Made to Stick

How to craft memorable, impactful, and engaging messages that resonate with your audience.

collide muons

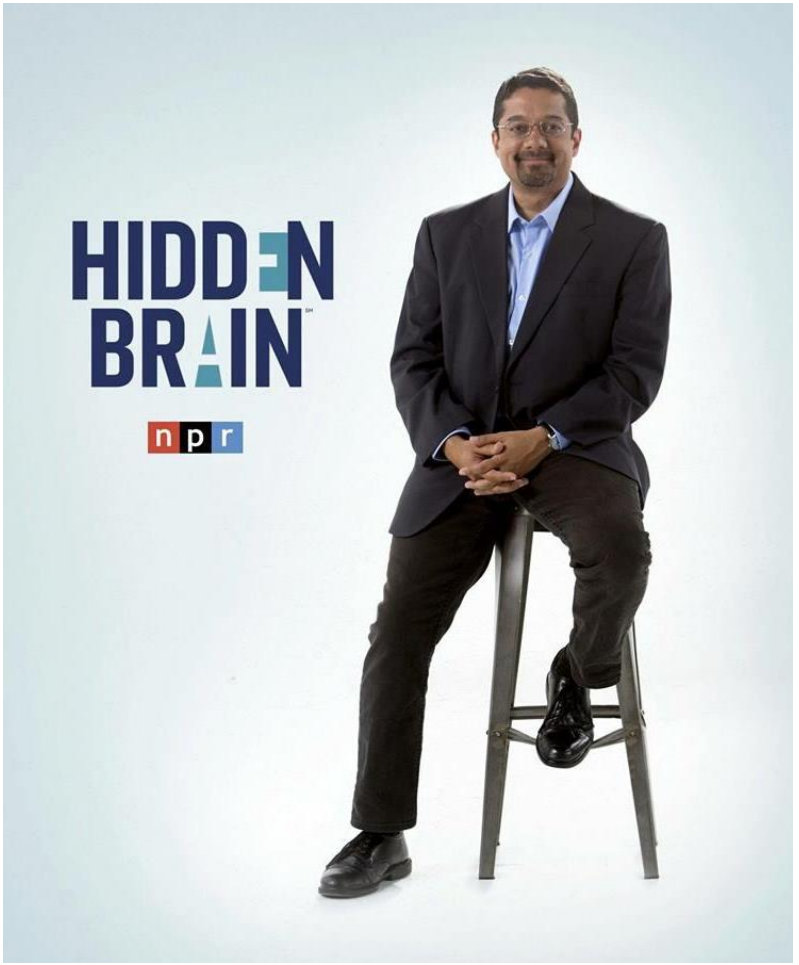
Made to ~~Stick~~

How to ~~craft memorable, impactful, and engaging messages that resonate with your audience~~. FIND NEW PHYSICS

About me

- US CERN Communications Officer, CERN Press Office
- Deputy Editor of Symmetry magazine
- Author of 200 articles in Symmetry magazine

Why Some Ideas Survive and Others Die...
MADE
to
STICK
Chip Heath & Dan Heath


HIDDEN
BRAIN
npr

Today’s Agenda

Key qualities of “sticky” ideas (SUCCES model)

The curse of knowledge and other common pitfalls

Why should we listen to *you*

“The Farmer’s Union Against Vegans”

Simple

- Find the core of the message.

Unexpected

- Surprises or breaks patterns.

Concrete

- Vivid, relatable examples or imagery

Credible

- Build trust and believability.

