

Make Your Messages "Sticky" With Themes and Memory Techniques

April 1, 2016 9:30 am  
Commerce Bank  
300 N. Kirkwood Rd  
Kirkwood MO



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Speaker & Trainer

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Today's Take-Aways...

- ✦ System for creative ideas
- ✦ Themes & memory techniques
- ✦ Create & deliver messages → receive feedback

to make an IMPACT<sup>®</sup> with your audiences.

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→ Determine key message

Process



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Determine key message

Process

Choose theme or memory technique



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Determine key message

**Process** Choose theme or memory technique

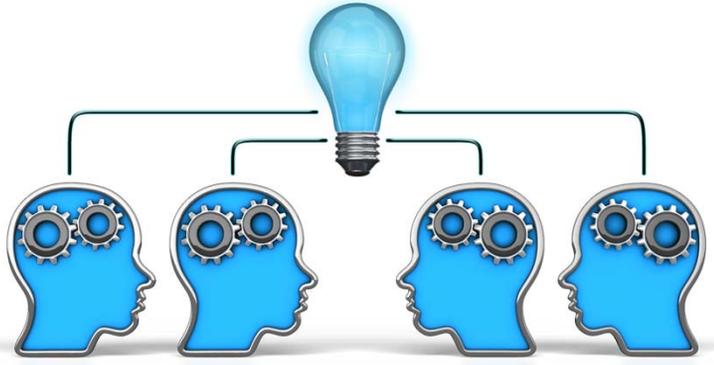


Use tools → create, practice, deliver, evaluate



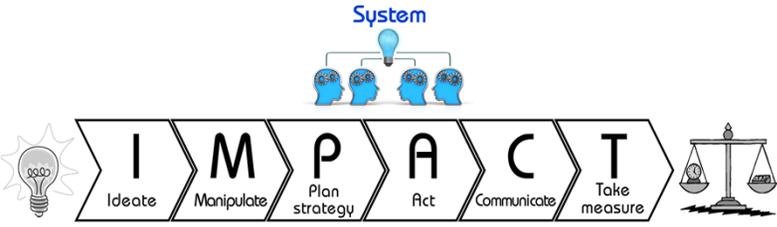
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# System



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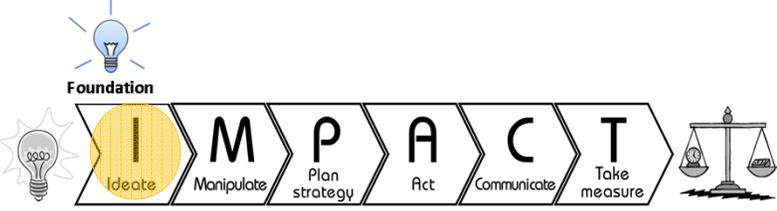
System





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Foundation




Ideation

Determine your key message

Decide on theme –or– memory technique

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**IMPACT**

- I** Ideate (Foundation)
- M** Manipulate (Strategy)
- P** Plan strategy
- A** Act (Action)
- C** Communicate (Action)
- T** Take measure (Accountability)

**Implement**

## Deliver your program

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**Evaluate**

## Evaluate & adjust

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**Ideation**  
**Connect the dots**  
**Action strategy**  
**Implement**  
**Evaluate**

