



2017 Chapter Conference NETWORKING SESSION



WELCOME

WELCOME and INTRODUCTION

Your Name

Chapter

A few word reflection on what you **VALUE** about GOA



NETWORKING SESSION

Pre-Game Warm Up

GOALS

1. Creating a Spark



SEE THINK DO

2. Made to Stick Highlights[2008 Chip and Dan Heath]
3. Practice **PRIZE**

SERENDIPITY Favors the Prepared Mind



Find all the red things in the room

Louis Pasteur was a French chemist and microbiologist renowned for his discoveries of the principles of vaccination, microbial fermentation and pasteurization

CREATING A SPARK: SEE

SEE OPPORTUNITIES to engage others in GOA

- Casual encounter
- GOA Fundraising Event (tailgate, wine tasting, formal)
- Airplane conversation

CREATING a SPARK: THINK

THINK RELEVANCE

BY Asking and Responding to Questions

- If asking ... goal is building rapport and assessing interest. IF they are interested, they'll **ask you** questions
 - (Inverse is ALSO true)

BY Responding to Questions

- Have a message that's **sticky**

CREATING a SPARK: DO

DO

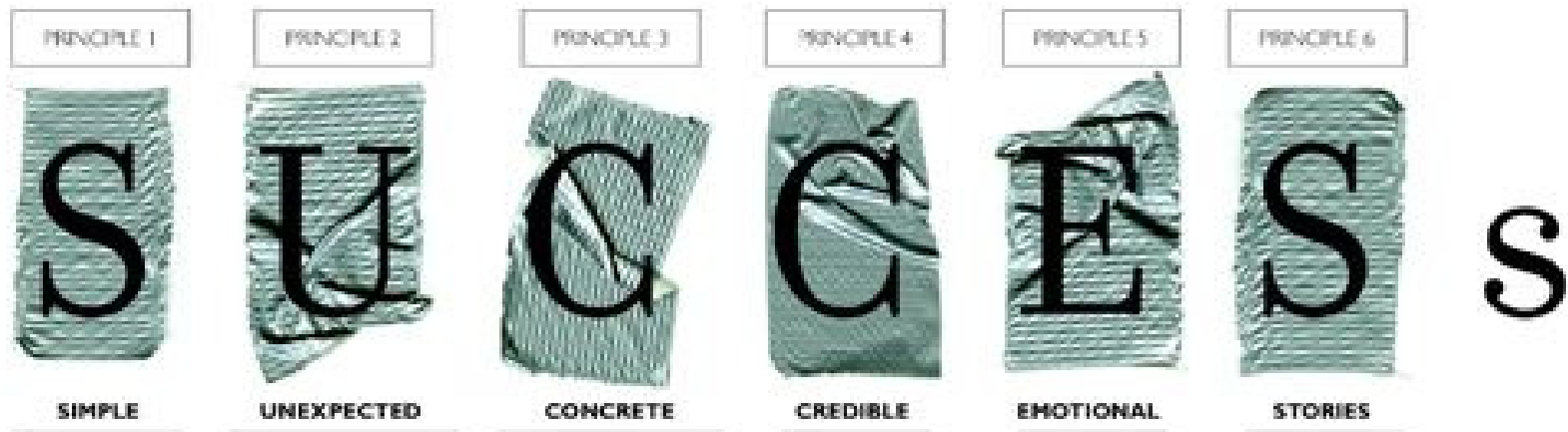
- Respond w/ a *sticky*
- Summarize next steps and then DO any next steps soon / fastidiously

STICKY MESSAGES

MADE to STICK SUCCEs Model

BY Chip and Dan Heath

A sticky idea is understood, it's remembered, and it changes something. Sticky ideas of all kinds—ranging from the “kidney thieves” urban legend to JFK’s “Man on the Moon” speech—have six traits in common. If you make use of these traits in your communication, you’ll make your ideas stickier. (You don’t need all 6 to have a sticky idea, but it’s fair to say the more, the better!)



