



Make Your Messages 'Sticky' With Themes & Memory Techniques

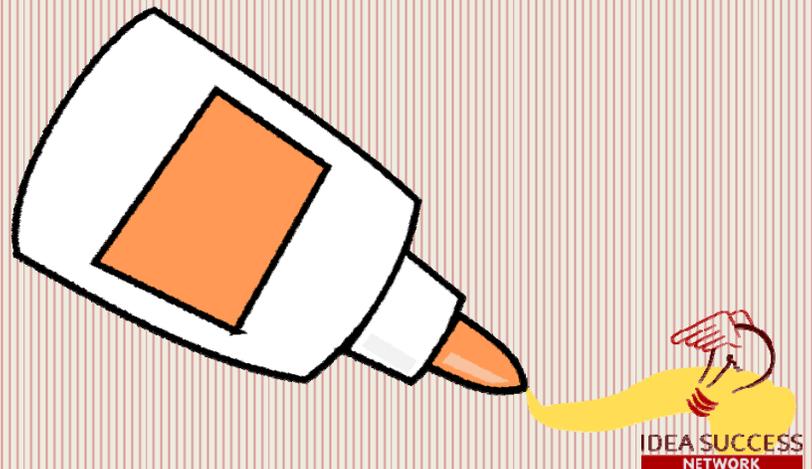
NSA-St. Louis Chapter

Note: Download the full document from
www.IdeaSuccessNetwork.com/nsastl2016

Sylvia Henderson

WWW.IDEASUCCESSNETWORK.COM | WWW.SPRINGBOARDTRAINING.COM

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Program Description

Think about the messages you've heard that stick with you and the devices speakers used to cause that stickiness. Discover methods for making your messages memorable and actionable for your audiences. You will practice integrating themes and memory techniques into your own messages so that audiences and clients remember and take action on the essence of what you want them to retain long after your programs are over. Collaborate with your peers to hone your messages so that you create optimal IMPACT[®] with your clients.

By attending this session, participants (you) will:

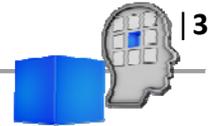
1. Discover a system for getting—and implementing—ideas that make your messages “stick” with your audiences.
2. Integrate themes with, and apply appropriate memory techniques to your messages to make them relevant and enable your audiences to recall & take action on key points.
3. Create and deliver your message using your chosen technique(s) and receive feedback that will help you fine-tune your message for audience retention.

Sylvia Henderson



Sylvia Henderson is the founder of the Idea Success Network and CEO of Springboard Training LLC. **Her passion is getting people to recognize their own brilliance & take action on their ideas.** Sylvia is the author of *Hey, That’s My Idea! How to Speak Up and Get Recognized for What You Know and Think*, as well as other books & information products. She is a reformed IBM and AOL corporate trainer & manager. Sylvia facilitates strategy sessions for entrepreneurs & teams; presents virtual & on-site workshops; coaches pitch teams for investor pitches; hosts a cable TV program; and otherwise over-schedules her life. She is Past-President of the NSA-DC Chapter of the National Speakers Association; a former Vistage Chair; and Lead Coach for the Piranha Tank-branded pitch events in the Mid-Atlantic area.

Sylvia spends time outside of her business with her life partner and friends in the Washington DC metro area. She rides a motorcycle and rollercoasters to clear her head & scramble her brains, and repeatedly watches every episode of Star Trek™ she comes across. Sylvia is a DTM-level Toastmaster & a Volunteer Trainer for the Girl Scout Council of the Nation’s Capital. Connect with Sylvia at the contact points in the footer of this doc.



Process

1. What message do you want / need to convey?

- Purpose
- Results / take-aways

2. Choose theme and/or memory technique

- Avocation
- Interest
- Given to you
- Memory technique

Primary tools for this process

- Fresh mind
- Partner you trust
- Post-Its™ / index cards / white board
- Markers
- Chart paper / blank note paper / napkin
- Time
- Environment for thinking & creativity

References / Recommendations / Action Items / Notes

	A collage of various objects including a globe, a clock, a lightbulb, a pencil, a ruler, and a magnifying glass.