Emotional

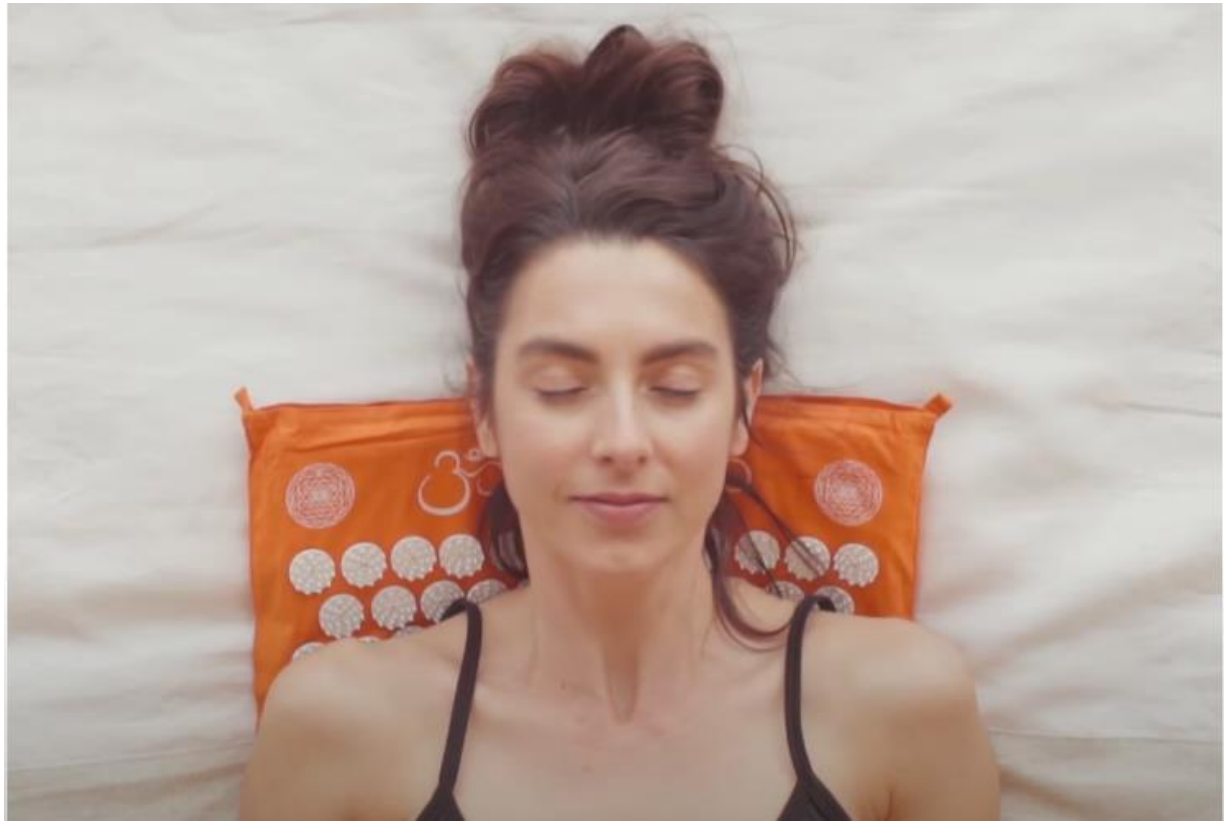
- Connects to audience's values and feelings.

