How STORY Can Change Behavior
"Tell me a fact and I'll learn. Tell me the truth and I'll believe. But if you tell me a story, it will live in my heart forever."

--Native American Proverb
Made to Stick - Overview

PRINCIPLE 1
PRINCIPLE 2
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SIMPLE
UNEXPECTED
CONCRETE
CREDIBLE
EMOTIONAL
STORIES

*--Dan and Chip Heath
MadeToStick.com
Simplicity isn’t about dumbing down, it’s about prioritizing. *

*--Dan and Chip Heath
MadetoStick.com
Doing or saying something that is the opposite of what is expected or creating a knowledge gap that the audience is hungry for you to fill. *

*--Dan and Chip Heath
MadeToStick.com
Paint a mental picture. We believe what we see – even if it’s only in our mind.

*--Dan and Chip Heath
MadetoStick.com
Facts. Authorities. First hand experience. If I’ve done it; or you’ve done; or an academic has done it. *

*--Dan and Chip Heath
MadetoStick.com
People are more interesting than data.
WIFM. Self-Interest. *

*--Dan and Chip Heath
MadetoStick.com
Stories allow people to see how an existing problem could change and perhaps, how to change it. *

*--Dan and Chip Heath
MadetoStick.com
Stories that change behavior have:

A hero
All stories have a hero. In the movie, *Raiders of the Lost Ark*, the hero, Indiana Jones gets into trouble and out of trouble constantly until he reaches his final goal of obtaining the Ark.

As audience members it is our job to root for him and see him through the journey of “ups” and “downs” and “ins” and “outs”.
When you train or present, you are not the focus.

Your AUDIENCE IS!

It is your job to help the audience to navigate through the journey of the story or presentation and its “ups” and “downs” and “ins” and “outs”.

To do this, your communication must be relatable to the audience to whom you are giving it. Otherwise you are not honoring your “hero,” but instead leaving them behind.

If your audience does not understand what you are saying and why you are saying it, you will lose them and no behavior change can take place!
Therefore to honor your **HERO**, your story to get a story must be: 

**distilled**
Messages of any kind with too much detail lose their punch. Stories don’t have to be long to be valuable, but they must always be distilled in a manor which drives the point forward. This means that it is imperative that your messages contain ONLY the amount of detail necessary.

For instance, when I introduce myself at parties and am asked the all important question, “What do you do?” I answer this way:

“I am the Associate Director of Training & Communications for Global Risk Services and the Global Security Office at a Fortune 275 company.”

While that answer is true, it adds up to a lot of words with little meaning to the person to whom I am speaking. Then I say:

“I come up with as many ways as possible to say to people: ‘Don’t click on that!’”

Invariably there is an instant sign of recognition on the part of the person I am speaking to of what I do!

Message Distilled!!
How to distill your messages

If you can’t sum it up in **15 seconds** then you may have too many details.

If you have a topic that is complex, one great way to test yourself is to tell the “story” of the topic to another person with a timer:

**First:** Try to tell it in **2 minutes**
**Next:** Try to tell it in **30 seconds**
**Then:** Try to tell it in **15 seconds**

Very quickly you will discover that only the most pertinent information rises to the surface. And, if at the end, the person who is timing you is able to say “I want to hear more” after your 15 seconds – you know you are on the right track!
How to distill your messages

SMALL Post-its are your friend!

Distill Your Ideas
Brainstorm New Ones!

The beauty of small post-its is two-fold. First you can’t write too much on them which aids in distillation. Second, they are disposable. This means you can write on as many of them as necessary in a stream of consciousness manner and then discard the ideas that don’t work. Once you are left with valid ideas you can physically put the post-its in order to create an outline of the story you want to tell.

*Resonate* by Nancy Duarte
AND Stories that change behavior must have:

A Point
The story must have something to take away from it and that take away must be memorable, otherwise, what is the point of telling the story?

“A sticky idea is understood, it is remembered and it changes something.”

--Dan and Chip Heath
*Made to Stick*
Don’t underestimate the power of **pictures** in telling stories and in making them **memorable**.

Research into adult learning shows that when pictures are used, **retention** of a story **increases** by up to: 

70%
Stories don’t have to be long to be effective:

GSO Fun Fact:
The Global Security Office performs and oversees information security investigations.
Even taglines tell stories

GLOBAL SECURITY OFFICE

We worry so our clients don’t have to...
And of course data also tells a story:

One of the challenges however, is that too often the data put into PowerPoint presentations is not targeted toward the point of the story that the data is trying to tell. There is too much of it and it is too difficult to read.

Don’t be afraid to pull out unnecessary data to get your point across.

For instance the common statement “The Hackers only have to be right once. We have to be right all the time...” is well illustrated with the graph on the next page. However if you look closely, the numbers don’t quite add up:
The total of the numbers on each line is: **6,664,016** but the only data that matters to show how overwhelming the amount of incoming email is, are the three lines sited – what was delivered; what was legitimate but spam and what was malicious. In doing so you succeed in distilling the message with pictures!!
Time it takes a hacker to crack your password:

- **Dietsoda**
  - *Instantly*
- **Di3tsoda**
  - 11 minutes
- **Di3tsoda!**
  - 6 days
- **ILikeDietsoda!**
  - 125,000 years
- **Ilikedi3tsodaaalot!!**
  - 2 quadrillion years

When was the last time you changed your Passwords?

- **89%** of American consumers feel comfortable with their current password habits.
- **Yet 1 in 5** have had an online account compromised.

- **61%** of consumers reuse passwords across multiple websites.
- **44%** of consumers only change their passwords once a year or less.

RGA’s first line of defense is you.
Now let’s put it all together in one story.
Late one afternoon a man came into Dean’s FBI office. This man owned a funeral parlor. He told Dean the story of receiving a phone call one day from someone from South Africa who claimed that he had gold certificates in South Africa that he wanted to transfer into US Currency. But he needed an American citizen to help him. This required upfront American dollars, but if the funeral director helped him he would get a percentage of the gold certificates once they were all converted. The percentage would be worth approximately $5,000,000 US.

A sticky story:

Concrete

Simple

Credible
He gave the criminal $7,000.00. But the criminal came back and said, something went wrong and he would need more money to transfer the gold certificates. Then, something else went wrong. And the criminal needed more money.

The criminal kept assuring the funeral director that he would get his $5,000,000 payoff. So the funeral director kept giving more money. He just trusted the criminal so much because, after all, the criminal chose him for this money conversion task.
Once the funeral director was about $300,000 US in the hole, he started thinking maybe it wasn’t legit, but at that point he was embarrassed to come forward to the authorities and couldn’t face the idea of telling his wife.

The funeral director ended up losing $600,000 – his entire life savings.

This is a form of social engineering which plays on your trust and emotions of gaining a big monetary windfall. This scam happened by phone, but can happen by other means.
Referenced Material:

*Made to Stick* by Chip and Dan Heath

*Resonate* by Nancy Duarte


Video:

Dean Bryant, VP, Chief Security Officer, RGA Reinsurance Company
Former Special Agent in Charge of St. Louis Field Office,
Federal Bureau of Investigation.
Now, go out and tell great stories to your hero!

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