



Made to Stick

by Marissa Pastre

NEW YORK TIMES BESTSELLER

Why Some Ideas Survive
and Others Die

MADE

to

STICK

Chip Heath & Dan Heath

With ADDED MATERIAL (now extra sticky!)

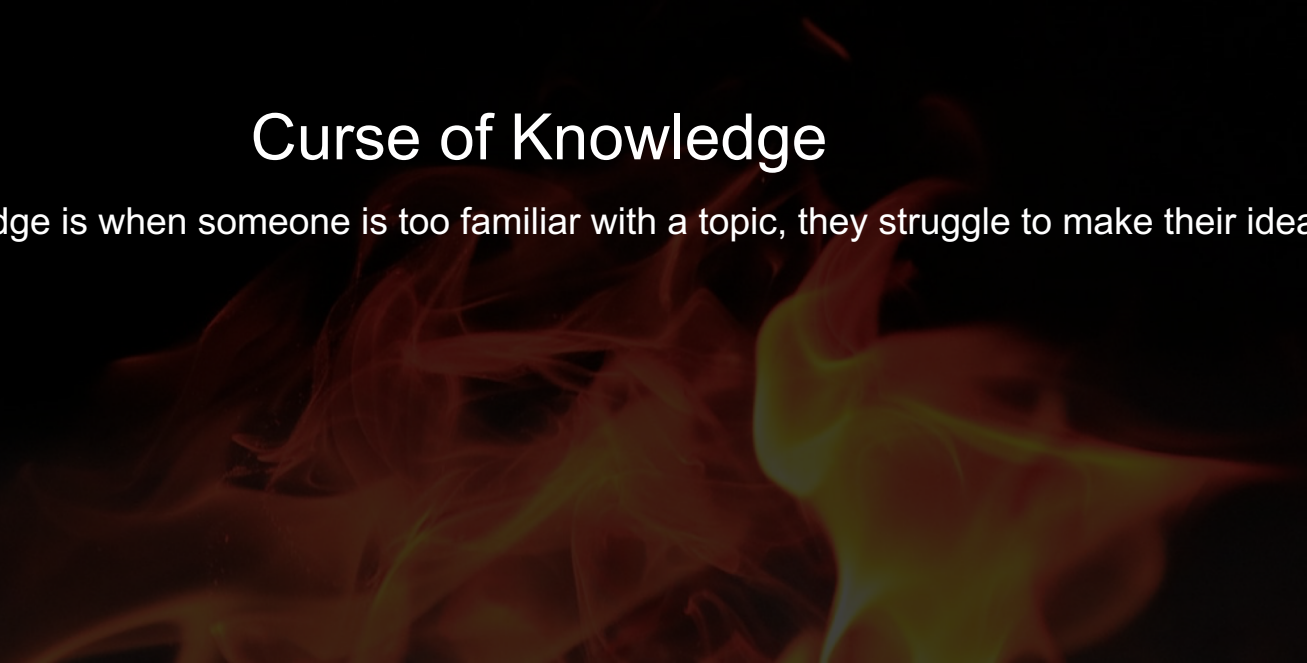
Made to Stick by Chip and Dan Heath

- Brothers: Chip and Dan
 - Dan, editor in chief of Thinkwell
 - Chip, professor at Stanford University

The Villain

Curse of Knowledge

The Curse of Knowledge is when someone is too familiar with a topic, they struggle to make their idea 'sticky'



SUCCESS

- Ideas are sticky when they utilize:

Simplicity

Unexpectedness

Concreteness

Credibility

Emotional

Stories

Impactful Examples

<https://youtu.be/qt3flXhuURE?t=28>

(best watched without the visual)

The Good, The Bad



Great examples



Not a lot of ideas for the length
of the book

Examples over 'formula' or
how to make an idea 'sticky'



Takeaways

Find the core



Thanks!