

Lynne Cunningham's
Book Review

I just read a great book that I think should be added to your Service Excellence Library.

Book	<i>Made to Stick</i>
Author	Chip Heath and Dan Heath
Pillar of Excellence	All of them – this is a leadership book
Publisher's Book Description	Unabashedly inspired by Malcolm Gladwell's bestselling <i>The Tipping Point</i> , the brothers Heath—Chip a professor at Stanford's business school, Dan a teacher and textbook publisher—offer an entertaining, practical guide to effective communication. Drawing extensively on psychosocial studies on memory, emotion and motivation, their study is couched in terms of "stickiness"—that is, the art of making ideas unforgettable. They start by relating the gruesome urban legend about a man who succumbs to a barroom flirtation only to wake up in a tub of ice, victim of an organ-harvesting ring. What makes such stories memorable and ensures their spread around the globe? The authors credit six key principles: simplicity, unexpectedness, concreteness, credibility, emotions and stories. (The initial letters spell out "success"—well, almost.) They illustrate these principles with a host of stories, some familiar (Kennedy's stirring call to "land a man on the moon and return him safely to the earth" within a decade) and others very funny (Nora Ephron's anecdote of how her high school journalism teacher used a simple, embarrassing trick to teach her how not to "bury the lead"). Throughout the book, sidebars show how bland messages can be made intriguing. Fun to read and solidly researched, this book deserves a wide readership.
LC Review	The book was fun to read with lots of excellent ideas. Anyone who gives speeches or teaches will really want to read this book. I especially liked the Idea Clinics.
Page	<i>Lynne suggests that you pay special attention to some of these features in the book.</i>
9	Not every idea is stick-worthy. When we ask people how often they need to make an idea stick, they tell us that the need arises between once a month and once a week.
16+	Principles of Sticky Ideas - SUCCESs <ul style="list-style-type: none"> ▼ Principle 1: Simplicity ▼ Principle 2: Unexpectedness ▼ Principle 3: Concreteness ▼ Principle 4: Credibility ▼ Principle 5: Emotions ▼ Principle 6: Stories
24	If you want to spread your ideas to other people, you should work within the confines of the rules that have allowed other ideas to succeed over time. You want to invent

	new ideas, not new rules.	
27+	Two steps in making your ideas stick: <ol style="list-style-type: none"> 1. Find the core 2. Translate the core using the SUCCEs checklist 	
51+	Great exercise to reinforce the need for compactness. What is this communicating? J FKFB INAT OUP SNA SAI RS	
65	Two essential emotions that are commonly provoked by naturally sticky ideas: <ol style="list-style-type: none"> 1. Surprise 2. Interest 	
139	Vivid details boost credibility but we should also make use of truthful, core details.	
169	The goal of making messages “emotional” is to make people care. Feelings inspire people to act.	
203	Empathy emerges from the particular rather than the pattern. <i>If I look at the mass, I will never act. If I look at the one, I will.</i> Mother Teresa	
205+	Stories are told and retold because they contain wisdom. Stories are effective teaching tools. They show how context can mislead people to make the wrong decisions. Stories illustrate causal relationships that people hadn’t recognized before and highlight unexpected, resourceful ways in which people have solved problems.	
233+	Springboard stories are stories that let people see how an existing problem might change. Springboard stories tell people about possibilities. Springboard stories combat skepticism and create buy-in.	
246	Making an Idea Stick: The Communications Framework <ol style="list-style-type: none"> 1. Pat attention 2. Understand and remember it 3. Agree/Believe 4. Care 5. Be able to act on it 	
Overall rating	Excellent – It was a very good book and a fun read	
Publisher and Year Published	2007	Random House
Price	\$24.95	Discounted on www.amazon.com
Recommended by	Presbyterian Healthcare Services colleague Sally Ironside	Available as a Kindle book and an audio CD

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