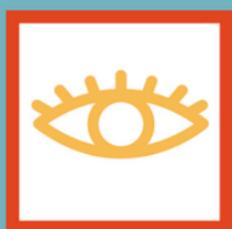


MAKING AN IDEA STICK: COMMUNICATION FRAMEWORK

To have a 'splashy' story that lasts and makes an impact, you should be able to have your audience:



Pay attention

Get your audience's attention by making them curious. Show that there may be a gap in people's knowledge by posing a question or puzzle to hook your audience.



Understand and remember it

Use concrete language and images in your stories to introduce and reinforce new concepts and ideas. You want to build on the existing knowledge of your audience.



Agree/Believe

Statistics help build credibility to our story. Stats, however, are only helpful if we are able to provide the scale and context. Tell an anecdote of a person that helps your audience relate to the statistics/facts you present.



Care

What is the way to a person's heart? Empathy. Appeal to the audience's self-interest, and show how your ideas are related to what people already care about.



Be able to act on it

The strength in storytelling lies in its dual power to stimulate and to inspire. Defeat the Curse of Knowledge, by making sure that your story is simple and consistently reflects your CORE message.

Drawn from
MADE TO STICK
By Chip Heath & Dan Heath