



# Book Review

TITLE:

Made to Stick

AUTHOR:

Chip Heath & Dan Heath

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## PRE-READING

Why are you reading it? Was it a recommendation? What do you know about the topic? Flip through the book - is there anything that catches your eye?

I've read two other books by Chip & Dan (The Power of Moments and Switch) and really enjoyed both so I thought this one would be interesting too. Getting messages through can be a challenge and I was looking forward to understanding more about how to do that.

## A-HA MOMENTS

What a-ha moments did you have when reading?

- The Curse of Knowledge (p. 20+): once we know something we find it hard to imagine what it was like not to know it which can become a "curse" as we try to explain it to someone else.
- Uncertainty can paralyze us (as can too many options)
- The surprise brow is our body's way to make sure we are seeing more - our brows go up, our eyes widen and we take in more (p. 68)

## QUESTIONS

What questions do you have after reading that you want to investigate?

- Can I practice distilling down multiple ideas into one clear idea? Can I get better at it?
- How can I present information more in terms of relationships?
- How do we unearth the stories that help us make ideas sticky?

## CONNECTIONS

Can you relate what you read to another book, talk, podcast, topic?

- Companies often emphasize features rather than benefits (What's in it for me?) - David
- Create "an identity" with messaging - James Clear: Atomic Habits
- Malcolm Gladwell: The Tipping Point, Maslow's hierarchy of needs, Three Whys

## ACTIONABLE IDEAS

What are 2-3 actionable items that you can implement?

- Use the inverted triangle (p. 31) to present information (in decreasing order of importance)
- Use schema when drafting messaging (good teachers use lots of schema)
- Try using "news teasers" in my blogs, social media, messaging

## POST-READ REFLECTIONS

Did you like this book? Are there other books by this author or on this topic that you might want to read? Would you recommend it to someone? Is there something from this book you want to learn more about?

This book was a fun read and full of good ideas. I loved how they used stories to illustrate many of their points and the Clinics (Case studies) throughout the book helped reinforce what they were saying.