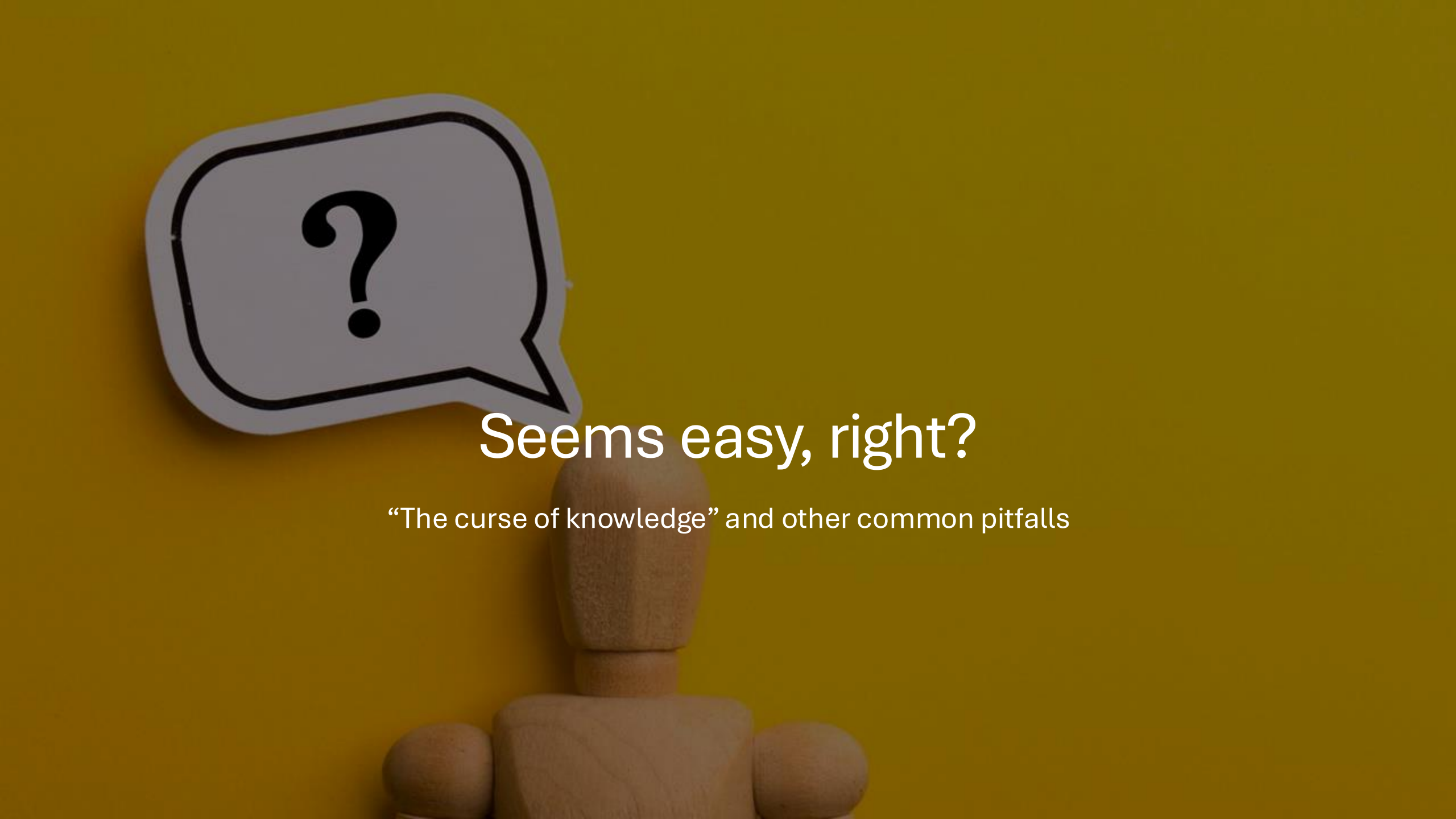
Stories

- Tell compelling narratives to inspire action.

Two ads; one product

Which is more effective? Why?