## System Summary

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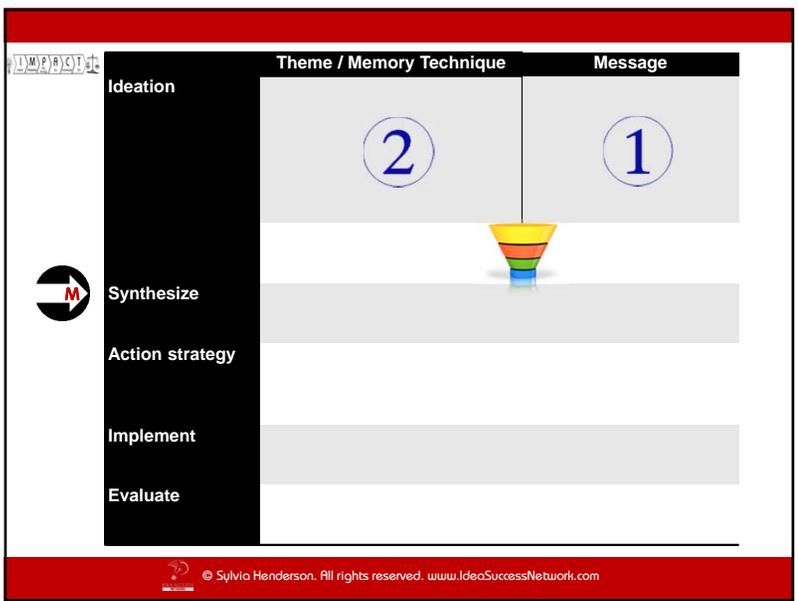
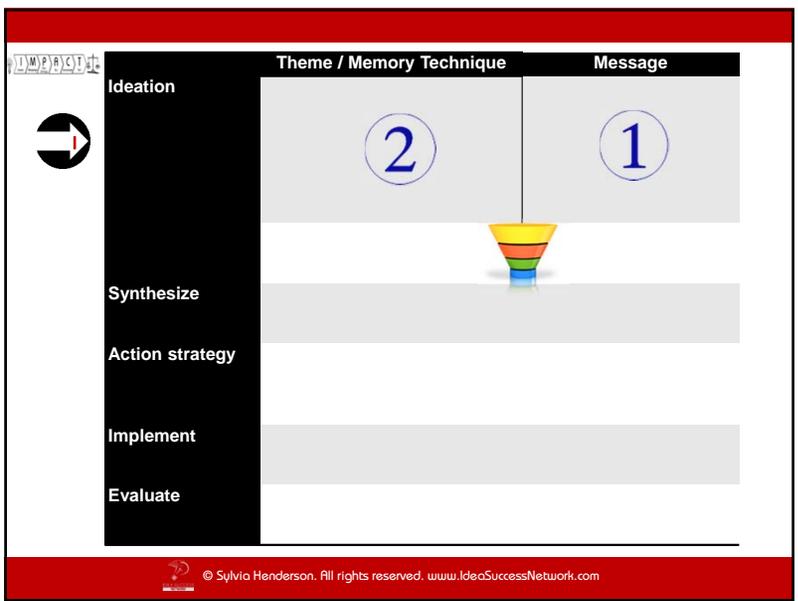
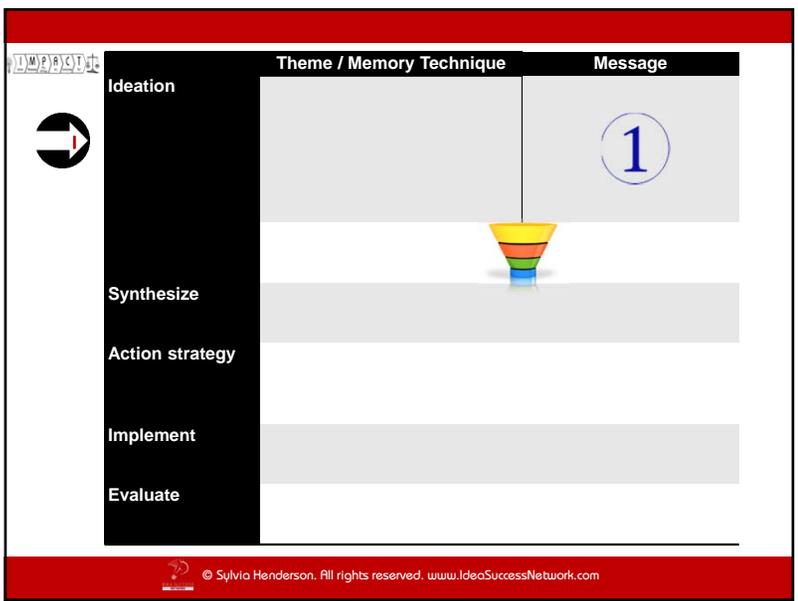
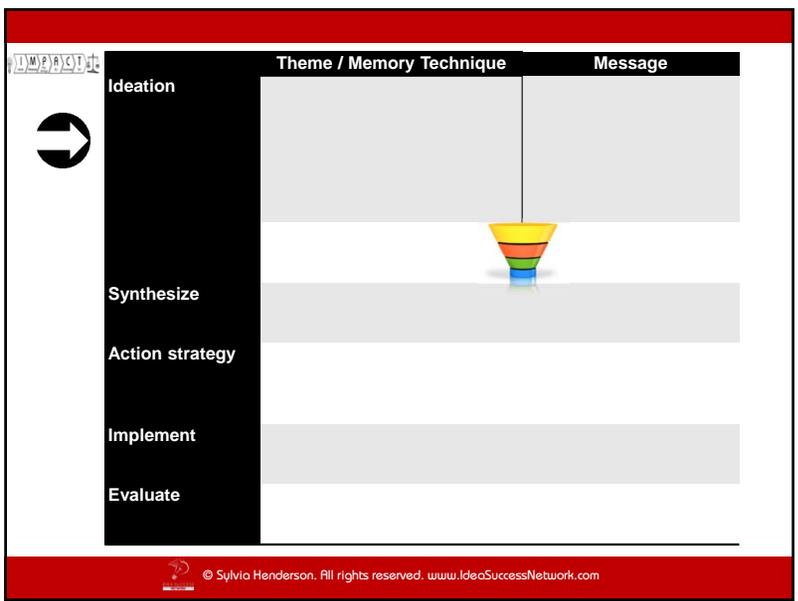
**OVERVIEW**

