

# MAKE A PRESENTATION THAT STICKS TO THE MIND

Based on Principles of Psychology



樹洞香港

Future Thinking, Present Impact



#THK

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# INTRODUCTION

Make a powerful introduction that sparks interest in audience

A close-up, shallow depth-of-field photograph of a silver, mesh-covered microphone on a black stand. The microphone is positioned in the lower right foreground. The background is heavily blurred, showing the silhouettes of an audience seated in a dimly lit room, with some light reflecting off surfaces in the distance. The overall mood is professional and focused on the act of public speaking.

As a L & D professional, do you remember  
that one time you botched the introduction, and stayed on  
stage embarrassingly for 2 hour?

# 1. Introduction – Make it grabs attention!

To make your introduction captivating, include one of the following elements:

## Make it Unexpected

- Highlight the usual – humans have an innate desire to fill knowledge gaps

## Make it Practical

- Clearly states how the audience would benefit from the presentation up-front

## Make it Emotional (Last slide)

- Name a situation that sparks resonance

# To make the introduction even better – Accusation Audit

- Accusation Audit is stating the bad things about you or the training session upfront
- Why? It creates a realistic expectation and shift the responsibility of resolving the difficulty to the audience

(If you're not confident about your presentation skill)

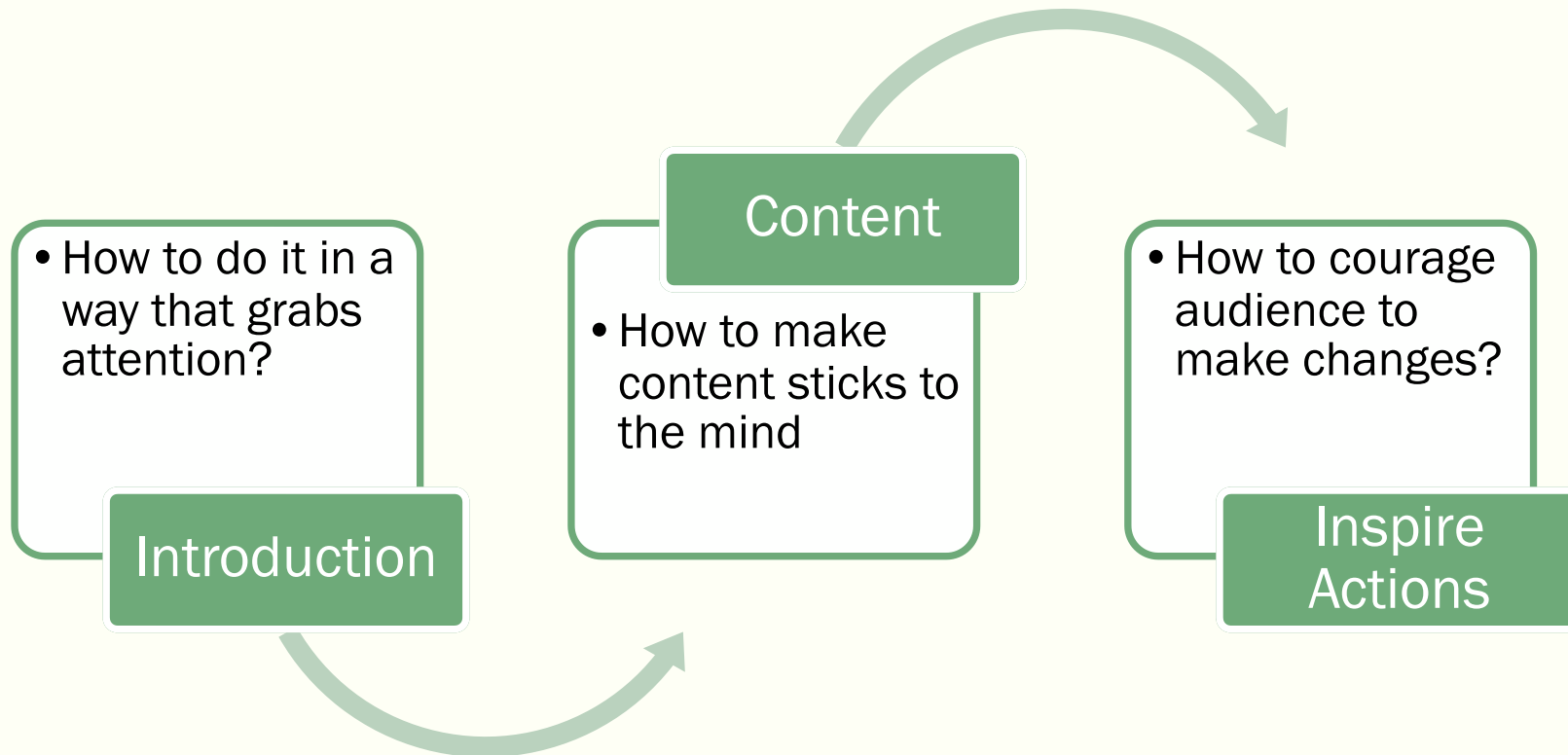
You may think I am a **boring presenter** and I am a bit nervous indeed. But this is a topic which I am really passionate about.

