



JUNE 2008

TalentQuest News

June 17: [TalentQuest Expands Management Team](#) and welcomes Steve Bush as Chief Administrative Officer.

June 11: [TalentQuest Introduces Talent Management Alignment.](#) New service offering ensures maximum return on investments by integrating people, process and technology functions. [Click here to learn more on our website.](#)

Calendar of Events

July 15, 2008:

The Leadership Forum at Georgia Tech welcomes Karl Albrecht, a leading business thinker and author of the book, *Social Intelligence: The New Science of Success*.

Learn why social intelligence matters, and how increasing yours can mean more success both personally and professionally. Through illustrative examples and stories, Karl will present



Insight from The 2008 Leadership Forum at Georgia Tech

How to Develop and Deliver "Sticky" Ideas

[The 2008 Leadership Forum at Georgia Tech](#) recently hosted Dan Heath, a consultant and co-author of the book, *Made to Stick: Why Some Ideas Survive and Others Die*. Dan addressed a group of more than 100 business leaders participating in the Georgia Tech College of Management Leadership Forum. With a plethora of real-world applications and insight, Dan shared six principles of successful, "sticky" ideas. Dan posited that a "sticky idea is an idea that is more likely to make a difference," and advised the audience how to develop and deliver stickier ideas. Below is a summary of Dan's presentation:

6 PRINCIPLES OF SUCCESSFUL IDEAS

1. Simplicity

First and foremost, simple means "finding the core of the idea." How do we take complex ideas, full of tangential elements and layers of detail, and make them simple? First, we must avoid the dangers of decision paralysis by prioritizing around the core components. If we can keep the message clear and to the point, it is easier to effectively prioritize. We can also achieve simplicity by anchoring our ideas. An anchored idea is one that relates possibly unfamiliar/difficult subject matter to a familiar thing/schema. For example, Lumineye is a company that provides a service to burst and damage your retina permanently such that your eye color is permanently altered. This message not only does not appeal, but is unlikely to draw paying customers. However, anchoring the core of the message in something familiar such as LASIK for eye color conveys the message successfully.

2. Unexpectedness

Sticky communication requires not only getting people's attention but also keeping it through the duration of a message. The principle of unexpectedness aids in both- using surprise to grab the attention of people and adding an element of mystery to pique curiosity and hold attention. An example of using surprise to grab attention may be the Flight Attendant who unexpectedly incorporates off-the-wall catching humor into her

strategies and techniques to help you develop your interpersonal skills and bolster your social intelligence.

For information, please call (404) 894.8700 or visit [The Leadership Forum website](#).

July 24, 2008:

Complimentary Webcast: "Using Talent Management to Transform Your Organizational Culture"

Robin Costa, Director of Human Resources for [Duane Reade](#), a 50-year-old retailer that began as a single-location operation and today operates more than 250 stores, and TalentQuest consultant, Adrienne McVeigh, Ph.D., will share their collective knowledge and experiences using talent management to lead and support the transformation of an organizational culture. [Click here to register!](#)

TalentQuest Volunteer Day 2008



On June 19, TalentQuest employees dedicated a half-day to volunteering at [Open Hand](#), an Atlanta non-profit

organization dedicated to providing healthy meals and nutrition services to homebound seniors and individuals suffering from chronic and terminal illness.

safety review, traditionally a dry, staid presentation. To incorporate elements of the unexpected into messages, it is important to break schemas by first determining the schema(s) your audience has and then considering what is counterintuitive about that schema to make your message surprising and memorable. The Flight Attendant knew safety presentations are scripted and promote little but yawns from passengers, so incorporating clever humor catches passengers off-guard and holds their attention.

3. Concreteness

In sharing a story or message - whether through an advertisement, a mission statement, advice, etc., memorable details are the concreteness added to an idea to make it stick. When an idea is abstract, the core of the message may become lost and fuzzy. For example, hearing a warning about not letting your drink out of your sight in public may fade after a short while. However, hearing the story of someone taking a drink from a beautiful stranger in the airport to later wake in a bathtub full of ice, a cell phone to their right and a note taped in front instructing not to move and to call 911 immediately as they've had a kidney harvested, is a story full of many concrete, specific details and serves as a warning to not lose sight of your drink that you will not soon forget. To make the ideas you present to others more concrete, paint a mental picture of the message you are trying to convey. Specificity and detail are key.

4. Credibility

The degree to which a person believes a message, and therefore affixes themselves to it, depends upon its perceived credibility. Depending on the situation, we honor several types of credibility, for instance, statistics. For example, there is an extreme price difference between bottled water (8.4 c/oz) and tap water (.0022 c/oz). The credibility of this statistic increases tenfold when the context of this relationship is added - within this cost structure, a bottle of Evian costs \$1.35. However, that Evian bottle can be filled with tap water once daily for 10 years, 5 months, and 21 days before a \$1.35 of tap water is consumed. Credibility can also come from an endorsement by a respected authority or belief through experience - having people go through an experience demonstrating the message being conveyed.

5. Emotions

People must first care about something in order to take action. An idea may be simple, concrete and credible, but if there is no emotional tie or connection, the audience is unlikely to DO something with that idea. A strong sense of identity and affiliation heightens one's emotional connectedness to an idea or decision. The anti-smoking Truth campaign demonstrates how effective the emotional aspect of a message can be by tapping into the classic anti-authority resentment of teenagers

TalentQuest employees worked together to pack 2,512 meals!

TalentQuest is committed to building community. With the [TalentQuest Volunteer Program](#), each month, every TalentQuest employee is allocated four paid hours to spend volunteering at an organization of their choice.



and turning that rebellion into an effective vehicle against smoking. This campaign proved 19% more memorable than another non-smoking campaign launched simultaneously and resulted in a significant decrease in smoking amongst teens. To create messages and ideas that resonate emotionally, speak to the identity of your audience by answering the questions: "Who am I?", "What kind of situation is this?", "What do people like me do in this kind of situation?"

6. Stories

The power of stories lies within the fact that they may be used strategically. Not only can stories serve as "a flight simulation for the brain," but they can also inspire. The strength of credibility through experience is very powerful, yet is not always possible. The sharing of a well-told story is the next best thing to actually "being there." These stories, be they informal, organizational, related to advertising, etc., allow us to insert facts into schemas we recognize, making them inherently stickier. Unlike the other principles, stories are not built or developed, they must be collected. Become a collector of stories that reflect the strategy, knowledge and inspirational messages you seek to reinforce within your environment.