

September 2019 Book

Saturday September 7 - Agenda

- Introduction
- Key concepts
- Assignment

Meeting Length: 30 min

Introduction

- Let's get to know each other
 - Name
 - A little something about you
 - Why you joined the group

“Reading 3 books makes you an expert relative to the general level of knowledge”

<https://siamohajer.com/the-3-book-rule-of-being-an-expert/>

We want to develop leadership experts through reading



How to make an idea stick

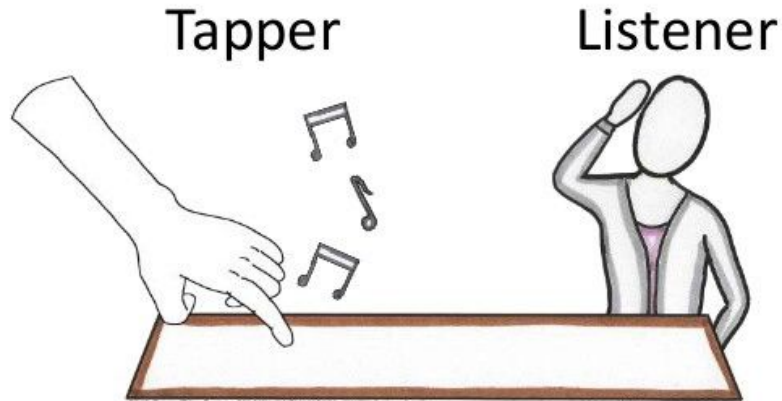
Step 1: Strip idea down to its Core

Step 2: Apply SUCCESS to make it stick

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Story telling

What might make it difficult to do?

The Curse of Knowledge



Applying this to Planning



Next Week's Assignment

1. Find a story or an idea where the lead is buried and change it using the principles here.
2. Read chapters 2 and 3

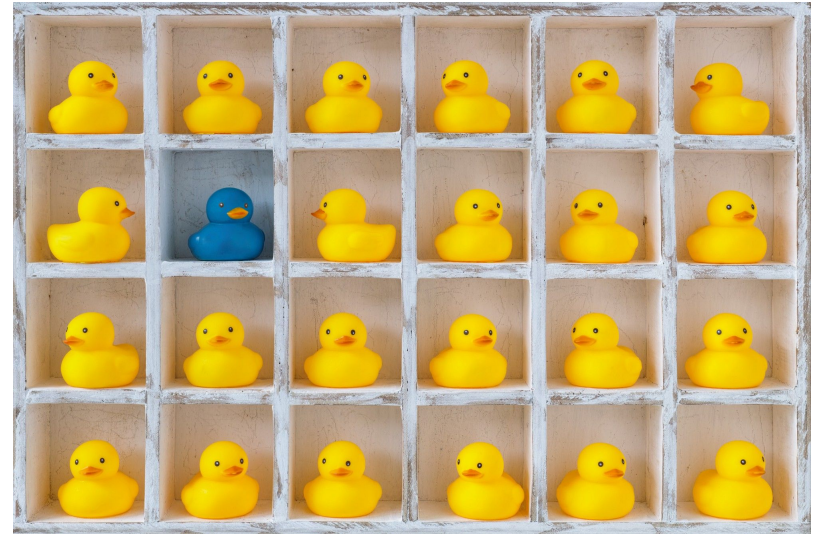


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- **S**imple
- **U**nexpected
- **C**oncrete
- **C**redible
- **E**motional
- **S**tory telling

Unexpected

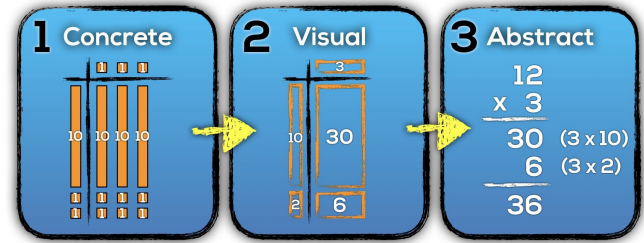
- Our senses filter out the usual so we can process all the information we are getting. Surprise jolts us so we can repair the failure for the future. In order to surprise you have to break the schema or show a gap that raises questions.
- Surprise does need to be satisfying. Not frustrating. It should not be gimmicky. You have to fix the guessing machine after failing it.
- **How to surprise:** find the core, figure out what is counter intuitive about the message, communicate the message in a way that breaks the common guessing machine, then show them how to make sense of it.



Concrete

- Concrete. Example teach Math with concrete real life examples. 61% in Asia vs. 31% in the US. Asian are better at math. Build a sensory images. Don't build a roof in the air. Use concrete concept as foundation. Curse of knowledge pushed is towards abstraction.

Concreteness Fading



- Example of Concrete:** Boeing 747
 - Concrete goal example Boeing. 747 must carry 133 passengers from Miami to New York and land on runway 33.

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Credible

Sources of credibility

1. From external sources
 - a. Experts and celebrities
 - b. Anti-authority (What someone has done)
2. From the message
 - a. Use of statistics for example (the BB sound to show nuclear warhead impact)
3. From the audience
 - a. Ask the audience to do comparison themselves (i.e. where's the beef commercial from Wendys)

**"if I can make it
there, I can make it
anywhere."**

-Frank Sinatra, *New York, New York*

Made to Stick
by Chip & Dan Heath

Emotional

- Feeling vs. Analytics: example of people who
- Mass vs. individual - “drop in the bucket” effect

- Most basic way to make someone care is by associating something they already care about with something new

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The Power of Stories

- Stories help us simulate therefore reinforcing stickiness
 - Important to simulate the events and not the outcome

- Types of Story plots
 - Challenge plot - David & Goliath
 - Creativity plot - Good Samaritan
 - Innovation plot - Grinder designed in a 3rd of the time