*(If the training contains challenging tasks that calls for volunteers)*

*Let me tell you what... it's going to be an embarrassing experience, but the one who steps up is the one who learns the most.*

# To make the introduction even better – Brief content overview

*Say: “In this presentation, I will cover these topics in [TIME] ”*



# (Optional) The go to activity for ice-breaking

- Ask:

“Before we start, why not let us know more about one another? Could each share a story that’s important for you yet none of the people here knows? The winner goes to the one with the most surprising story.”

- Why it works?

- *People like to **talk about themselves***
- *Foster **self-disclosure** that contribute to greater team relationship*



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# CONTENT

Present your content in a way that sticks to the mind

According to psychologists Chip and Dan Heath and their best selling book “Made to Stick”, here are the 6 keys that make content stick to the mind - use them often!

# SUCCES

Simple

Unexpected

Concrete

Credible

Emotion

Story

# Simple

✓ “Use simple words to sound smarter”

X “Layperson terms contribute to an increase of perceived intelligence”

Research found that people rate the author of an article with simpler vocabularies smarter than its “difficult-words” counterpart

Todo: Come up with **ONE** simple theme of your presentation and repeat it over and over

E.G.: “How to sell an apple” / “Make unhappy customer happy” / “Make a presentation that sticks to the mind”

# Unexpected

- How to get people to listen to flight safety instruction?

“If you haven’t been in an automobile since 1965, the proper way to fasten your seat belt is to slide the flat end into the buckle. To unfasten, lift up on the buckle and it will release.

And as the song goes, there might be fifty ways to leave your lover, but there are only six ways to leave this aircraft: two forward exit doors, two over-wing removable window exits, and two aft exit doors. The location of each exit is clearly marked with signs overhead, as well as red and white disco lights along the floor of the aisle.”

Unexpected = What breaks existing pattern

# Concrete

If you can examine something with sense, it's concrete

Concrete information is more memorable and influential

“We have world-class customer service” vs

“Our staff will celebrate if you visit our store on your birthday”

“High Performance” vs “V8 Engine”

Todo: Make reference to senses including image, sound, emotion more than abstract notions

Todo: Avoid jargons - only speak the “universal language” that you sure your audience understand



# Credible

- Humans like to listen to authoritative sources
- How to tap into the power of authority without authority status? 3 ways are available:

## Anti-Authority

- Use people who violated the message and sucked the consequences.
- I.E. Cancer patient who suffered greatly after smoking many years

## Super Detailed

- Describe something in extortionary detail boost trustworthiness
- I.E. Go through with the customers step-by-step what they'll experience

## Statistics

- Combined with “Concrete” principle, statics can leave a solid impression
- I.E. How accurate is this measuring device? If you throw a dart from HK to Taipei, it will land in <2-inch from the target.

# Emotional

Which message is more likely to encourage donation?



3 millions people are  
starving in Africa

Your donation will go  
to Mary, who is  
starving severely and  
you would change  
her life



The right one generate 100% more donation on average. In generally, people acts because of emotion instead of reasons. If you want others to take action, speak more of emotional scenes.

