Ideas that are Made to Stick

What Sticks:

- Your success isn’t based on them mimicking your message – it’s whether you’ve achieved your goals
- Studies show 63% remember stories in speeches, 5% remember individual statistics – USE STORIES!
- All messages have 2 stages and CANNOT be mixed:
  1. Finding Answers: use expertise to arrive at the answers
  2. Telling Others: turn answers into sticky ideas and present them in sticky ways
- The Communication Framework:
  1. Pay attention : Unexpected
  2. Understand & Remember : Concrete
  3. Agree / Believe : Credible
  4. Care : Emotional
  5. Be able to Act on it : Story

6 Principles of Successful Ideas:

1. Simple : find the idea’s core
   a. Core + compact = simple = proverbs, not sound bites
   b. Reduce more = more sticky
   c. Start with something they know and turn it into your idea
   d. Good metaphors create behaviors and ideas

2. Unexpected : break a pattern
   a. Surprise gets attention (< 3s); interest keeps it (> 3s)
   b. Our minds are made to guess; break the guessing machines and fix with your core message
   c. Show the uncommon sense parts of your message - “What isn’t already happening?”
   d. Make people curious – highlight knowledge they are missing and then fill the gap
   e. Ask, “What questions do I want my audience to ask?”

3. Concrete : specific people doing specific things
   a. Find the universal language that everyone speaks – go meta
   b. Sometimes you have to forget the facts battle and fight the motivational one

4. Credible : helping people believe the ideas
   a. Using real people that the audience finds authoritative or similar to themselves
   b. Use localized, vivid, and specific details – Texas-sized Darth Vader toothbrush!
   c. Statistics are only input – use them to output human and tangible
   d. Let the audience do the work – use testable credentials – “Where’s the beef?!?”
   e. Sinatra Test – if it could be done that way and win, then this can, too

5. Emotional : people have to care to take action (Mother Teresa)
   a. Left brain cancels right – logic and numbers kill feeling
   b. Connect something they don’t yet care about to something they do
   c. People matter to themselves most - Appeal to who they are AND want to be
   d. What’s in it for them? - People buy ¼” holes – not ¼” drill bits
   e. Ask ‘How or Why?’ 3 times to get to the point
   f. Empathy comes from the particular – not the pattern

6. Story : part entertainment, part instruction
   a. Stories are mental practice – 66% as good as the real thing!
   b. People actively listen and put themselves in the story – they aren’t passive
   c. 3 Basic Story Plots:
      i. Challenge: David vs. Goliath – underdog, rags-to-riches, sheer willpower wins
      ii. Connection: Good Samaritan – develop relationships that bridge a gap (race, class, social, etc)
      iii. Creativity: MacGyver – someone making a mental breakthrough

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