

Make What You Say STICK

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Tips for Making Your Message Stick in People's Memory

Did you know that you speak an average of seven-thousand words a day?

It's true.

Now consider how many of those spoken words are remembered by your listeners. The sad fact is that most of what you say is forgotten.

If you're a leader, or someone who is expected to create influence, you have to make your messages stick in people's memory. The term is called **stickiness**, and it was coined by Chip and Dan Heath in their book on the topic, ***Made to Stick***.

So, what makes a message sticky?

It's three things, really.

What you say should be:

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1. Simple.

2. Emotional.

3. Vivid.

To communicate effectively you should **avoid cliches and over-used jargon. Use real words that are simple and to-the-point.** Listeners will remember the freshness of your ideas by the freshness of your language.

No matter how big and ambitious your vision may be, the language you use to convey your message needs to be specific, not to mention powerful. **Use active metaphors to help your listeners visualize what they are hearing.** Metaphors create a word picture; it makes people see an idea.

Stories also put a human face on your ideas and information. Your listeners may not remember a string of numbers, but they'll remember a story. People will listen with absorbed attention to almost any story, then they will anticipate what comes next. This is the way our brains are wired. **THIS is why story-telling is so powerful.**

Mastering the art of stickiness will not happen overnight. But by practicing these techniques, your communication skills will only get sharper over time.

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