

2006/2007 Leadership Series[®]

SEVEN days in Denver...



Dan Heath • March 20, 2007 • 8:30 - 11:30 a.m.

What Sticks: The Six Hooks of Successful Ideas



Dan Heath analyzed the catchiest ideas and how they are communicated. From his analyses, he defined six “hooks” that anyone can master, which he has used for decades. Offering a preview into his talk, Heath says that the techniques necessary for making messages stick vary by position: “Most top managers must focus on making their messages simple and concrete. HR managers, who are used to managing change, could better understand how to employ emotion as well as concrete tools. Marketing professionals should focus on the unexpected (to get people’s attention in a crowded marketplace) and on the credible (because people are skeptical of marketers). Nonprofit managers ought to understand the concrete, the emotional, and the story.”

CREDENTIALS:

- **Project Director at Duke Corporate Education**
- **MBA from Harvard Business School**
- **BA in the Plan II Honors Program from the University of Texas at Austin**
- **Co-author of *What Sticks: Why Some Ideas Work in the World and Others Don't***
- **Co-authored 10 Harvard Business School cases that are still in use throughout the nation**

*Day Six
Connecting
Ideas*

KNOWLEDGE YOU WILL GAIN:

Heath’s program objectives are to:

- Understand how to make ideas sticky through actual case studies
- Communicate messages effectively using the six hooks
- Penetrate the din using your sparked creativity

Program location: The Denver Center for the Performing Arts,
Seawell Ballroom, 14th & Arapahoe, Denver, CO 80202

...that will challenge your thinking.