



Division of Academic Affairs
**Eugene H. Fram Chair in
Applied Critical Thinking**

Fram Focus volume 7:2 – September 2021

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➤ **Fram Signature Lecture:**

- **“2021 Fram Signature Lecture Featuring Sean Bratches”**, **Register [HERE](#)** to attend!
Tuesday, September 21, 2021 at 4:00 p.m. Co-sponsored with Saunders College of Business.

➤ **A Few Thoughts**

- **John Ward**, Principal Lecturer, Saunders College of Business

➤ **Fram Finds:**

- **Saunders College of Business Monthly Newsletter**
- **Into the ROC: CollegeFEST:** Saturday, September 18, 2021 from 11:00 a.m. – 4:00 p.m
- **IdeaLab Design Thinking Workshop:** September 18-25, 2021
- **Fall University-Wide Career Fair:** Wednesday, September 29, 2021 from 10:00 a.m. – 4:00 p.m.

➤ **From Gene Fram:**

- **The New Normal Podcast: “How Hybrid Work Actually Works,”** by Matt Abrahams
- **“Life’s Work: An Interview with Alex Honnold”** by Eben Harrell

CO-SPONSORED EVENTS (OR FRAM SIGNATURE LECTURE)

- ***“2021 Fram Signature Lecture Featuring Sean Bratches”***, Tuesday, September 21, 2021 at 4:00 p.m. Co-sponsored with Saunders College of Business. Sean Bratches will explore how thought proceeded strategy in the leadership, vision, and innovation that has defined his career with Formula 1, ESPN and others. Registration is free and pre-registration is required whether attending the event in-person or virtually. Come, listen and participate in an engaging presentation and discussion. Register [HERE](#).

FRAM FINDS

- **Saunders College of Business Monthly Newsletter:** Check out the monthly recaps covering all the exciting news from the Saunders community, along with upcoming and exciting events [HERE](#).
- **Into the ROC: CollegeFEST:** Saturday, September 18, 2021 from 11:00 a.m. – 4:00 p.m. Enjoy live music, city tours, co-op and internship opportunities, and a day of activities and giveaways with students from Greater Rochester Area colleges. Register [HERE](#).
- **IdeaLab Design Thinking Workshop:** September 18-25, 2021. IdeaLab focuses primarily on accessibility and medical technologies by creating products and service concepts. Students work in multi-disciplinary teams with coaches and industry experts over one week to define problem sets and develop innovative solutions for real world problems. Register [HERE](#).
- **Fall University-Wide Career Fair:** Wednesday, September 29, 2021 from 10:00 a.m. – 4:00 p.m. The University-Wide Career Fair is back! Learn more about it [HERE](#).

A FEW THOUGHTS

In this issue meet:

- **John Ward**, Principal Lecturer, Saunders College of Business. John discusses how critical thinking can be applied to the business world. Read more [HERE](#).

FROM GENE FRAM

- **The New Normal Podcast: “How Hybrid Work Actually Works,”** by Matt Abrahams, August 19, 2021. In this episode Pamela Hinds, professor of management science and engineering at Stanford University talks about her research on the effect of technology on teams, teamwork, and innovation by exploring issues of culture, language, identity, and conflict in promoting knowledge sharing and collaboration. Listen [HERE](#).
- **“Life’s Work: An Interview with Alex Honnold”** by Eben Harrell, Harvard Business Review, May-June 2021. Mr. Honnold is a pioneer of “free solo” climbing (scaling cliff faces without safety ropes). His ascent of El-Capitan in Yosemite National Park was captured in an Oscar-winning documentary. Read more about him [HERE](#).

