

May 2012 (Special Issue)

# DUCT TAPE MONTHLY

- We're still keeping things together!

## The *stickiest* issue we've ever done!

This month we have prepared a special issue for *Duct Tape Monthly*. Here at our head office, we continue to talk about reaching all of our valued fans. We know that our readers (you) are some of the most intelligent intellectuals on the planet. Your thirst for knowledge is unmatched by any other group. To show our appreciation for your continued support, we would like to present this *extra sticky* issue that focuses on a *SUCCESSful* book written by the Heath brothers (Chip and Dan); *Made to Stick: Why some ideas survive and others die*.

### What are people saying about *Made to Stick*?

#1 on the Top 10 Business Books of 2007

- Canada's Globe and Mail newspaper

"For anyone with good ideas who wants to capture an audience."

- Time magazine

"If you have not read the Heath brother's debut book, *Made to Stick*, drop everything, buy it now and read it right away (yes, it's that good)."

- Montreal Gazette

"Anyone interested in influencing others -- to buy, to vote, to learn, to diet, to give to charity or to start a revolution - can learn from this book."

- Washington Post



### Duct Tape Art of the Month



- Mount Ductmore

This month's issue has been completely printed on recycled duct tape! Don't believe us? Smell this page! For more proof, turn to page 5!

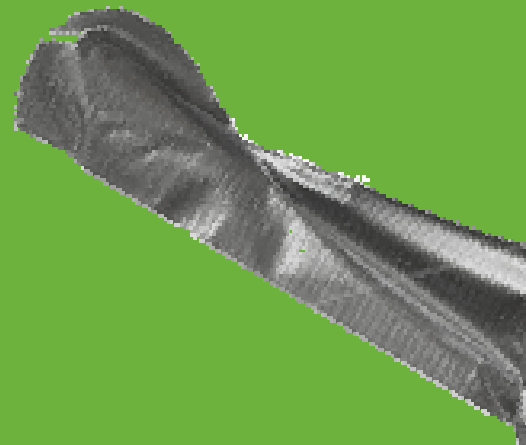
# DUCT TAPE MONTHLY

## In this issue:

Introduction	page 1
Table of Contents	you are here
About Chip and Dan	page 3
About <i>Made to Stick</i>	page 4
SUCCESs Model	page 4
Simplicity	page 5
Unexpectedness	page 6
Concreteness	page 7
Credibility	page 8
Emotions	page 9
Stories	page 10
Overview	page 11
Duct Tape Monthly Wordsearch	page 12
Things to Ponder	page 12



“Some ideas are inherently interesting and some are inherently uninteresting... it’s the nature versus nurture debate applied to ideas: Are ideas born interesting or made interesting?”  
(Heath & Heath, 2007, p. 5)



### Duct tape car repair tips:

- Fix broken tail light
- Tape down floor mats
- Reattach rear view mirror
- Repair cracked windshield/window
- Repair broken radiator hoses
- Repair broken fan belt
- Repairing leak in tire



### Don't take our word for it... try it!

Duct Tape Monthly will not be held responsible for injury to any person or property.

# DUCT TAPE MONTHLY

## About CHIP and dan

Chip Heath is the Thrive Foundation of Youth Professor of *Organizational Behavior in the Graduate School of Business at Stanford University*... (He) is also a columnist for *Fast Company* magazine, and he has spoken and consulted on the topic of "making ideas stick" with organizations such as Nike, the Nature Conservancy, Microsoft, Ideo, and the American Heart Association.

Chip's research examines why certain ideas—ranging from urban legends ... to business strategy myths—survive and prosper in the social marketplace of ideas... A few years back Chip designed a course, now a popular elective at Stanford, that asked whether it would be possible to use the principles of naturally sticky ideas to design messages that would be more effective. That course, *How to Make Ideas Stick*, has now been taught to hundreds of students including managers, teachers, doctors, journalists, venture capitalists, product designers, and film producers.



Dan Heath is a Senior Fellow at Duke University's CASE center, which supports social entrepreneurs... (He) is a columnist for *Fast Company Magazine*, and he has taught and consulted with organizations such as Microsoft, Philips, Vanguard, Macy's, USAID, and the American Heart Association.