**Process Worksheet / Reference Card**

	Theme / Memory Technique	Message
Ideation		
Synthesize		
Action strategy		
Implement		
Evaluate		

**IMPACT**

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U M P A B C T 1 2 3 4 5 6 7 8 9 10

	Theme / Memory Technique	Message
Ideation		
Synthesize		
Action strategy		
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Evaluate		

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# Today...

- Language
- Rhythm
- Rule of 3's
- 2x2 matrix
- Wheels

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mnemonic  
 abbreviation  
**acronym**  
 analogy  
 metaphor  
 initials  
 anagram  
 idiom

**Language**

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## Thesaurus.com

idea

51 Synonyms found for idea

Synonyms for idea

belief	opinion	aim	flash	purpose
concept	perception	approximation	guess	reason
conclusion	plan	brainstorm	hint	significance
design	scheme	clue	hypothesis	suspicion
feeling	sense	conception	import	teaching
form	solution	conviction	impression	viewpoint
intention	suggestion	doctrine	asking	believed
interpretation	theory	and	estimation	abstraction
meaning	thought	essence	judgment	
notion	understanding	estimate	object	
objective	view	fancy	pattern	

Word Origin & History  
 idea 1430, "figure, image, symbol," from L. idea "idea" and in Platonic philosophy "archetype," fr. idea, form. From idēon "to see," from PIE \*h<sub>2</sub>ed- "to see" (see vision). Sense of "result of thinking" first recorded 1645. "Idea of one idea, like a hen with one chicken, and that a"

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

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**Rule of 3's**

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Similar, Similar, Similar

Similar, Similar, **Surprise!**

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Free 15-Day Trial  
This is a sample text. Insert your desired text here.

