

**September 2020 Learning Institute Breakout Session Notes**

**Session Title**: Results that Lead to Action: How to Use Sticky Messaging for More Impactful Reporting

**Session Number**: Skills Session A

**Main session takeaways (no more than 5)**

1. Stakeholders are often busy– we need to be able to write our reports with a section that include succinct “sticky” messages/key takeaways
2. Rule of thumb is to have 3-4 main key messages/takeaways for a busy stakeholder (sticky messages)
3. “Curse of Knowledge” affects our ability to communicate succinctly –leads us to writing long and dense reports (whereas a stakeholder reading the report for the first time may feel overwhelmed)
4. Most people retain about 4 pieces of info in their working memory at one time – if you overload someone’s working memory (i.e. with a bunch of results) it doesn’t move on to long term memory for future use
5. How to make sticky messages?: SUCCES (Simplicity, Unexpectedness, Concreteness, Credibility, Emotions, Stories)

**Resources shared**

[**https://maternalhealthlearning.org/wp-content/uploads/2020/09/UNC-sticky-handout.pdf**](https://maternalhealthlearning.org/wp-content/uploads/2020/09/UNC-sticky-handout.pdf)

Made to Stick by Chip Heath & Dan Heath