Previously, Dan worked as a researcher and case writer for Harvard Business School, co-authoring 10 case studies on entrepreneurial ventures, and later served as a Consultant to the Policy Programs of the Aspen Institute. In 1997, Dan co-founded an innovative publishing company called Thinkwell, which continues to produce a radically reinvented line of college textbooks.

(Retrieved from: <http://www.heathbrothers.com/authors>)

## Author's Aims

It is clear that these two brothers (Chip and Dan Heath) are focused and driven by something that is near and dear to the staff at *Duct Tape Monthly's* heart: *Sticky Ideas*. Their ultimate objective is to educate others on how to take an idea and make it memorable.

They certainly hit their mark at *Duct Tape Monthly*. We hope that you find this issue to be an exemplar of what the two brothers are trying to convey!

This book is a complement to the tipping point (by Malcolm Gladwell) in the sense that we will identify the traits that make ideas sticky...Gladwell was interested in what makes social epidemics epidemic. Our interest is in how effective ideas are constructed... We want to pay tribute to Gladwell for the word "stickiness". It Stuck. (p. 13)

# DUET TAPE MONTHLY

## About Made To stick

There is something common to all sticky ideas. In *Made to Stick*, Chip and Dan Heath have inductively unravelled these commonalities to share with the world. They take absurd ideas: kidney thieves who drug and leave you for the hospital to find in an ice-filled tub; and partner them with educational ideas: ulcers are caused by bacteria; to show that even though these two ideas may be on two opposite ends of a spectrum, they are memorable for a number of mutual elements.

“We've studied boring ideas made interesting: the flight-safety announcement. We've studied interesting ideas made boring: Oral rehydration salts that could save the lives of thousands of kids. We've seen ideas related to newspapers, accounting, nuclear war, evangelism, seat belts, dust, dancing, litter, football, AIDS, shipping, and hamburgers. And what we've seen is that all these ideas—profound and mundane, serious and silly—share common traits.” (p. 250)

So what makes an idea *stick*? The entire book can be summarized by noting that memorable ideas should be conveyed in a *Simple, Unexpected, Concrete, Credentialed, Emotional Story*. This model can be remembered simply by using the aptly coined acronym SUCCEsS.

## Succe<sub>s</sub> model

**S**implicity - The Golden Rule is the ultimate model of simplicity: a one-sentence statement so profound that an individual could spend a lifetime learning to follow it.

**U**nexpectedness - We can engage people's curiosity over a long period of time by systematically "opening gaps" in their knowledge— and then filling those gaps.

**C**oncreteness - Speaking concretely is the only way to ensure that our idea will mean the same thing to everyone in our audience.

**C**redibility - We need ways to help people test our ideas for themselves—a "try before you buy" philosophy for the world of ideas.

**E**motions - We are wired to feel things for people... Sometimes the hard part is finding the right emotion to harness.

**S**tories - hearing stories acts as a kind of mental flight simulator, preparing us to respond more quickly and effectively.

(p. 16)



# DUET TAPE MONTHLY

## Simplicity

“When you say three things, you say nothing. When your remote control has fifty buttons, you can't change the channel anymore.”

(p. 50)

In this section, the authors emphasize the importance of keeping your idea simple. “Simple messages are core and compact” (p. 46). To find the *core* of an idea, we must throw out the chaff. We must keep only what is essential. The Heaths note this as being rather difficult. *Which ideas can we throw out? This idea is important, but is it tangible for my audience?* (p. 27)

*Burying the lead* is another important idea within the simplicity section. Think of burying the lead as only having a sentence to get your message out. What would you say in that sentence so that people know what is happening but also want to know more? Here is an example from page 75:

As students sat in front of their manual typewriters, Ephron's teacher announced the first assignment. They would write the lead of a newspaper story. The teacher reeled off the facts: "Kenneth L. Peters, the principal of Beverly Hills High School, announced today that the entire high school faculty will travel to Sacramento next Thursday for a colloquium in new teaching methods. Among the speakers will be anthropologist Margaret Mead, college president Dr. Robert Maynard Hutchins, and California governor Edmund Tat' Brown." The budding journalists sat at their typewriters and pecked away at the first lead of their careers. According to Ephron, she and most of the other students produced leads that reordered the facts and condensed them into a single sentence: "Governor Pat Brown, Margaret Mead, and Robert Maynard Hutchins will address the Beverly Hills High School faculty Thursday in Sacramento . . . blah, blah, blah."