3. Follow a system to integrate your theme / memory technique to develop & deliver your program.



<p>I Ideate</p>	<ul style="list-style-type: none"> • Message → key point(s) • Theme(s) / memory techniques • Free thought • No judgments <p>} Ideation</p>	
<p>M Manipulate (Synthesize)</p>	<ul style="list-style-type: none"> • Patterns • Priorities • Processes – order / steps • Logistics or logic • Tie concepts together → key points with memory techniques / themes <p>Best with a trusted partner!</p> <ul style="list-style-type: none"> • Techniques / tools: <table border="1" data-bbox="1047 955 1421 1186"> <tr> <td data-bbox="1063 976 1404 1186"> <ul style="list-style-type: none"> – Visuals – Color – Shapes – <u>Known</u> icons / logos / symbols – Audio </td> </tr> </table> – Language – Rhythm – Rule of 3’s – 2x2 matrix – Wheels 	<ul style="list-style-type: none"> – Visuals – Color – Shapes – <u>Known</u> icons / logos / symbols – Audio
<ul style="list-style-type: none"> – Visuals – Color – Shapes – <u>Known</u> icons / logos / symbols – Audio 		
<p>P Plan strategy (Make it work)</p>	<ul style="list-style-type: none"> • Develop presentation / program / product • Explain/limit jargon, terms, “insider” experiences 	
<p>A Act (Develop)</p>	<ul style="list-style-type: none"> • Presentation • Speech • Program • Product 	
<p>C Communicate (Practice “good speaker” best practices)</p>	<ul style="list-style-type: none"> • Practice • Adjust • Prep • Visuals / sensory • Deliver your program <p>Your genius! Do what you do well.</p>	
<p>T Take measure (Evaluate results)</p>	<ul style="list-style-type: none"> • Evaluate & adjust • Repeat! 	

Process Worksheet

Ideation



Theme / Memory Technique	Message



Synthesize



Action strategy



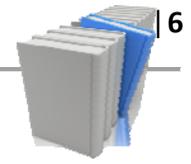
Implement



Evaluate



Download this worksheet from www.IdeaSuccessNetwork.com/nsastl2016



Definitions / Examples of Language-Based Memory Techniques

mnemonic

A mnemonic, or mnemonic device, is any learning technique that aids information retention. Mnemonics aim to translate information into a form that the brain can retain better than its original form. Can be text, visual, or auditory.

Examples:

- "Memory Needs Every Method Of Nurturing Its Capacity" is a mnemonic for how to spell mnemonic.
- “Pity My Dear Aunt Suzie” = math equation order used for Excel spreadsheet setup.
- “Right over left. Left over right. Makes a knot neat, and tidy, and tight.” = ditty for how to tie a square knot that every Girl and Boy Scout learns.
- Some business telephone numbers spell-out the business name or specialty.
- (Visual) Fingers on left hand form a “b” / fingers on right hand form a “d” = which side of a dining table place setting is where *your* bread and drink are located.
- (Auditory) Ad / commercial ditties → What is the telephone number for Empire Flooring?

abbreviation

A shortened or contracted form of a word or phrase, used to represent the whole.

Examples:

- Dr. for Doctor
- U.S.A. for United States of America
- lb. for pound.

acronym

An acronym is an abbreviation formed from the initial components in a word or phrase. Usually these components are individual letters or parts of words or names.

Examples:

- NSA (either one) – National Speakers Association or National Security Agency
- CSP – Certified Speaking Professional
- Potus – President of the United States
- laser – lightwave amplification (by) stimulated emission (of) radiation
- modem – modulator–demodulator
- HOMES = the Great Lakes in Northern USA (Huron, Ontario, Michigan, Erie, Superior)
- ADDIE = instructional systems design process (assess, design, develop, implement, evaluate)

Definitions and examples of memory techniques (*continued*)

analogy

A comparison between two things, typically on the basis of their structure and for the purpose of explanation or clarification. A similarity, in some respects, between things that are otherwise dissimilar. Typically the words “like” or “as” are used within the comparisons.