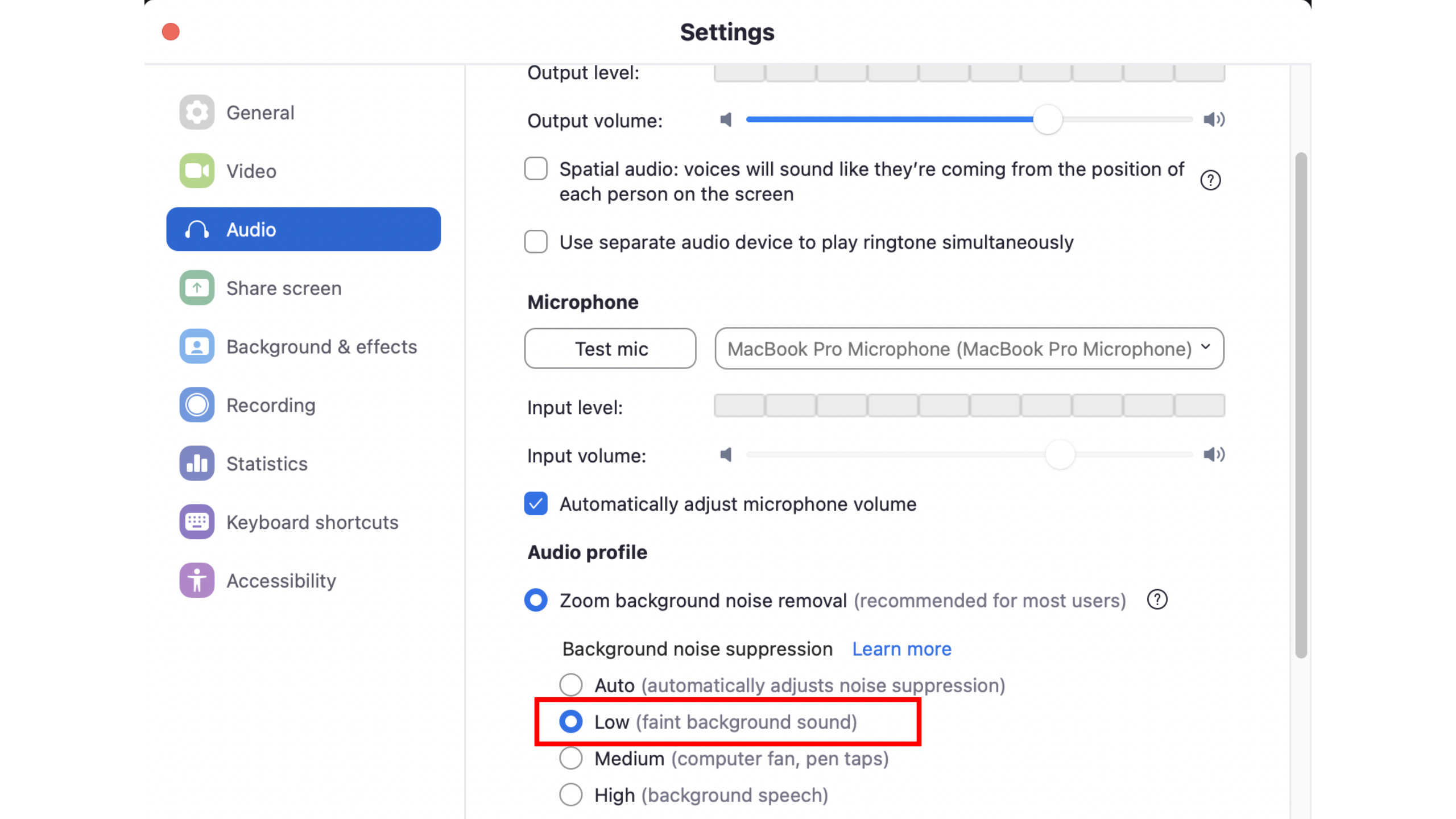




Seems easy, right?