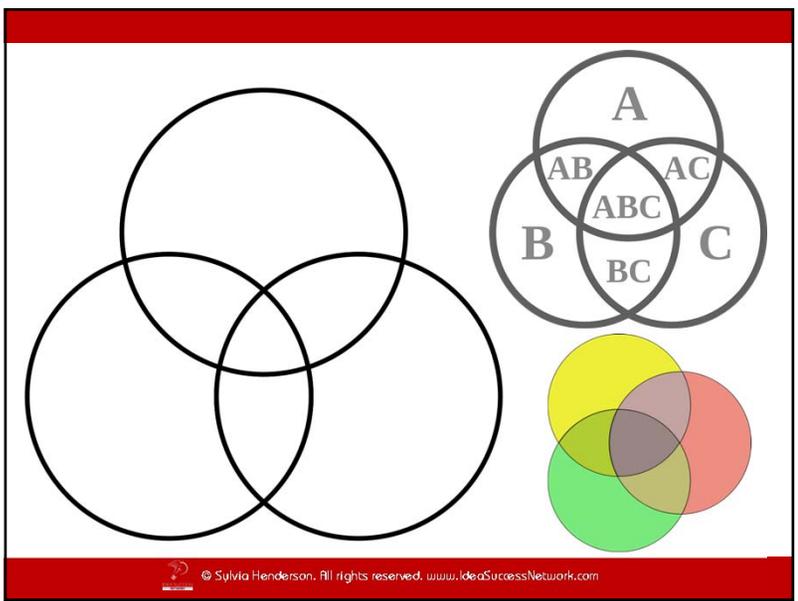
Save 20%  
\$99.99 Per Year  
This is a sample text.

\$9.99 Per Month  
This is a sample

Starter	Pro	Basic
Free 15-Day Trial	\$9.99 Per Month	\$99.99 Per Year
This is a sample text Sample text This is a sample text Sample text	This is a sample text Sample text This is a sample text Sample text	This is a sample text Sample text This is a sample text Sample text
Sign Up	Sign Up	Sign Up

Templates → <http://slidemodel.com?aid=5>

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Should you turn your idea into a business?

1. What can you do?  
(Knowledge; Skills)

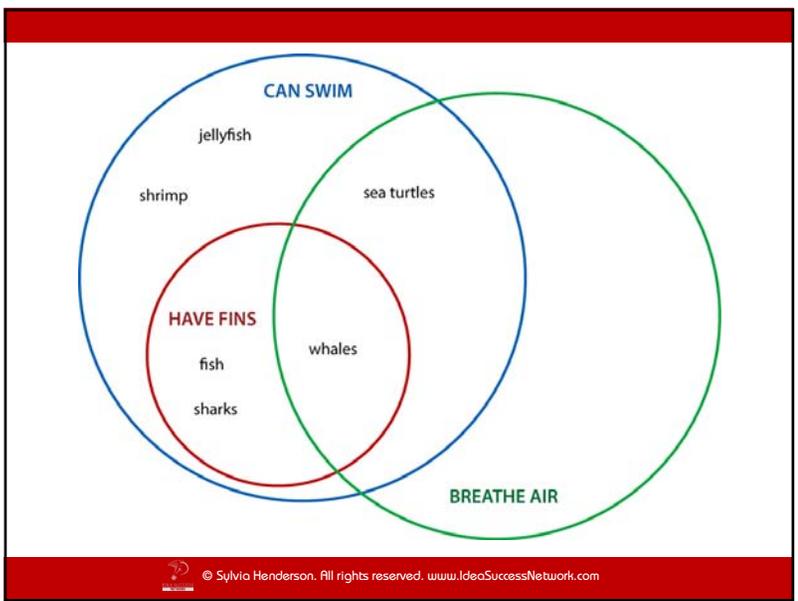
2. What's your genius?  
(Love/want to do)

3. What will people pay for?  
(Market)

**BONUS 24:7?**

IDEA SUCCESS NETWORK

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

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**Competing Priorities**

- Heart
- Outside
- Benefit
- Stability
- Don't Know
- Think

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**Processes / Categories**

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Thinking – Academic (Cerebral)

External (Community) | Internal (Expertise)