Examples:

- The workings of nature and those of human societies
- Spread of a virus and spread of ideas (viral videos?)

metaphor

A word or phrase for one thing that is used to refer to another thing in order to show or suggest that they are similar.

Examples:

- Family tree
- She’s a walking dictionary
- Light of my life
- Raining cats and dogs

initial

The first letter of a word.

anagram

A type of word play, the result of rearranging the letters of a word or phrase to produce a new word or phrase, using all the original letters exactly once.

Examples:

The word anagram can be rearranged into nag-a-ram.

Reclaim → Miracle

Listen → Silent

Resource: <http://www.wordplays.com/anagram-solver>

idiom

A phrase or a fixed expression that has a figurative, or sometimes literal, meaning. An idiom's figurative meaning is different from the literal meaning.

Examples:

- A bird in hand is worth two in the bush (Having something that is certain is much better than taking a risk for more, because chances are you might lose everything.)
- Cup of Joe (A cup of coffee.)
- Dry run (Rehearsal)

Resource: <http://idiomsite.com/>



“Sticky” Technique: Language (Acronyms)



Do any of these words resonate with you for your end result?

- No more than 7 characters
- People remember odd numbers best
- Creative spelling is okay

LOVE	LIVE	FOCUS	SELL	SMILE
DRIVE	EMPLOY	NETWORK	LEADER	INSIGHT
APPLY	HEALTH	MONEY	REFER	SPEAK
THINK	WRITE	CREATE	INSIGHT	SUCCESS
PLAY	WEALTH	COLOR	PEACE	ACTION

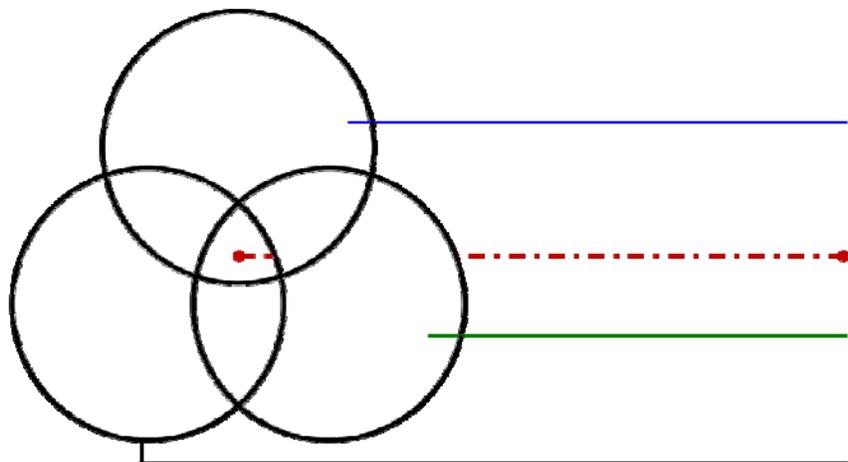
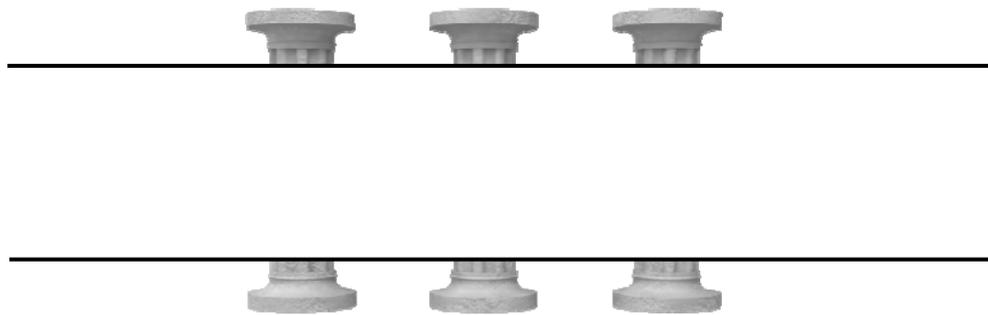


