



FYE Program Common Read CASE STUDY

ALWAYS EAT LEFT HANDED BY ROHIT BHARGAVA

How do you engage students in a new common read, encourage them to collaborate and make the entire FYE program a fun and transformative introduction to college life?

THE SITUATION:

When the team at Nova Southeastern University selected the book *Always Eat Left Handed* by author and marketing provocateur Rohit Bhargava for their Fall 2018 FYE program, they were looking to do something a bit different. For the past ten years, Rohit has been teaching organizations how to create more innovative cultures and as an Adjunct Professor of marketing and public speaking at Georgetown University, he understood what it took to inspire students.

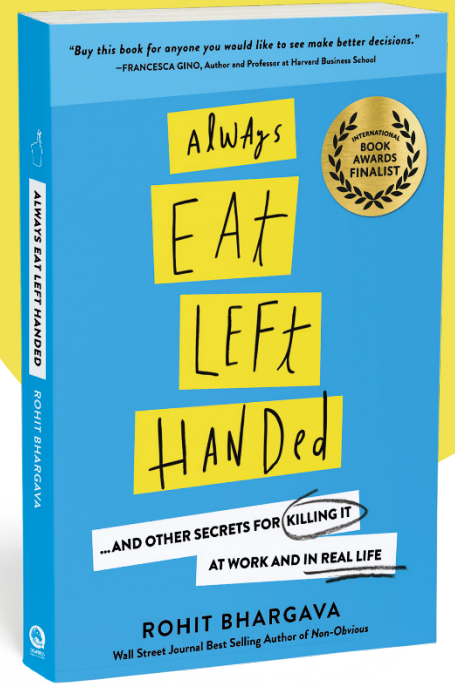
THE SOLUTION:

After assigning the book, the challenge for the team was how to take his new irreverent career advice and bring it to life for students in a way that would awaken their imagination, help them get to know their fellow students and also help to bring the lessons of the book to life in a way that could enable them to internalize the stories while also applying them to the core principles they were learning throughout the current FYE curriculum at NSU.

Rather than just assigning the book to be read and discussed, the faculty and administration team decided to take the unique structure of the book where each chapter features a new tip for success and created a film festival where students would be challenged to work in teams to develop their own short film based on one of the tips in the book.

THE RESULTS:

Across more than 70 individual class sessions, over 1200 first year students learned about core life skills like integrity, perseverance, empathy and resilience alongside reading a chapter from *Always Eat Left Handed* every week. Throughout the semester, Rohit shared video and participated in a Facebook Live session with students, and in December more than 400 student groups created videos and the top ten were selected to showcase at an all-school awards event where Rohit was also the featured speaker and guest judge.



FORMATS AVAILABLE:

Paperback, Ebook, Audio, Hardcover

PRICING + PAGES:

Paperback \$12.95 | 177 Pages

AWARDS:

International Book Award – Finalist
Foreword INDIE Award – Silver Medal
#1 Amazon Bestseller – Career Advice

WHAT WAS THE FEEDBACK FROM THIS PROGRAM?

“ This will be the most fun final exam they will ever take in college! ”

RAVEN SMITH

Assistant for Experiential Education NSU

“ If experiential education is about connecting us to the real world, having Rohit share why he wrote the book and what his life was like in his first semester of college made the idea of the book real. ”

TERI WILLIAMS

Director of Experiential Learning, NSU

WATCH VIDEO & LEARN MORE AT WWW.ROHITBHARGAVA.COM/FYE ►



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