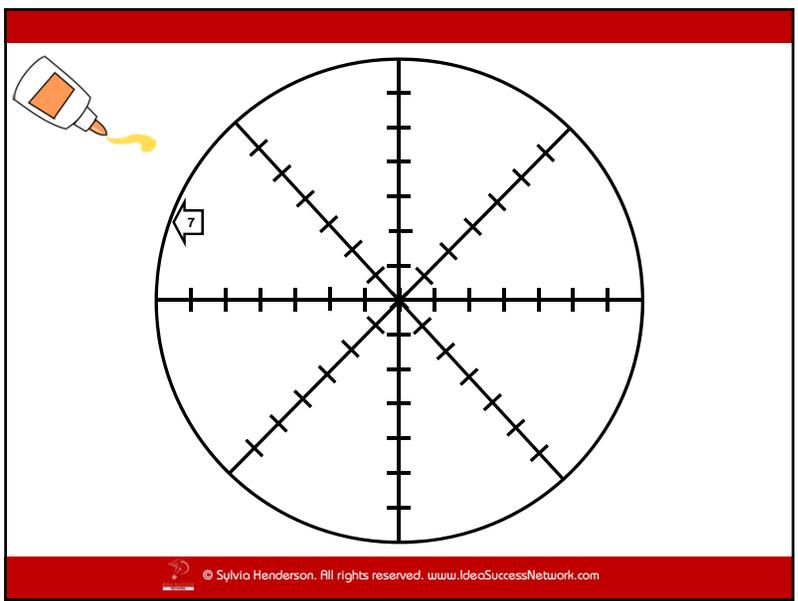
Facilitator | Strategist

Partner | Coordinator

Experiential – Implementation (Action)

**Collaborative Facilitation Professional**

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### Rating

- 5** Performed in this area at the highest level *and* got expected—or greater—results.
- 4** Performed in this area very well, got good results, yet could have done better.
- 3** Middling, so-so, average performance and results reflect "average".
- 2** Took action, yet got very little-to-zero results.
- 1** Took little-to-zero action *and* got poor results.
- 0** Did not perform in this area at all—or does not apply to me.

A completed radar chart with a green line connecting points across the axes. A yellow shaded area is at the top. A horizontal axis at the bottom is labeled 0-5 with a red arrow pointing right. A red highlighter and five yellow stars are at the bottom right.

### End-of-Year Business Report Card

A circular radar chart with 10 radial axes labeled: Personal Focus, Business Environment, Back Office, Financials, Marketing & Promotion, Diversification, Leadership, Personal Development, and Physical Environment. Each axis has a small icon. A red highlighter and five yellow stars are at the bottom right.

### Life Wheel

A circular radar chart with 8 radial axes labeled: Health, Personal Growth, \$\$ / Wealth, Fun / Recreation, Partner / Relationship, Friends / Family, Work, and Physical Environment. A small box with the number '7' is on the left axis. A red highlighter and five yellow stars are at the bottom right.

NATIONAL SPEAKERS ASSOCIATION  
**NSA**<sup>TM</sup>  
 WASHINGTON, D.C. AREA

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	Theme / Memory Technique	Message
Ideation		<b>EXAMPLE</b>
Synthesize		
Action strategy		
Implement		
Evaluate		

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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 <sup>st</sup> 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	

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**Criteria:**

- 5-minute speeches
- How does "general public" *feel* about motorcycles?
  - What do they know?
    - Terms
    - Experiences
- Equate to more-common experiences
  - Car – convertible
  - Open jeep
  - Bicycle
  - Skateboard
- Need 10 applicable messages for speakers @ every level = 10 NSA-DC meetings

**EXAMPLE**

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	Theme / Memory Technique	Message
Action strategy	throttle	move forward; accelerate
	throttle rocker	→
Implement	FINE-C	→ preparation
	saddlebags	→ tools, skills → what you carry
Evaluate	ride leader	→ leadership
	jacket & helmet from accident	→ prepare for unexpected
	tires, wheels, spokes	→ relationships strengthen

- Run overall concept past
  - Fellow speakers
  - Toastmasters club
- Develop full speeches
- Present

- 💡 Reactions?
- 💡 Comments?
- 💡 How did each delivery *feel*?
- 💡 Changes for next month

## Today's Take-Aways...

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to make an IMPACT<sup>®</sup> with your audiences.

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# 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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