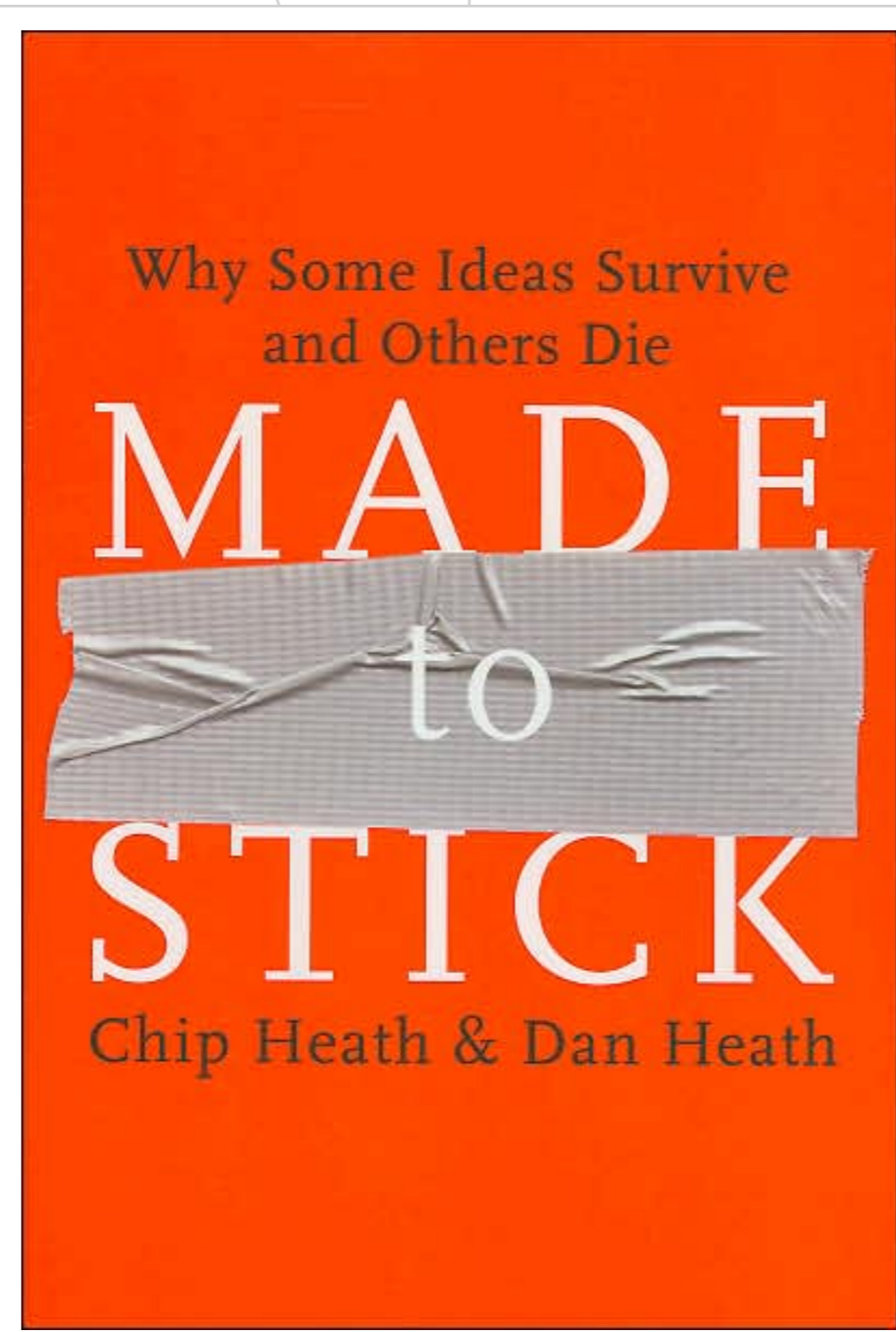


SUCCESS



simple

- one sentence statement**
 - core of idea
 - lead with lead
 - don't bury it
 - no school next Tuesday
 - use schema
 - supersized grapefruit
 - accessibility first
 - accuracy later
- examples
 - army
 - commander's intent
 - 'clear hill 108 of enemies so evaq can proceed'
 - no plan survives contact w/ enemy
 - concrete
 - everyone can deal accordingly
 - southwest airlines
 - THE low air fare airline
 - Have fun at work
 - clinton
 - it's the economy stupid
 - local newspaper
 - names, names, and names
 - bird in the hand
 - wooden palm pilot
 - 'not bigger!'
 - anti-feature creep
 - hollywood pitches
 - die hard on a bus

