li><li>• How should groups (maybe even families) come to agreement about those off-the-table topics?</li></ul> |
| <b>Enjoy Being a Climate Solver</b><br>Don Maruska                                  | Parlor 2  | <p>Don’t despair about climate change and wait for someone else to take action. We can solve climate change, and there are opportunities for each of us in our daily activities. Most importantly, you can connect what you love to do with climate needs and find fulfilling opportunities. The key is a proven attraction model for engaging yourself and others.</p> <ul style="list-style-type: none"><li>• What are fresh ways to address chronic problems like climate change?</li><li>• How can we engage more people to boost awareness, actions, and advocacy?</li><li>• What’s your sweet spot where what you love to do and climate needs meet?</li><li>• What are some easy ways to have inspiring climate action conversations?</li></ul>  |
| <b>Using an Agency for Book Proposals and Promotion</b><br>Tony Saldahna            | Parlor 3  | <p>It continues to become harder to get your message out, with the number of books published per year exploding and the number of books sold shrinking. While publishing agents can sell your work to publishers and book promotion agents and get your book noticed once published, the question is—how to best employ these to best effect?</p> <ul style="list-style-type: none"><li>• Do publishing and marketing agents really help?</li><li>• How do you identify the best-fit agent for you?</li><li>• What agents will NOT do for you.</li><li>• Tips and tricks on how to get the best from your agent.</li></ul>  |
| <b>Transforming Your Message into Powerful Learning Experiences</b><br>Susan Fowler | Parlor 4  | <p>Discuss how to transform the intellectual property in our books into compelling, meaningful, and profitable learning experiences and training modules.</p> <ul style="list-style-type: none"><li>• Why differentiate between training and learning experiences?</li><li>• Why advocate developing content into training and learning experiences? Don’t we risk commercializing our message?</li><li>• Can you describe your journey from author to a content creator?</li><li>• Where would I begin to create an approach to training and learning experiences?</li></ul>   |

- What are the most significant obstacles to being in the training and learning experiences “business?”

**Yoga**  
Maren Showkeir

Rotunda Wear comfortable clothing. Mats will be provided.

10:45 – 12:00

## Concurrent Conversations and Connections 2

**What Does It Mean to Be Fully Present?**  
Marcia Reynolds

Parlor 1

The word “presence” is so overused it is losing its meaning and value. Explore what being fully present means, and how we achieve it in our interactions wherever we are.

- What does full-body presence mean? What is the impact of presence in our interactions, including large group presentations?
- How does presence differ from being attentive or being mindful?
- How do you know when you are fully present? And when you are not, how can you quickly return to this state?
- Is there ever a time when you would choose to be focused over being present?

**Organizations must Get Different and FAST!!!**  
Fred Miller

Parlor 2

In his 52 years as an organization consultant, Fred Miller believes that these are by far one of the most challenging times for organizations. Many will not survive because they will not change or change fast enough. Get ready to explore the culture changes organizations must make.

- What does being a socially responsible organization mean in 2022 and beyond regarding making public statements and internal organization change? (Note: Fred was on the Board of Ben & Jerry’s)
- How do you maintain the “glue” that is needed for individual, team, and organization high performance in a time when there is increased polarization, cancel culture, hybrid work, etc.?
- The evolution of the “suits”: The “Organization Man.” What is needed from leaders today and in the future to enable organizations to get different?

**Co-Creating Healing Spaces for Changemakers**  
Shilpa Jain

Parlor 3

Join former BK Foundation board member, Shilpa Jain, for an enlivening conversation around why and how to co-create transformative learning and healing spaces with changemakers across the world. Shilpa served as the Executive Director of YES! (yesworld.org) for the last 11 years and was a Learning Activist with Shikshantar: The Peoples' Institute for Rethinking Education and Development for 10 years before that. Throughout these different spaces, she has been utilizing a variety of BK tools and practices in her work to weave together communities and support personal, interpersonal and systemic change.

- What kind of healing do you see as necessary now for these times? Why?
- How is your work and life path contributing to healing?
- Where are you struggling and where are you growing in your own healing and transformational work?
- What core tools, perspectives, frameworks and practices do you see as essential for changemakers now?
- How can we weave together our multiplicity of approaches for deep and lasting impact?

**Book PR and Marketing: Let’s Talk Myths and Facts**

Parlor 4

Explore today’s evolving truths around book PR and marketing.