The teacher collected the leads and scanned them rapidly. Then he laid them aside and paused for a moment. Finally, he said, "The lead to the story is 'There will be no school next Thursday.'"

What a powerful story! The audience that these students were writing for was their classmates. Think about it, even though there may be important information within the article, the journalist must get the students to read it. Would students want to read about faculty members attending a PD opportunity in Sacramento, or would they rather read about having no school that day? After the lead has been simplified down to the core for the intended audience, step one of the Heath's next section on *Unexpectedness* is almost accomplished.

This section also warns about a nasty nemesis to simplicity called “feature creep”. Because prioritization has a tendency to gravitate toward complexity things tend to become incrementally more complex until they no longer perform their original functions very well... Think about how many buttons are on your blackberry!

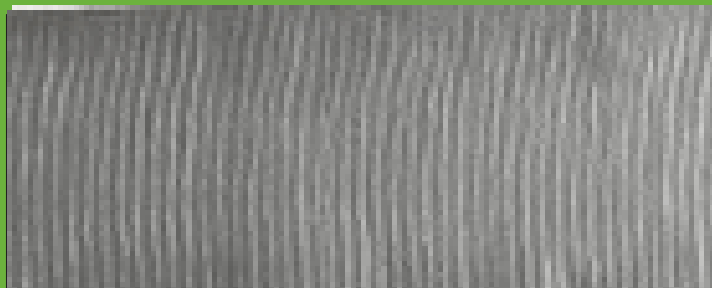


# DUCT TAPE MONTHLY

## Unexpectedness

“The most basic way to get someone's attention is this: Break a pattern. Humans adapt incredibly quickly to consistent patterns. Consistent sensory stimulation makes us tune out.”  
(p. 64)

On the first page we wrote that this months issue was printed on completely recycled duct tape!  
Did you smell the this page expecting to is not the first time we readers... and it won't feeble attempt to point on *unexpectedness*. have not disappointed strip of duct tape to



paper? Did you turn to find more evidence? This have disappointed our be the last! This is our illustrate the Heath's To make sure that we you too much, here is a sniff. You can now turn to page two if you came to this page looking for proof. Or, continue reading about *unexpectedness*!

The need for *Unexpectedness* is due to the following two questions that the authors lay out:

1. How do I get people's attention?
2. How do I keep it?

The Heaths also note that the enemy of sticky messages is common sense. Common sense, floats gently in one ear and out the other. If someone already understands what you're trying to tell them, why would they drop what they are doing and listen to you? (p. 72)

Here is an example of a flight attendant who unexpectedly gets your attention for a routinely mundane topic as you prepare for a flight:

If I could have your attention for a few moments, we sure would love to point out these safety features. 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.

Made ya look!



The path to *Unexpectedness* is travelled with emotion and surprise!

And if that doesn't work try getting your audience to rip their leg hair off using duct tape!

# DUCT TAPE MONTHLY

## Concreteness

“Trying to teach an abstract principle without concrete foundations is like trying to start a house by building a roof in the air.”

(p. 106)

*Duct Tape Monthly* knows all about concrete. It has certainly put a few of our readers in sticky situations. There are few materials that come close to matching the usefulness of duct tape, concrete is certainly one of those materials!

We get all kinds of fan mail from our readers. A few weeks ago we received a letter from a teacher who noticeably disgruntled:

Dear DTM,

I currently am a teacher, and like many teachers, I love my job! Yes, working with young people is one of the most frustrating jobs a person can have, but it is also one of the most rewarding!

Teaching would be even more enjoyable if we did not have to put up with the ivory tower giving us abstract goals and wordy heads telling us what education should be like! This is the reason that I am writing to you. I know that duct tape has a plethora of uses, do you think that we could somehow use the silver miracle to aide the heads of our system in becoming more concrete with their goals and directions?

