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Learning Outcomes

- Discover the 5 simple steps to make your prevention message stick in peoples' minds while inspiring them to take action
- Apply the ideas you are learning in this session

Why Some Ideas Survive
and Others Die

M A D E



to

S T I C K

Chip Heath & Dan Heath

Creating Your Sticky Prevention Message

- 1) Capture attention (unexpected)
- 2) Understand and remember it (concrete)
- 3) Agree/Believe (credibility)
- 4) Care (emotion)
- 5) Be able to act on it (simplicity/story)



Unexpectedness

Unexpectedness

To capture someone's attention, you must do something different and unique

Examples

- 1) Say something contradictory to what is normal
- 2) Ask a question
- 3) Share a startling statistic
- 4) Use humor
- 5) Tell a story



Concreteness

Concreteness

Turn an abstract idea into something that is tangible and that people are familiar with

Example

- Connect the unknown to the known
 - Words (ex. Its like this or its similar to)
 - Images

A close-up photograph of a person's hand holding a small, white rectangular card. The card has the words "TRUST me." written on it in a casual, handwritten style. The background is blurred, showing a person in a dark suit and a patterned tie. The lighting is bright, highlighting the texture of the hand and the card.

TRUST me.

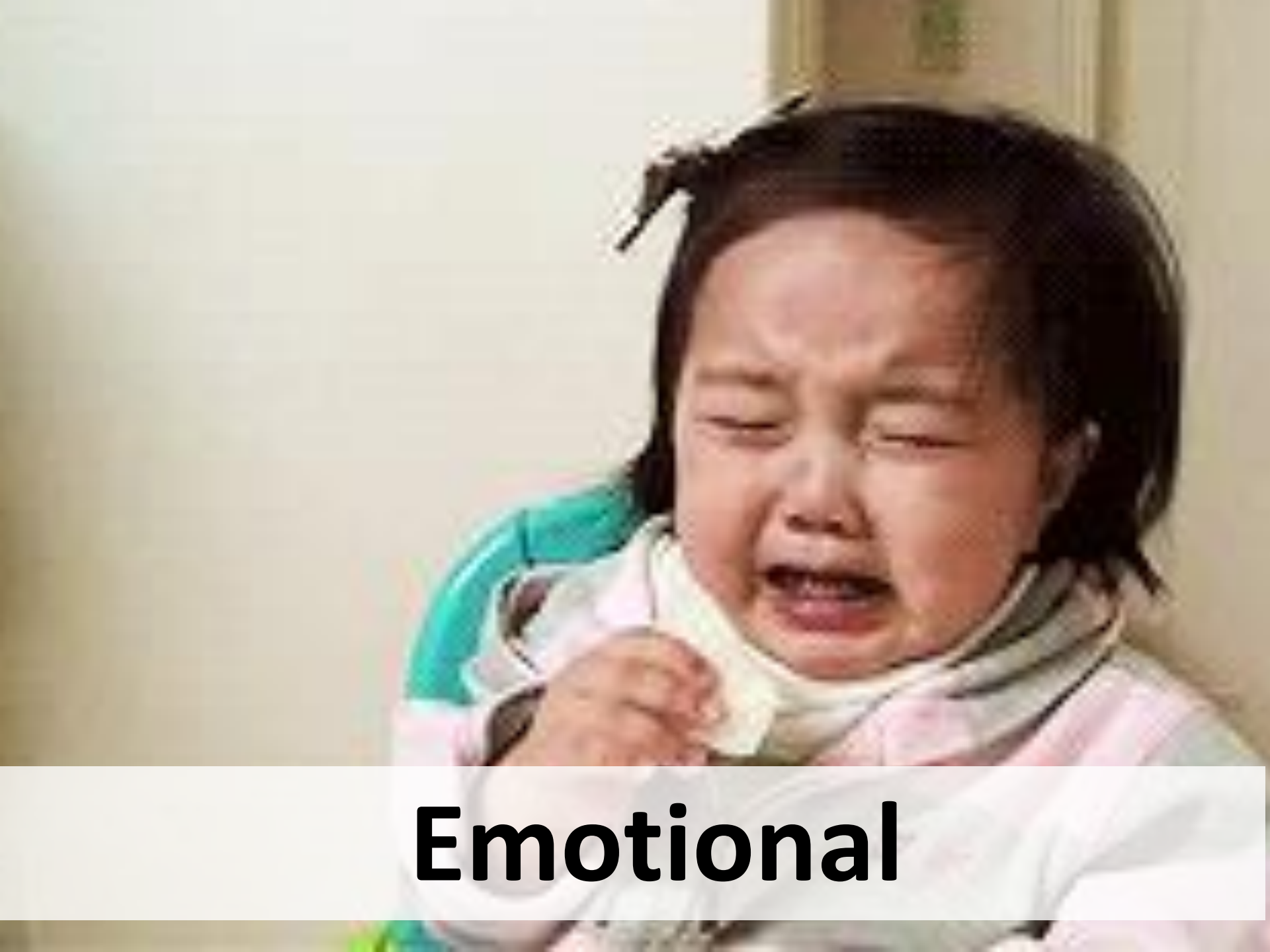
Credibility

Credibility

Incorporate information that makes your message believable and trustworthy

Example

- Align yourself with people/things that are credible
 - (Ex. Statistics from Harvard, using a celebrity that shares your same point of view, etc.)



Emotional

Emotional

We are motivated by pain and pleasure
To inspire behavior change, tap into emotion

Examples

- Ask question
 - How would it feel.....
- Paint a picture (Imagine)
 - Imagine what it would be like to.....



Simplicity & Story

Simplicity & Story

Less is more. The more simple, the easier it is to be remember. Stories are one of the best ways to share a message.

Examples

- Focus on one call to action
- Share yours or someone else's story

Turning Knowledge into Action

IN YOUR TEAM

- 1) Capture attention (unexpected)
- 2) Understand and remember it (concrete)
- 3) Agree/Believe (credibility)
- 4) Care (emotion)
- 5) Be able to act on it (simplicity/story)



Questions?

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