**Making Ideas Stick**

The Easy Reference Guide

# What Sticks?

* Sticky – understandable, memorable, and effective in changing thought or behavior
* Six Principles: SUCCESs (**S**imple, **U**nexpected, **C**oncrete, **C**redible, **E**motional **S**tories)
* The Villain: Curse of Knowledge.
* Creativity starts with templates

# Simple

* Find the Core: Commander’s Intent (CI). Determine the single most important thing.
* Share the Core: Simple = core + compact. Proverbs – Sound bites that are profound.
* How to pack a LOT of punch into a compact communication: 1) Use what’s there, 2) Create a high concept pitch, and 3) Use a generative analogy.

# Unexpected

* Get Attention: Surprise! Break a pattern! Avoid “gimmicky” surprise. Make it “postdictable.”
* Hold Attention: Interest. Create a mystery. The Gap Theory of Curiosity: Highlight a knowledge gap.

# Concrete

* Help people understand and remember. Write with the concreteness of a fable. Make abstraction concrete. Provide a concrete context. Put people into the story. Use the Velcro theory of memory.
* Help people coordinate. Find common ground at shared level of understanding. Set common goals in tangible terms. Make it real. Create a turf where people can bring their knowledge to bear.

# Credible

* Help people believe.
* External credibility: Authority and antiauthority. Internal credibility: Use convincing details. Make statistics accessible. Find an example that passes the Sinatra test. Use testable credentials.

# Emotional

* Make people care. The Mother Teresa principle.
* Use the power of association. The need to fight semantic stretch.
* Appeal to identity. Understand how people make decisions based on identity (Who am I? What kind of situation is this? What do people like me do in this kind of situation?). Don’t assume that others care at the same level you do.

# Stories

* Get people to act.
* Stories as simulation (tell people how to act). Visualize “how I got here.” Use stories as flight simulators.
* Stories as inspiration (give people energy to act). 3 key plots of inspiring stories: 1) Challenge (to overcome obstacles), 2) Connection (to get along or reconnect), and 3) Creativity (to inspire a new way of thinking). Tell springboard story.

# What Sticks.

* Use what sticks. The power of spotting. Why good speaking skills aren’t necessarily good sticking skills.
* SUCCESs helps people to: Pay attention (unexpected), understand and remember (concrete), believe and agree (credible), care (emotional), and act (stories).
* Simple helps at many stages. Most important, it tells you what to say.