# Story

- Based on evolution psychology: When we were hunter-gatherer, we spent our whole night sitting around campfire exchanging stories.
- That's why we are extremely able of telling story and curious about them (think of gossip)!
- If you can wrap your message in a gossip-able story, surely it will stick.
- Todo: Put your message in a user-case story. If you're teaching effective management, why not start with a story of a frustrated manager, and his transformation after learning your training tools?
- Tips: Fuse with other factors in SUCCES would further boost effectiveness. I.E. Description the anger, frustration and fear.



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# INSPIRE ACTIONS

Knowledge without actions *is* useless. This is how to encourage actions.



# Ask the “how” questions

- One basic fact about human nature – we like control instead of being told what to do
- Use questions to encourage your audience to formulate their own action-plan

“How would you use the tips from this deck to make your next presentation better?”

“How would you cope with it if XXX challenge emerge?”

# Make them say it

- Say: “ Let’s form a group of [3-6], share how you would apply this training session to your work?”
- Additional coaching questions to ask:
  - *What results you will expect after you put these into application?*
  - *What problems do you expect to encounter? How would you overcome them?*

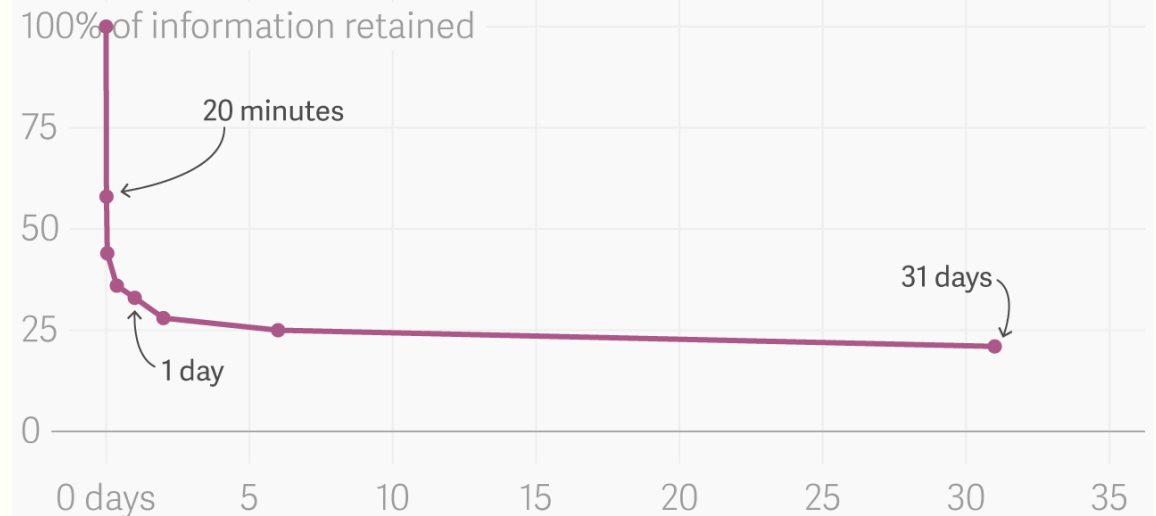
Why it works?

- Through speaking, we consolidate what’s on our mind into concrete action-plan
- The social bonds in teams will help with the brainstorming process and motivation for execution

# But a todo list before the end is helpful anyway

- We retain less than 50% of information in memory without repetition
- Restates the To-dos strength the information-retention, and thus execution
- TODO: Restates the actions you'd like your audience to take

Hermann Ebbinghaus' forgetting curve



△ T L △ S | Data: Hermann Ebbinghaus



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BONUS

# Checklist! Is your presentation effective?

## ■ Introduction

- ☐ *Is the introduction **Unexpected/Practical/Emotional**?*
- ☐ *Did you set the right expectations with **Accusation Audit**?*
- ☐ *Did you do the **Content Overview** so the audience know what to expect?*