“The curse of knowledge” and other common pitfalls

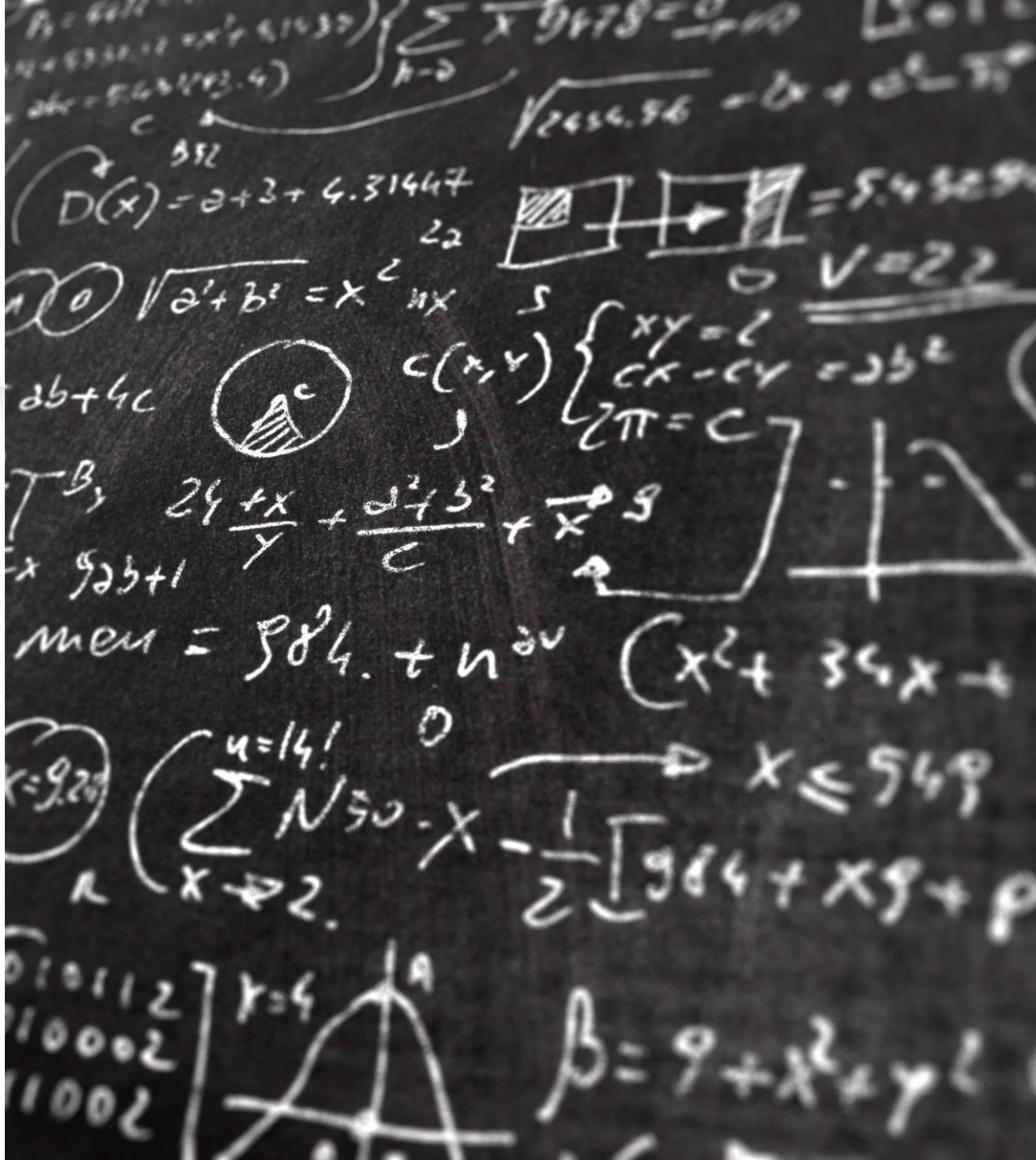
Activity: Guess the song


Settings
General
Video
Audio
Share screen
Background & effects
Recording
Statistics
Keyboard shortcuts
Accessibility
Output level:
Output volume:
Spatial audio: voices will sound like they're coming from the position of each person on the screen
Use separate audio device to play ringtone simultaneously
Microphone
Test mic
MacBook Pro Microphone (MacBook Pro Microphone)
Input level:
Input volume:
Automatically adjust microphone volume
Audio profile
Zoom background noise removal (recommended for most users)
Background noise suppression
Learn more
Auto (automatically adjusts noise suppression)
Low (faint background sound)
Medium (computer fan, pen taps)
High (background speech)

The Curse of Knowledge

“Once we know something, we find it hard to imagine what it was like to not know it. Our knowledge had “cursed” us. And it becomes difficult for us to share our knowledge with others, because we can’t readily re-create our listener's state of mind.”

