

August 19, 2014

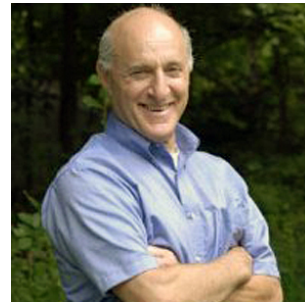


Organizer's Edge ►

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From Michael Jacoby Brown

Organizers have traditionally focused on the bad stuff: the bad boss, the lousy wages, the toxic waste dump, the dangerous corner, the poor schools, speeding traffic, etc.



Saul Alinsky urged organizers to "rub raw the sores of discontent."

Now along comes Daniel Goleman, (author of *Emotional Intelligence*) with a new book, *Focus*, up-ending one of our "sacred cows," (see the [National Organizers Alliance](#) for more on "the sacred cows of organizing.") telling us that new brain science suggests it would be better to focus on the **positive** to keep people motivated for a long haul.

So instead of starting with problems, brain science says we should start the conversation about what we would like our neighborhood or workplace to be like. This "focus", is more likely to engage people for the long haul and more effectively motivate leaders.

Goleman writes:

When we are happy, the *nucleus accumbens*, a region within the ...brain activates. This circuitry seems vital for motivation and having a sense that what you're doing is rewarding. Rich in dopamine, these circuits are a driver of positive feeling, striving toward our goals, and desire."

[Read on...](#)

We want to hear from you, your reactions, ideas, what is at the edge YOUR "envelope." Just go to...

MichaelJacobyBrown.com/Contact

Who else you will hear from.....

We are just starting, but so far you can expect to hear what the following people are thinking:

[Jessica Tang](#): Boston Teachers Union, AFT

[George Luse](#) of the Mass Teachers Assn,

[Scott Reed](#) with the PICO Network, ,

[Cathy Howell](#), in Oregon and El Salvador, formerly with the AFL-CIO,

[Caesar McDowell](#) of the Interaction Institute for Social Justice,

[Diana Bell](#) of Community and Labor United,

[David Hernandez](#) of the California Education Assn,

[Linda Honold](#), of Wisconsin Voices

[Attica Scott](#), now an elected official in Louisville, KY,formerly with Jobs with Justice,

[Quinn Rallings](#) in Alabama with the PICO Network,

[Bob Van Meter](#) with the Local Initiative Support Corporation in Boston,

[Walter Davis](#), in Tennessee, of the National Organizers Alliance,

[Deb Askenase](#), of Community Organizing 2.0,

[Deb Fastino](#), of the Coalition for Social Justice in New Bedford, MA,

[Rebecca Gutman](#), with SEIU-1199,

[Tim Dean](#), of SEIU-1199,

[Claudia Horwitz](#), of Stone Circles in North Carolina,

[Mary Ochs](#), long time organizer in Los Angeles

and others, hopefully, including YOU

Other Useful Links

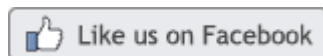
<http://michaeljacobybrown.com/>

[National Organizers Alliance](#)

[Road Map Consulting](#)

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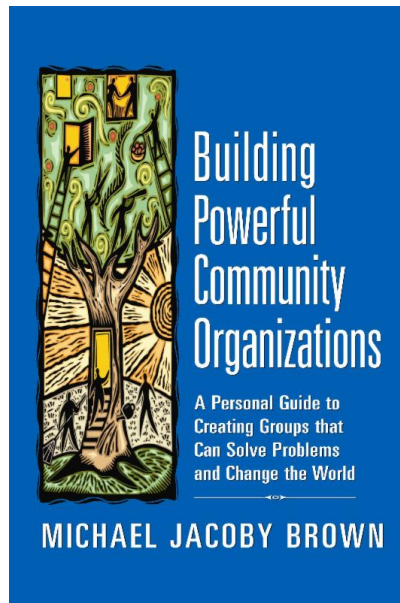
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