- Myth or Fact? Good press for your book will lead to sales.
- Myth or Fact? I need to be on every social media platform in order for my book to get more exposure.
- Myth or Fact? My book appeals to everyone, so media will be very interested.

Ann-Marie Nieves

- Myth or Fact? This [insert podcast, insert radio show, insert newspaper] is too small for me and is a waste of my time to do an interview.

**Mind the Flux!**  
**(Changing Your Perspective)**  
April Rinne

Parlor 5

You've probably heard the phrase "change your perspective, change your life." But how do you put that into practice? We'll explore a range of physical and mental exercises for looking at today's world—a world in flux, with more change on the horizon—in fresh ways. Please wear comfortable clothing.

12:00 – 1:00

Lunch

Cafeteria

Included in retreat price

1:00 – 1:50

**The State of Publishing**  
Johanna Vondeling

Rotunda

Learn about current publishing industry trends from the president and publisher of Berrett-Koehler Publishers.

2:00 – 4:50

**Open Space 1**  
Jesse Stoner

Rotunda  
(then  
parlors)

Open Space is a time to talk about what you want to talk about. First we will meet all together to propose and identify 6–10 topics for each breakout period; then you get to decide which conversation you want to join. You are welcome to propose your own topic, so get thinking!

4:50 – 6:00

**Unstructured time**

6:00 – 7:00

**Dinner**

Cafeteria

Included in retreat price

7:00 – 8:00

**Homerooms**

TBD

Meet with your homeroom group to debrief and discuss your retreat experience.

8:00 – 10:00

**Talent Show**  
Rob Jolles

Rotunda

All talents welcome! Don't be afraid to get creative. A sign-up sheet will be available in the Rotunda starting Friday.

# Sunday, Oct 2

| ACTIVITY    | LOCATION | DESCRIPTION |
|-------------|----------|-------------|
| 8:00 – 9:00 |          |             |

Breakfast Cafeteria Included in retreat price

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|--|--|--|
| 9:00 – 10:15                               |  |  |
| Concurrent Conversations and Connections 3 |  |  |

|   |                 |  |
|---|-----------------|--|
| <b>How Can You Succeed If You Don't Know Who You Are?</b><br>Larry Ackerman | Parlor 1        | Join us as we journey into this most vital, if elusive realm: the realm of personal identity. Explore what identity means to each of us and how it affects—or should affect—our lives in real and practical ways. <ul style="list-style-type: none"><li>• How do you define identity? By gender? Career? Race? Political affiliation? Sexual orientation? Religion? Parental status? All of these? Something else?</li><li>• Is one's identity fixed or flexible?</li><li>• Can you define your identity in 10 words or less?</li></ul>  |
| <b>Supporting Each Other</b><br>Victoria Holtz                              | Parlor 2        | With about 11,000 business books published every year, how can we ensure that ours stand out? Explore the content landscape and collaborative opportunities that can help us all to thrive. <ul style="list-style-type: none"><li>• What are the topics of the future we must look out for?</li><li>• Are there still some “white spaces,” and where do they exist?</li><li>• How do we leverage BK's superpower to achieve success and become bestsellers?</li><li>• How do we collaborate to help each other excel and win over the market?</li><li>• How do we use technology and social media to multiply our combined networks?</li></ul>   |
| <b>All About Podcasts</b><br>Rob Jolles                                     | Parlor 3        | Explore the use of podcasts in promoting your book and your message—with a focus on starting a podcast, getting booked, and being a great guest. <ul style="list-style-type: none"><li>• When pitching yourself to a podcaster, what documentation would be the best to truly catch his or her eye?</li><li>• Other than the subject matter expertise that we bring to the table, what are some other techniques we can use to improve our performance as guests?</li><li>• Given that sound is critical in a podcast, whether we're hosting, or coming in as a guest, what equipment is affordable, effective, and easy to work with?</li><li>• What are some techniques to build an audience if we choose to launch a podcast?</li><li>• All in, what are the costs to launch a podcast?</li></ul> |
| <b>Walking Meditation</b><br>Maren Showkeir                                 | Meet in Rotunda | Enjoy the beauty and solitude of the Retreat grounds and learn how to experience the rejuvenating art of walking meditation.   |

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|--|--|--|
| 10:45 – 12:00                              |  |  |
| Concurrent Conversations and Connections 4 |  |  |

|                                     |          |  |
|-------------------------------------|----------|--|
| <b>Hate Speech</b><br>Majora Carter | Parlor 1 | Stick your neck out and someone will be likely to lop your head off for reasons that have nothing to do with you, but you will feel the impact of it, usually in more ways |
|-------------------------------------|----------|--|

than one. Explore how we deal with hate speech when our work and or we are the target.