- Made to Stick

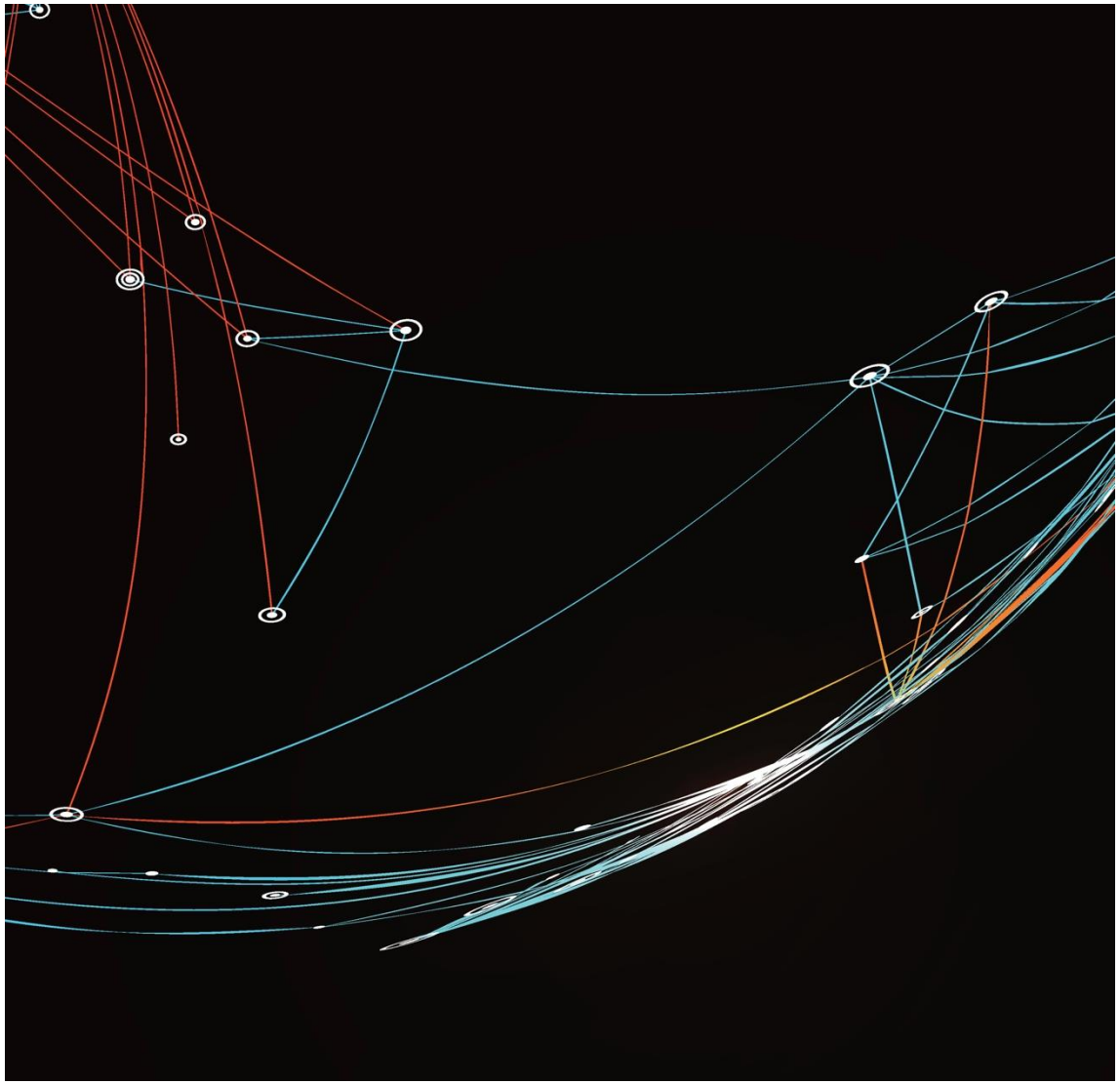


[Vegan Activist Alliance] takes an abolitionist, radically inclusive, anti-speciesist, anti-racist, anti-colonial, anti-imperialist approach to our liberation work. We believe in the interconnectedness of all Beings and the planet and hold our consistent anti-oppression views firmly.