“Sticky” Technique: Rhythm



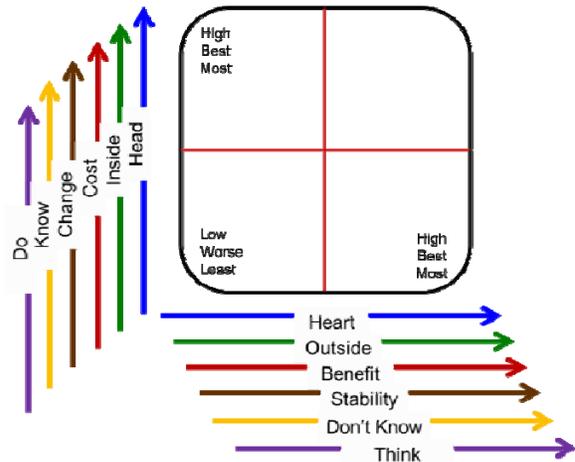
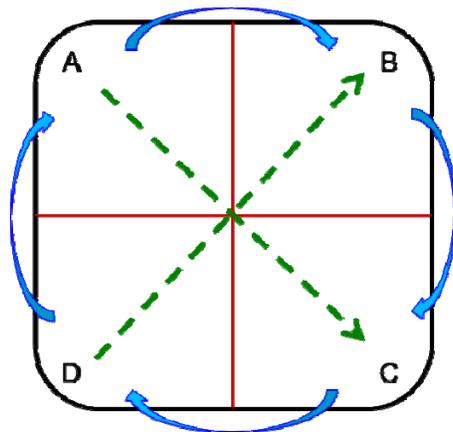