Sticky advice

- strategy
 - influence thousands of decisions
 - salmon stories
 - unemployed college professor
 - curse of knowledge
 - muckers
 - Subtopic
 - decision paralysis
 - we don't want to be no1, but sure as hell not 3rd
 - lack common knowledge
 - must be in day-to-day talks
- teaching
 - add mystery
 - coffee mugs java
 - three things students need to learn
 - why do men have nipples
 - dna analysis
 - crickets and heat
 - tangible
 - 30 min in nature
 - experience yourself
 - civil war
 - saw bones
 - emotion

What Sticks

- how?
 - pay attention
 - understand & remember
 - agree/believe
 - care
 - be able to act on
- problems
 - break guessing machines
 - create curiosity gaps
 - use existing schema's
 - specific examples
 - springboard story
 - sinatra test
 - no authorities
 - not paying attention
 - not understanding
 - not believing / agreeing
 - not caring
 - not acting
- individuals
 - profound self interest
 - inspire
 - challenge plot story
 - tappers + listeners
 - 89% of all successful ads
 - israeli research
 - 6 ad categories
 - all good
 - only stories remembered
 - 1 minute speeches
 - sticky examples
 - kidney theft
 - battered popcorn
 - halloween apples

stories

- be able to act on**
 - vs 6 under 7
 - Subway
 - Jared
 - challenge
 - David vs Goliath
 - formidable challenge
 - connection
 - bridge that spans gap
 - titanic
 - creativity
 - apple on newton's head
- springboard story
 - tell possibilities
 - start the talk
 - creates buy-in
 - combat skepticism
- best stories
- conference summary
 - story = what you'll remember anyway**
 - last summary slide vs story**

emotional

- care**
 - feel something
 - better than group
 - individual
 - calculation hinders emotion
 - headlines
 - what's in it for me?
 - self interest
 - makes people believe
 - imagine cable tv
 - let people imagine
 - to find core
 - ask why?
- examples
 - honoring the game
 - sportsmanship
 - people laughed at me...
 - morale vs food
 - math is mental weight lifting

credible

- agree/believe**
 - test for yourself
 - where's the beef?
 - details
 - Darth Vader toothbrush
 - do matter
 - human numbers
 - inch of dead center
 - 25 landscapes**
 - organization soccer team
 - only 4 know the right goal
 - 2 would care
 - 2 know position
 - 9 somewhat playing against team
 - sinatra test
 - if you can make it there, you can make it anywhere
 - security Fort Knox
 - cooking White House
 - testimonials
 - examples
 - 5000 bombs
 - BBs in bucket
 - statistics aren't helpful, it's scale and context that make them so
 - shark attacks
 - NBA HIV groupies
 - experience
 - vs boring talk

unexpected

- pay attention**
 - surprise
 - gets attention
 - interest
 - keeps attention
 - break guessing machine
 - school run is...
 - movie going is...
 - mystery
 - interest
 - slowly unfold
 - rings of saturn
- knowledge gaps
 - gap = curiosity
 - movies
 - what will happen?
 - mystery novel
 - who did it?
 - sports
 - who will win?
 - tell facts?
 - highlight knowledge gaps**
 - 'Here's what you know. Now here's what you're missing'**
 - first let them realize they need facts, before telling them
- involve
 - vote on answers
 - find out who was right
- inspire
 - put a man on the moon
 - pocketable radio
- examples
 - fun safety announcement
 - Nordstrom
 - nordies
 - wrapped macy gift
 - no school next Tuesday
 - college football tv
 - show context
 - put a man on the moon
 - people start imagining
 - everyone knows goal

concrete

- understand & remember**
 - concrete images
 - give an example
 - needed in difficult text
 - 25 landscapes
 - vs 2 million acres
 - universal language
 - simplified english
 - anybody understands
- examples
 - blue eyed kids
 - blueprints
 - engineers
 - blueprint
 - abstract
 - manufacturing
 - physical
 - 727 plane
 - 131 passengers
 - land on La Guardia
 - nonstop Miami-NYC
 - Ferraris to DisneyWorld
 - Leather folder
 - future PDA
 - opens discussion
 - salt+sugar packs
 - saves a child
 - tangible
 - Saddleback church
 - target audience
 - know what the aim is
 - quotes
 - language is abstract
 - life is not
 - abstract business strategy eventually shows up in tangible actions