MEMORABLE PRESENTATIONS

SNAPSHOT TOPICS SERIES

The Science of Stickiness

Memory is at the root of all decision making. An estimated 30 million PowerPoint presentations are created every day in an attempt to get audiences to *remember* and *act* on key messages delivered in those presentations.

OPTION A

OPTION B

Which of these presentations is more likely to result in message retention?

DR. SIMON SAYS...

"Audiences will forget up to 90% of what you present.

The 10% they remember is random."

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DR. SIMON SAYS...

"Vary content, but keep the important thing deathly consistent."

Cognitive neuroscientist, Dr. Carmen Simon, uses brain science to ensure audiences remember the right things. She says, "Memory is often a function of distinctiveness. Something must stand out from noise or sameness."

According to Dr. Simon, "The brain enjoys the buzz of novelty." This stimuli attracts and sustains an audience's attention and prevents them from "tuning out." The brain equates consistency with credibility. Repetition causes people to see information as credible and worthy of remembering.

Here's how Dr. Simon recommends using this brain science to get your audience to pay attention, remember and act on your message.

1. Plan content with memory in mind.
Begin presentations by asking what you want your audience to remember.

2. Deviate from sameness for important concepts.
Precise memory needs a balanced combination of variety and sameness.

3. Draw attention to what's important.

Repeat a message enough to make it memorable, but not so much that it's annoying.

4. Infuse your presentation with rewards, anticipation and uncertainty. Build memorable content by infusing it with rewards for participation, polls, quizzes and fun puns.

5. Enable audiences to process information deeply.
Invoke the senses by asking questions and encouraging conversations.

HOW WE REMEMBER

Brains look for patterns to process information more efficiently.

Brains pay attention to variations.

Repetition opens doors to short-term memory retention.

Dopamine is required for long-term memory retention.

Reward, anticipation and uncertainty release dopamine into the brain.

Deep processing cements the memory.

DR. SIMON SAYS...

"Picture-intense content does not guarantee precise memory."

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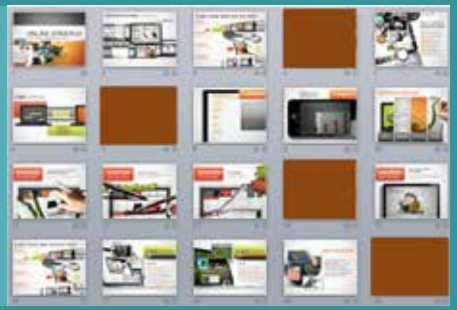
MEMORABLE BY DESIGN



If you want your audience to remember the right things, use visual variety to attract and sustain attention and return to a critical message verbally and consistently.

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CONTACT US

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