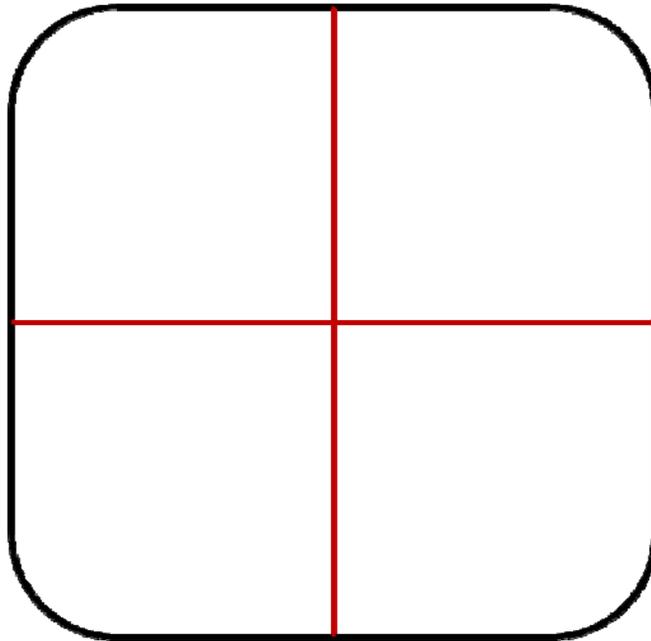
“Sticky” Technique: Rule of 3’s



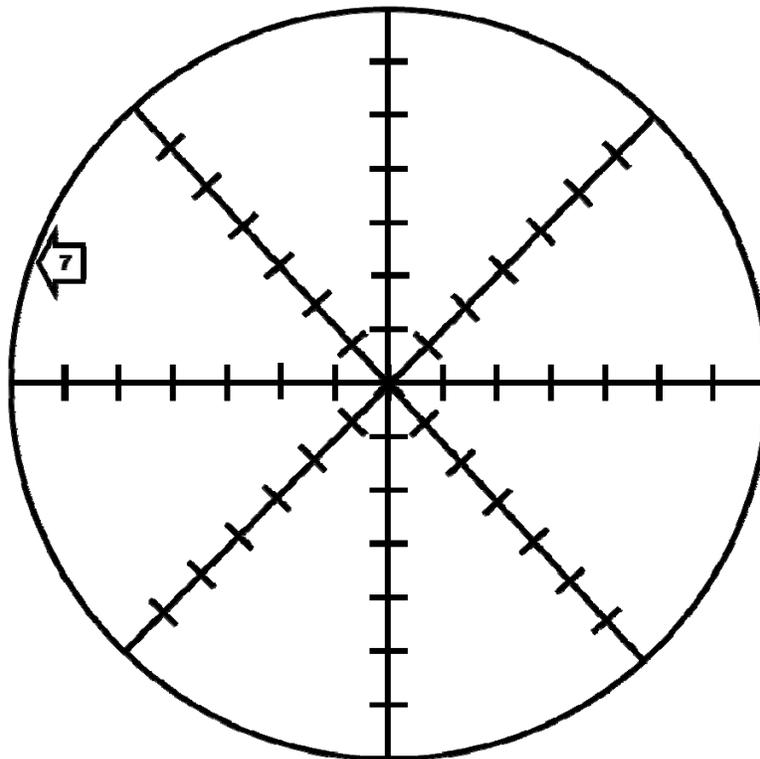
“Sticky” Technique: 2x2 Matrix

REFERENCE: “The Power of the 2x2 Matrix”. Authors: Alex Lowy & Phil Hood. ISBN 0-7879-7292-4



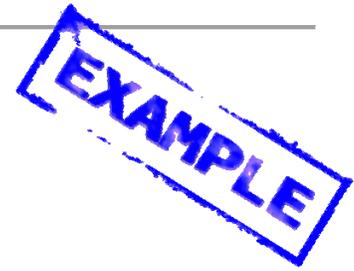


"Sticky" Technique: Wheel



Sylvia’s Chapter President Messages

Chapter President’s theme for the year → monthly messages
 “Speaking With Soul & Substance: Engage at Full Throttle!”



NSA National Theme (Lenora Billings-Harris, National President)

NSA-DC Theme (Sylvia’s)

Ideation

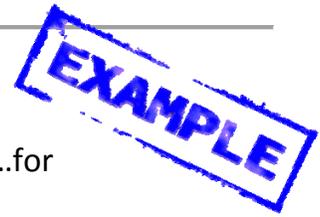


Theme / Memory Technique	Message
FINE-C (pre-ride check)	Prepare for performance
Slow, look, lean, roll (handle curves in road)	Mindset
Ride leader	Relationships
Accelerate / move forward	What stops you?
Throttle	Keep moving forward
Throttle rocker	Collaboration
Balance	Learn from each other
Saddle bags	Network
Travel → packing	Leadership
Fork lock	Volunteer
MSF classes	Chapter
Tires / wheels	Stand out from crowd
Spokes	Image / 1 st impressions
Handle bars	Always learning / improving
Gas / fuel	Improvising when Murphy’s Law strikes
Feeling when riding	
Accidents → prepared	
Helmet	
Jacket	
Boots	
Gloves	
Protection	
Kickstand	
Indicator lights	
Key / lock	



