Leveraging the Secrets of Memory Champions to Make Your Messages Memorable

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The task of a memory champion?
Your task when communicating?
To make information memorable....
...and influential.
So what is your dilemma?
Make your message memorable:

- How memory works
- How do memory champions do it?
- What can you borrow?
Make your message memorable:

- How memory works
Every ten minutes, attention steadily drops
The average power point has 40 words....
Stanford Study on Retention of Statistics:

Statistics = 5-10% retention
Statistics/example = 25-30% retention
Examples = 65-75% retention
Ebbinghaus’ Curve of forgetting

- 40% gone in 20 mins
- 85% in 24 hours
Sensory Registry
Make your message memorable:

• How memory works
• How do memory champions do it?
Memorable Messages

- Chunk the numbers
- Make it a narrative
- Color with rich detail
- Fill with visuals
Make your message memorable:

• How memory works
• How do memory champions do it?
• What can you borrow?
You are about to lose every second customer....
Your phone number... 212-227-7750
Nissan’s Carlos Ghosn’s Plan 180

1 million more units within three years
8 percent operating margins
Zero debt within three years
Memorable Messages

- Chunk the numbers
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