Thanks,

Tillie B. Schtuck

Thanks for the questions Tillie! Other than maybe using the *silver miracle* to put over the mouth of the people you are speaking about, in their book, Chip and Dan Heath wrote “What makes something *concrete*? If you can examine something with your senses, it's concrete” (p. 104). Give these people this analogy—If you tell someone to go to the store and buy duct tape, that is concrete. If instead you ask someone to buy tape, that is abstract. **YOU WANT CONCRETE!** Here is an analogous situation to Tillie’s story from page 116:



When Boeing prepared to launch the design of the 727 passenger plane in the 1960s, its managers set a goal that was deliberately concrete: The 727 must seat 131 passengers, fly nonstop from Miami to New York City, and land on Runway 4-22 at La Guardia. (The 4-22 runway was chosen for its length—less than a mile, which was much too short for any of the existing passenger jets.) With a goal this concrete, Boeing effectively coordinated the actions of thousands of experts in various aspects of engineering or manufacturing. Imagine how much harder it would have been to build a 727 whose goal was to be “the best passenger plane in the world.”

# DUCT TAPE MONTHLY

## Credibility

“Statistics are rarely meaningful in and of themselves. Statistics should be used to illustrate a relationship. It's more important for people to remember the relationship than the number.”

(p. 143)

So who are we to speak on the usefulness of a book? What are our credentials? Here is how *Made to Stick* would look at *Duct Tape Monthly's* credibility for reviewing an *idea that sticks* book:

### Internal Credibility

1. Own merits - *Duct Tape Monthly* is a national sensation and we pride ourselves on being an *idea that stuck*.
2. Compelling details - Through our synopsis of the Heath's book, we have given details that hopefully you, the reader, will appreciate and find valuable
3. Statistics - We would not want to say that *Duct Tape Monthly* hits over 120,000 homes every month. Instead, we would want to say that you are more likely to find a copy of *Duct Tape Monthly* under the front seat of a pickup truck than you are to find a confederate flag!
4. Sinatra Test - “If you can make it there, you can make it anywhere” (p. 151). It was our magazine that raised the sales of duct tape in 1948 by 120 percent! So the sticky idea magazine should know a thing or two about sticky ideas!

### External Credibility

1. Authorities - ‘Cause he said so



2. Anti-Authorities—’Cause he doesn't want you to know about the book

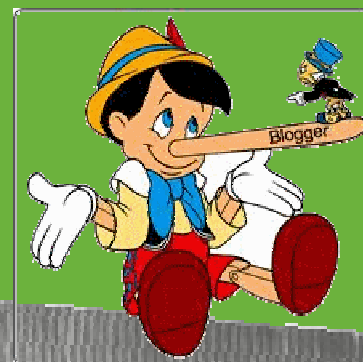


### Testable Credential

If you don't believe *Duct Tape Monthly* read the book and try it for yourself!

(p. 155)

A sticky idea must be credible for people to trust in it. Finding the right credibility method is not always easy. “External validation and statistics—aren't always the best. A few vivid details might be more persuasive than a barrage of statistics. An antiauthority might work better than an authority. A single story that passes the Sinatra Test might overcome a mountain of skepticism” (p. 164).





# DUET TAPE MONTHLY

## Emotions

Mother Teresa - "If I look at the mass, I will never act. If I look at the one, I will."  
(p. 203)

Why should anyone care? The Heath brothers delve into emotions and how if we want something to be memorable to other people, that something will have to make them feel something.

"WIIFY— 'what's in it for you (the audience),' pronounced whiffy—should be a central aspect of every speech" (p. 179).

*Because you have to! Because I said so! Because it's good for you!* These answers are all to abstract. There are no analogies, no concreteness, they are simple, but there is no emotion. Here is an example of a better answer wrapped in a story from page 194:

My grade 9 students have difficulty appreciating the usefulness of the Standard Form of the equation of a line, prompting them to ask, "When are we ever going to need this?"

This question used to really bother me, and I would look, as a result, for justification for everything I taught. Now I say, "Never. You will never use this."