<p>Synthesize</p> <p>Moto analogies that match messages</p>	<p>Criteria:</p> <ul style="list-style-type: none"> • 5-minute speeches • How does “general public” <i>feel</i> about motorcycles? <ul style="list-style-type: none"> ○ What do they know? <ul style="list-style-type: none"> ▪ Terms ▪ Experiences • Equate to more-common experiences <ul style="list-style-type: none"> ○ Car – convertible ○ Open jeep ○ Bicycle ○ Skateboard • Need 10 applicable messages for speakers @ every level = 10 NSA-DC meetings 														
<p>Action strategy</p>	<table border="1"> <tr> <td>throttle</td> <td></td> </tr> <tr> <td>throttle rocker</td> <td>→ move forward; accelerate</td> </tr> <tr> <td>FINE-C</td> <td>→ preparation</td> </tr> <tr> <td>saddlebags</td> <td>→ tools, skills → what you carry</td> </tr> <tr> <td>ride leader</td> <td>→ leadership</td> </tr> <tr> <td>jacket & helmet from accident</td> <td>→ prepare for unexpected</td> </tr> <tr> <td>tires, wheels, spokes</td> <td>→ relationships strengthen</td> </tr> </table>	throttle		throttle rocker	→ move forward; accelerate	FINE-C	→ preparation	saddlebags	→ tools, skills → what you carry	ride leader	→ leadership	jacket & helmet from accident	→ prepare for unexpected	tires, wheels, spokes	→ relationships strengthen
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tires, wheels, spokes	→ relationships strengthen														
<p>Implement</p>	<ul style="list-style-type: none"> • Run overall concept past <ul style="list-style-type: none"> ○ Fellow speakers ○ Toastmasters club • Develop full speeches • Present 														
<p>Evaluate</p>	<ul style="list-style-type: none"> 💡 Reactions? 💡 Comments? 💡 How did each delivery <i>feel</i>? 💡 Changes for next month 														

Sylvia’s “Ideas, to IMPACT[®] Program

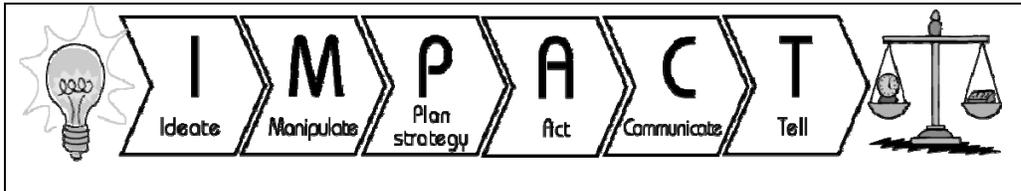


Tagline (theme): “Get out of your head & into action with your ideas...for profit & purpose.”

	Theme / Memory Technique	Message
Ideation I-M-P-A-C-T	I	Ideation Initiate idea Problem – solution Thoughts to solve Discovery Intention Dream, goal, project
	M	Synthesis Mold Manipulate Master Materialize Organic Reduce Categorize Focus → \$\$, ROI, purpose
	P	Strategy Action / implementation plan Plot / plan strategy Perfection = not necessary
	A	Do it → carry out strategy / plan Help others do it Implement Attention Administer
	C	Communicate Convince others to act Coordinate Collaborate
	T	Terminate (sales) Tell them what you want / need



Synthesize



Action strategy

- Ask: “Why your ideas / messages important?”
 - Responses = make an impact
- Define process (IMPACT)
- Visual = forward movement
 - Simple concept
 - Easy to draw/reproduce
 - Segmented for system steps & individual instruction
 - Beginning & end, yet reiterative
 - Arrows
 - Start w/idea → end w/result (time & money)

Implement

- Develop full message
- Develop programs
 - Presentations (30, 60, 90)
 - Webinar (60)
 - Classroom (3hr, 6hr)
 - Retreat
- Write book → *Hey, That’s MY Idea!*
- Coach / consult packages
- Collaborations



On Site Today!
IdeaSuccessNetwork.com/store
 Amazon Kindle store

Evaluate



Allow me to help you develop & capture your “sticky” messages!

IdeaSuccessNetwork.com/nsastl2016

1. Reference & Slides: “Make Your Messages ‘Sticky’ With Themes/Memory Techniques”

2. Consultation w/Sylvia → develop & capture your “sticky” message

3. Get the book “Hey, That’s MY Idea” (IMPACT® → thinking & action process)

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Text keyword: NSASTL2016
(all caps) to
202-499-2478 (202-499-BGR8)

For resources from this program

Borrowing from what flight attendants say at the end of flights...you had many choices for how to spend your day today. **Thank you** for attending *this* program!

I appreciate you!
Sylvia