Higgs discovery: Press release quotes

“We observe in our data clear signs of a new particle, at the level of 5 sigma, in the mass region around 126 GeV. The outstanding performance of the LHC and ATLAS and the huge efforts of many people have brought us to this exciting stage, but a little more time is needed to prepare these results for publication.”

"The results are preliminary but the 5 sigma signal at around 125 GeV we’re seeing is dramatic. This is indeed a new particle. We know it must be a boson and it’s the heaviest boson ever found. The implications are very significant and it is precisely for this reason that we must be extremely diligent in all of our studies and cross-checks.”



Higgs discovery: New York Times quotes

"It's really an incredible thing that it's happened in my lifetime."

"I think we have it."

"If the boson really is not acting standard, then that will imply that there is more to the story — more particles, maybe more forces around the corner. What that would be is anyone's guess at the moment."

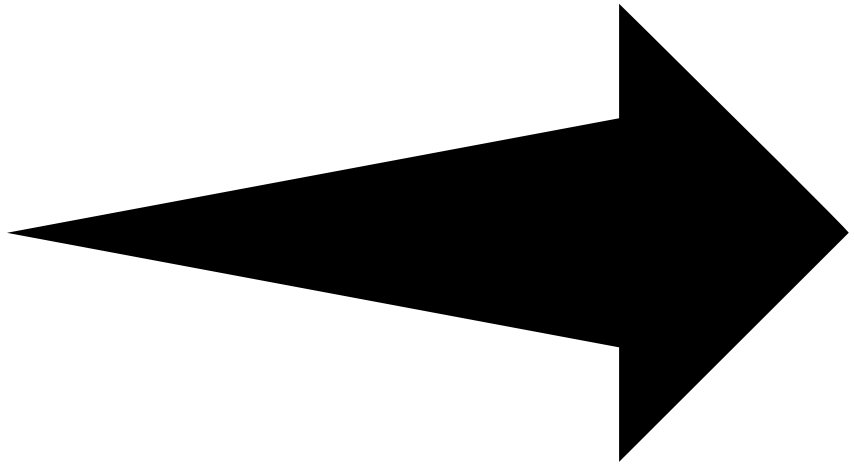
"Thanks, nature."

"It's a triumphant day for fundamental physics. Now some fun begins."

Listing information

“If the words “and then” belong between [your] beats, you’re F***d.”

-Trey Parker, South Park co-creator



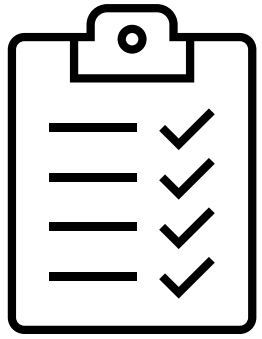
Therefore...

But!

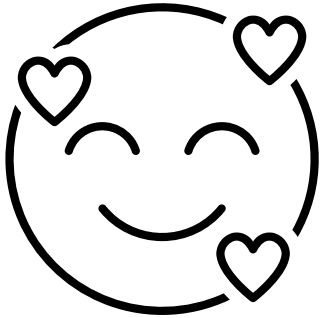
nature
Why build a muon collider: a three minute guide
Watch later
Share
nature
3 MINUTE GUIDE
WHY BUILD A MUON COLLIDER?
Watch on YouTube