I then go on to remind them that people don't lift weights so that they will be prepared should, one day, [someone] knock them over on the street and lay a barbell across their chests. You lift weights so that you can knock over a defensive lineman, or carry your groceries or lift your grandchildren without being sore the next day. You do math exercises so that you can improve your ability to think logically, so that you can be a better lawyer, doctor, architect, prison warden or parent. **MATH IS MENTAL WEIGHT TRAINING.** It is a means to an end (for most people), not an end in itself.



(p. 194)

"Charities have long since figured out the Mother Teresa effect - they know that donors respond better to individuals than to abstract causes. You don't give to "African poverty," you sponsor a specific child (p. 168).

There are "three strategies for making people care: using associations ... appealing to self-interest, and appealing to identity. All three strategies can be effective" (p. 199).



# AVIET TAPE MONTHLY

## Stories

“Stories have the amazing dual power to simulate and to inspire. And most of the time we don't even have to use much creativity to harness these powers - we just need to be ready to spot the good ones that life generates every day.”

(p. 203)

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 ... a credible idea makes people believe. An emotional idea makes people care. And ... the right stories make people act.

(p. 206)

The Heath brothers outline three different kinds of plots to inspirational stories:

### THE CHALLENGE PLOT

“The story of David and Goliath is the classic Challenge plot. A protagonist overcomes a formidable challenge and succeeds ... Challenge plots are inspiring in a defined way. They inspire us by appealing to our perseverance and courage. They make us want to work harder, take on new challenges, overcome obstacles... challenge plots inspire us to act (pp. 226 & 227).



### THE CONNECTION PLOT

“It's a story about people who develop a relationship that bridges a gap - racial, class, ethnic, religious, demographic, or otherwise. The connection can be as trivial as a bottle of a Coke, as in the famous Mean Joe Greene commercial” (p. 228).



### THE CREATIVITY PLOT

“The Creativity plot involves someone making a mental breakthrough, solving a long-standing puzzle, or attacking a problem in an innovative way. It's the MacGyver plot ... Creativity plots make us want to do something different, to be creative, to experiment with new approaches (pp. 229 & 230).



“A story is powerful because it provides the context missing from abstract prose ... the role that stories play - putting knowledge into a framework that is more lifelike, more true to our day-to-day existence ... Being the audience for a story isn't so passive, after all. Inside, we're getting ready to act” (p. 214).

# DUCT TAPE MONTHLY

## Overview

If you're a great spotter (of ideas), you'll always trump a great creator. Why? Because the world will always produce more great ideas than any single individual, even the most creative one.”  
(p. 203)

### ***Duct Tape Monthly's Critical evaluation of Made to Stick:***

Through their use of proverbs, schemas, and analogies, Chip and Dan Heath have become an idol for the staff at Duct Tape Monthly... although we must admit that the top spot is still reserved for our old pal Red.

In the epilogue, Chip and Dan prompt their readers to change the way they ask questions about their ideas. The following table illustrates how the questions should be framed to make for a *stickier* idea. The first two questions are from the Heath brothers on page 247, Duct Tape Monthly has decided to contribute to and complete the SUCCESs questions:



#### **Non-SUCCESs Question**

1. Will people understand the idea?
2. Will people care about the idea?
3. Do we have enough time for this idea?
4. Will people believe in this idea?
5. Will people pay attention?
6. Will the idea keep people's attention?

#### **SUCCESs Question**

- Is the idea concrete?
- Will our idea invoke emotion?
- Can we make this idea simpler?
- What are the ideas credentials?
- Does the idea involve something unexpected?
- What story have we told?

Through their continual use of their SUCCESs model, the Heath brothers certainly leave a sticky idea behind. Their order is logical, their analogies are relatable, their stories are intriguing, their SUCCESs clinics show interesting ways to make ideas stickier, and their interactive exercises are downright fun to do! Here is one of the exercises for you to try:

### ***MADE TO STICK EXERCISE***

Grab a pencil and a piece of paper and find a way to time yourself (a watch, a spouse who likes to count, etc.).

Here is a do-it-yourself test on concreteness. You'll do two brief fifteen-second exercises. When you've got your supplies ready, set your timer for fifteen seconds, then follow the instructions for Step 1 below.