## ■ Content

- How many **SUCCES** factors are in the presentation?  
You don't need everyone of them – 2 to 3 is already very good.
  - ☐ *Simple*
  - ☐ *Unexpected*
  - ☐ *Concrete*
  - ☐ *Credible*
  - ☐ *Emotional*
  - ☐ *Story*

## ■ Inspire Actions

- ☐ *Did you ask enough **How Questions** so the audience build their own plans?*
- ☐ *Did you encourage the team to share the **action-plan** with each other?*
- ☐ *Did you **restate the recommended TODO** for better memory retention?*

# Why you made this deck?

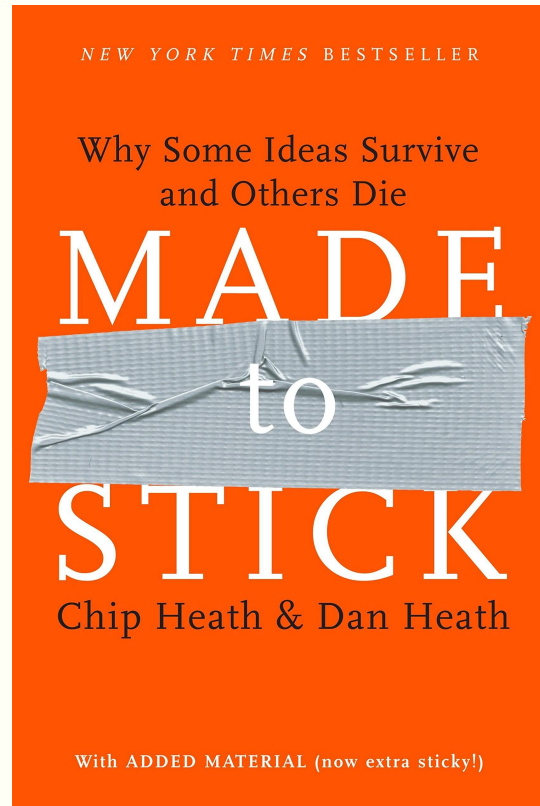


Thank you for going through the whole presentation! Hope you find this useful.

I am Peter Chan, the founder of TreeholeHK, a corporate training consultant that provides **psychology-based training solutions**.

These skills have been highly effective in my training practice – and I hope to share them with more L&D professionals so we can share the fruits from psychology research.

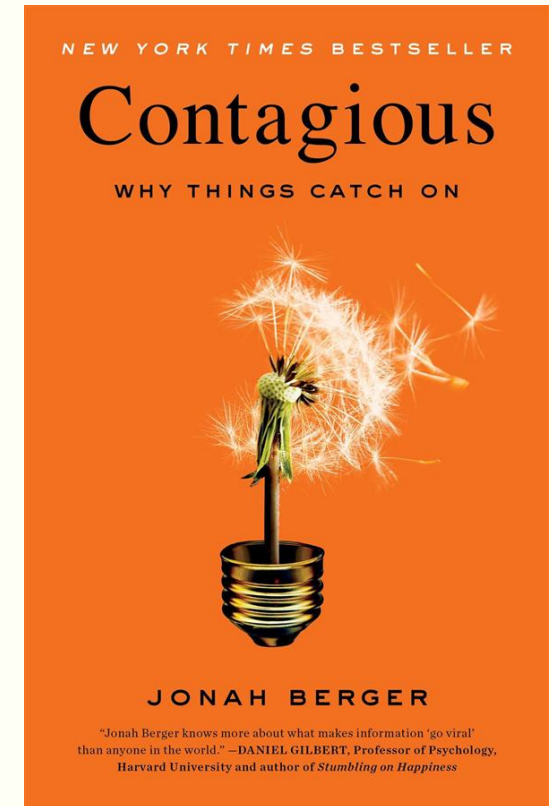
# Further Readings



On the SUCCES model



On Accusation Audit,  
And general soft-skills  
with the theme of  
negotiation



Similar to "Made to Stick"  
But with the focus of making  
Ideas spread

For more  
information, visit:

<https://treehole.hk/corp/>

<https://facebook.com/hktreehole>

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