Why should we listen to *you?*

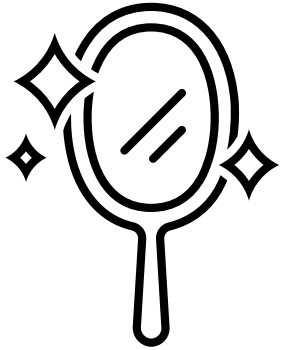
Characteristics of a good presenter



Competent

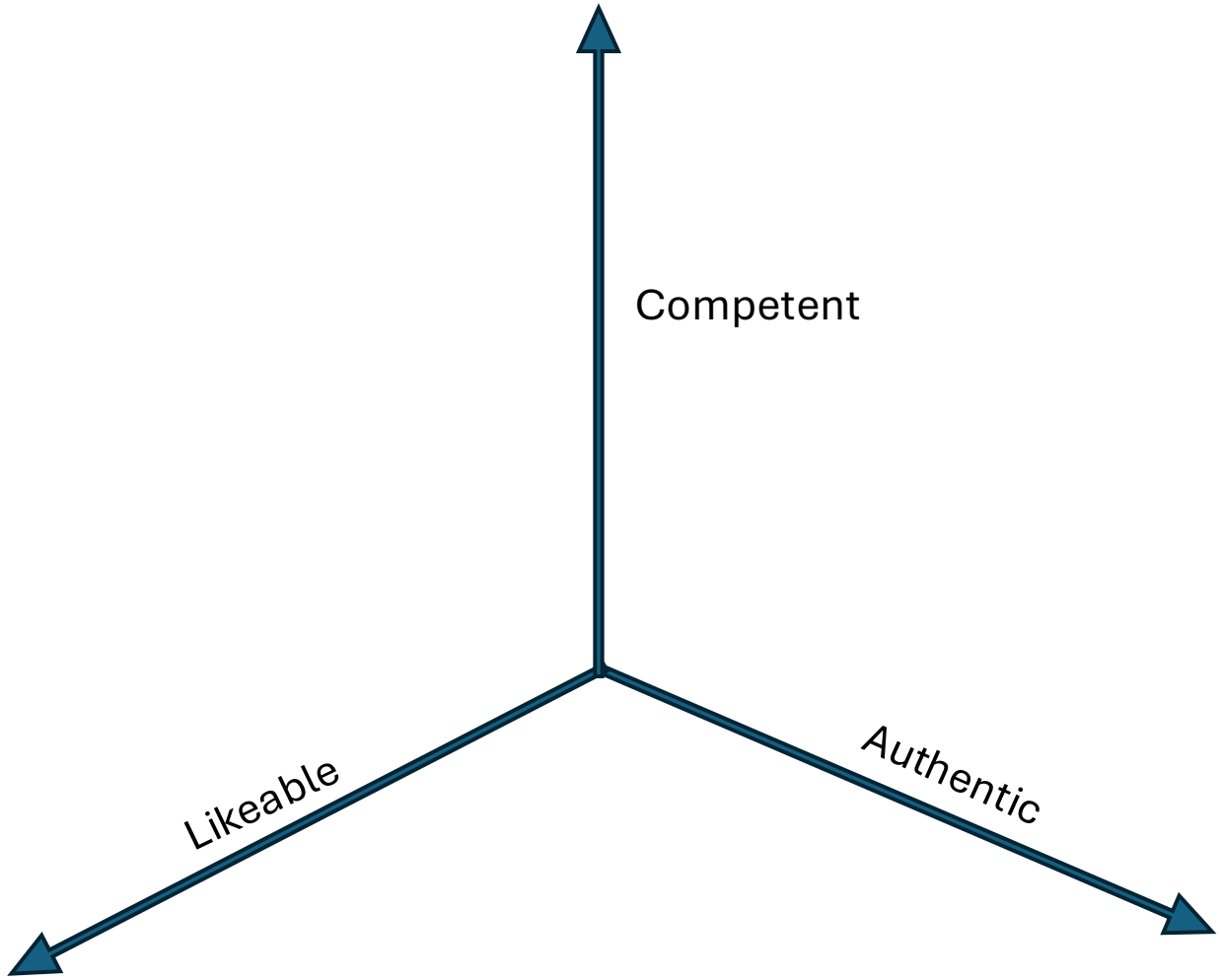


Likeable



Authentic

Easier said than done...



No magic bullet….but a few hacks

1

Competent

- Don’t hide your credentials
- Site your sources

2

Likeable

- Humor
- Gratitude
- Common ground

3

Authenticity

- Remember your values
- Personal
- Colloquial language