STICKY MESSAGES

Sticky Messages are **SIMPLE**

Prioritize

Use relevant Analogies

Do Not Dumb Down

STICKY MESSAGES

are **UNEXPECTED**



CURIOSITY GAPS

_ E _ _ _ E _ I _ _ E _ E _
_ I _ _ I _ _ _ E _ _ _ _

STICKY MESSAGES

are **UNEXPECTED**



CURIOSITY GAPS

an “L” and a “T”

LET T _ E LI _ TE _ E _
_ ILL I _ T _ E GAPS

STICKY MESSAGES

Sticky Messages are **CONCRETE**

Concrete: Images

A medium bag of popcorn is as bad for you as:



=






Combined!!

*Isn't this easier to remember than
"Popcorn has XX grams of saturated fat"?*

STICKY MESSAGES

Sticky Messages are **CREDIBLE**

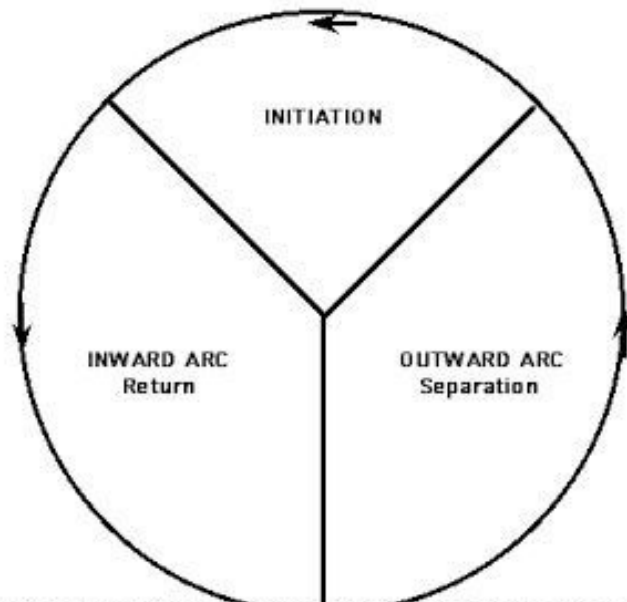
<p>Anti-Authority:</p> <p>Use the reverse of authority to preach the adverse effects of a situation.</p>  <p>Do science, not meth.</p>	<p>Details:</p> <p>Details create the impression that an idea is true.</p> <p>Slender Man has no tentacles and even when it does they are never used as legs.</p>  <p>Slender Man does not consciously remove evidence.</p> <p>Slender Man is often extremely tall, but his volume dimensions stay the same.</p>	<p>Statistics:</p> <p>Statistics can be used to illustrate a relationship between 2 less credible elements.</p>  <p>There will be an expected 14% increase in statisticians between 2010 and 2020.</p>
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CREDIBILITY makes it easier to believe, therefore easier to remember

STICKY MESSAGES

Sticky Messages have a **CHALLENGING PLOT**

THE HEROIC JOURNEY of INITIATION
derived from Campbell, Hero with a Thousand Faces



HERO JOURNEY

"The hero ventures forth from the world of common day into a region of supernatural wonder: fabulous forces are there encountered and a decisive victory is won: the hero comes back from this mysterious adventure with the power to bestow boons on his fellow man."

page 30



SAMPLE – John Rhodes, Colorado

Watch John Rhodes Speech:
<https://youtu.be/9iTxlG1GyBM>

TABLE ASSIGNMENT - 15 Min.

A. CHOOSE a Scene/scenario.

- tonight's event, airplane ride home, upcoming GOA golf outing

B. Practice SEE, THINK, DO

C. Prepare a sticky reply to ONE of the following invitations:

“That sounds interesting”

“ My cousin is adopted”

“ Why did you join the board”

If need facts, use
ones you know or
make them up!

May reference “what
you VALUE about GOA”
list in message

PRIZE for most Sticky !!

10 Minute BREAK



Eliana. Adopted from U.S.A. Grant awarded October 2014. to Monika & Paul of Madison, WI

Eliana will grow up in a stable home free of substance abuse. She would have ended up in the foster care system at birth if we had not been there to adopt her.