- Does the vitriol fuel you, hinder you or something else?
- Do you think that those engaged in hate speech might be constructively engaged?
- What are some strategies that you use to remind yourself that you are not the sum of your memes?

**The Sharing Economy**  
Pete Neuwirth

Parlor 2

In a world of high inflation, unreliable supply chains, and great uncertainty around the future, more and more communities are turning to the Gift/Sharing Economy as an alternative means for the production, distribution, and exchange of goods and services.

- Where/when have you seen a Gift/Sharing Economy in action?
- When has it worked and when has it failed?
- In what ways might BK authors apply the principles of a Gift/Sharing Economy to the BKA community?

**Selling and Delivering Winning Keynote Speeches**  
Jennifer Kahnweiler

Parlor 3

Explore how to sell, craft, and deliver a winning keynote presentation based on your book.

- How do you get gigs?
- How do you become a better speaker?
- How much of your book's content should you include in your keynote?
- What are the benefits of pre-work and debrief sessions with clients?
- What are the common mistakes speakers make?
- What are some tips for delivering virtual presentations?

**Improvational Writing**  
John Kador

Parlor 4

When was the last time you experienced the sheer joy of writing? Improvisational writing is designed to take the work out of writing, leaving only the delight of creativity. Each 2- or 3-minute session starts with a common prompt, and then everyone starts writing without paying attention to grammar, spelling, punctuation, or all the other "rules" that have been used to take the fun out of writing. People are invited but never required to share what they created in a circle of relaxed delight.

12:00 – 1:00

Lunch                      Cafeteria              Included in retreat price

1:00 – 2:00

**DDI "Fishbowl" Conversation**  
Juana Bordas

Rotunda

Watch a "fishbowl" conversation about issues of diversity, equity, and inclusion, followed by a group Q&A and discussion.

2:15 – 4:40

**Open Space 2**  
Jesse Stoner

Rotunda  
(then split into parlors)

Open Space is a time to talk about what you want to talk about. First we will meet all together to propose and identify 6–10 topics for each breakout period; then you get to decide which conversation you want to join. You are welcome to propose your own topic, so get thinking!

4:40 – 6:00

**Unstructured time**

6:00 – 7:00

**Dinner** Cafeteria Included in retreat price

7:00 – 8:00

**Homerooms** TBD Meet with your homeroom group to debrief and discuss your retreat experience

8:00 – 10:00

**Sunday Night Fiesta** Rotunda DJ needed! If you have an ad-free Spotify, Pandora, or Amazon Music account, we want YOU!

# Monday, Oct 3

| ACTIVITY    | LOCATION | DESCRIPTION |
|-------------|----------|-------------|
| 8:00 – 9:00 |          |             |

|                |           |   |
|----------------|-----------|---|
| Breakfast      | Cafeteria | Included in retreat price   |
| Room check-out | Rotunda   | Rooms must be vacated by 9 am. Your luggage can be kept in the Rotunda for the rest of the morning. |

|              |  |  |
|--------------|--|--|
| 9:00 – 12:00 |  |  |
|--------------|--|--|

|   |         |  |
|---|---------|--|
| <b>Closing Activities</b><br>Karen Phelan and<br>Shariff Abdullah | Rotunda | <ul style="list-style-type: none"><li>• How can we as BK authors help create a world that works for all?</li><li>• The future of BK Authors</li><li>• Organizing for collective action</li><li>• Looking toward the future</li><li>• Closing photo slideshow</li></ul> |
|---|---------|--|

|              |  |  |
|--------------|--|--|
| 12:00 – 1:00 |  |  |
|--------------|--|--|

|       |           |                           |
|-------|-----------|---------------------------|
| Lunch | Cafeteria | Included in retreat price |
|-------|-----------|---------------------------|

|             |  |  |
|-------------|--|--|
| 1:00 – 1:30 |  |  |
|-------------|--|--|

Final farewells.

Share your Retreat photos here!