#### **STEP 1 INSTRUCTIONS:**

Write down as many things that are white in color as you can think of. STOP. Reset your timer for fifteen seconds. Turn the page for the instructions for Step 2.

# DUCT TAPE MONTHLY

## MADE TO STICK EXERCISE part 2

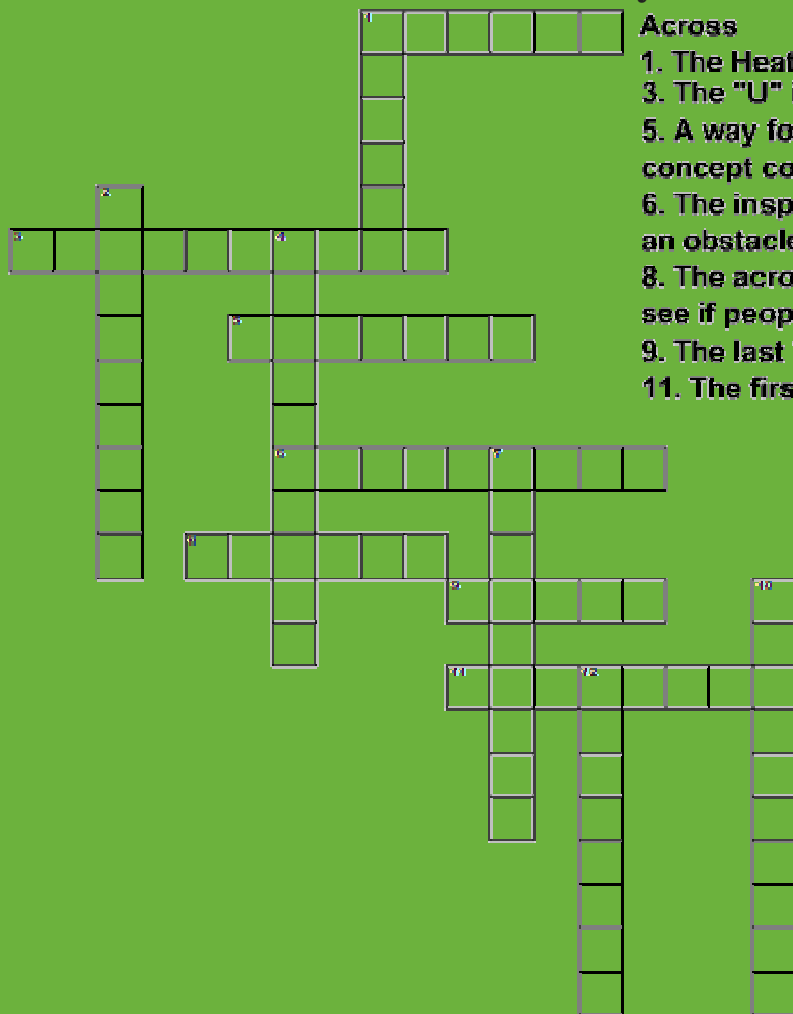
### STEP 2 INSTRUCTIONS:

Write down as many white things in your refrigerator as you can think of.

Most people, remarkably, can list about as many white things from their refrigerators as white anything. This result is stunning because, well, our fridges don't include a particularly large part of the universe. Even people who list more white anything often feel that the refrigerator test is "easier." Why does this happen? Because concreteness is a way of mobilizing and focusing your brain.

(pp.119 & 120)

## Sticky Idea Crossword



### Across

1. The Heath's book will make your ideas more
3. The "U" in SUCCESS
5. A way for people to visual an abstract concept concretely
6. The inspirational story plot that focuses on an obstacle
8. The acronym that speakers should ask to see if people care
9. The last "S" in SUCCESS
11. The first "C" in SUCCESS

### Down

1. The first "S" in SUCCESS
2. Every speaker would like their idea to be ...
4. The inspirational story plot that focuses on differences
7. The "E" in SUCCESS
10. The inspirational story plot that focuses on solving puzzles
12. Is something or someone trustworthy?

## Ideas to Ponder

1. Using the SUCCESS model, describe why Duct Tape is so successful.
2. Think of a new idea within your own industry. Is it sticky?