

2024  
CCIC

# COMMUNITY COLLEGE INNOVATION CHALLENGE

*Advancing Student Innovation & Impact*



# How to be Memorable and Persuasive













You need to KEEP it  
You don't need to  
GRAB attention

# CURIOSITY



John ... s  
192



**KNOWLEDGE**

19

GUMSHOE

19. Detective



**KN**

**WL**

**DGE**



Before they'll decide

---

Audiences need to

know WHAT IS IT







Group Exercise, let's answer the four questions



# A story about Talia





*“Self care is  
the new  
health care.”*

–Talía Segal Fidler





*“The kitchen is  
your  
pharmacy.”*

–Talia Segal Fidler

# How to make Messages more magnetic



## Sound bites:

*Short, pithy, striking phrases that capture and convey key Value Proposition points*





*“The only  
thing we have  
to fear is fear  
itself.”*

–Franklin Delano  
Roosevelt



“Nothing will work  
unless you do.”

-Maya Angelou

*“You don’t really  
understand  
something until  
you can explain it  
to your  
grandmother.”*

*–Albert Einstein*



# FIGURES OF SPEECH

HOW TO  
SOUND  
LIKE A  
PRO  
CREATE  
CREDIBILITY

RHETORICAL QUESTIONS

TRIADS  
INVERSES

BOLDNESS

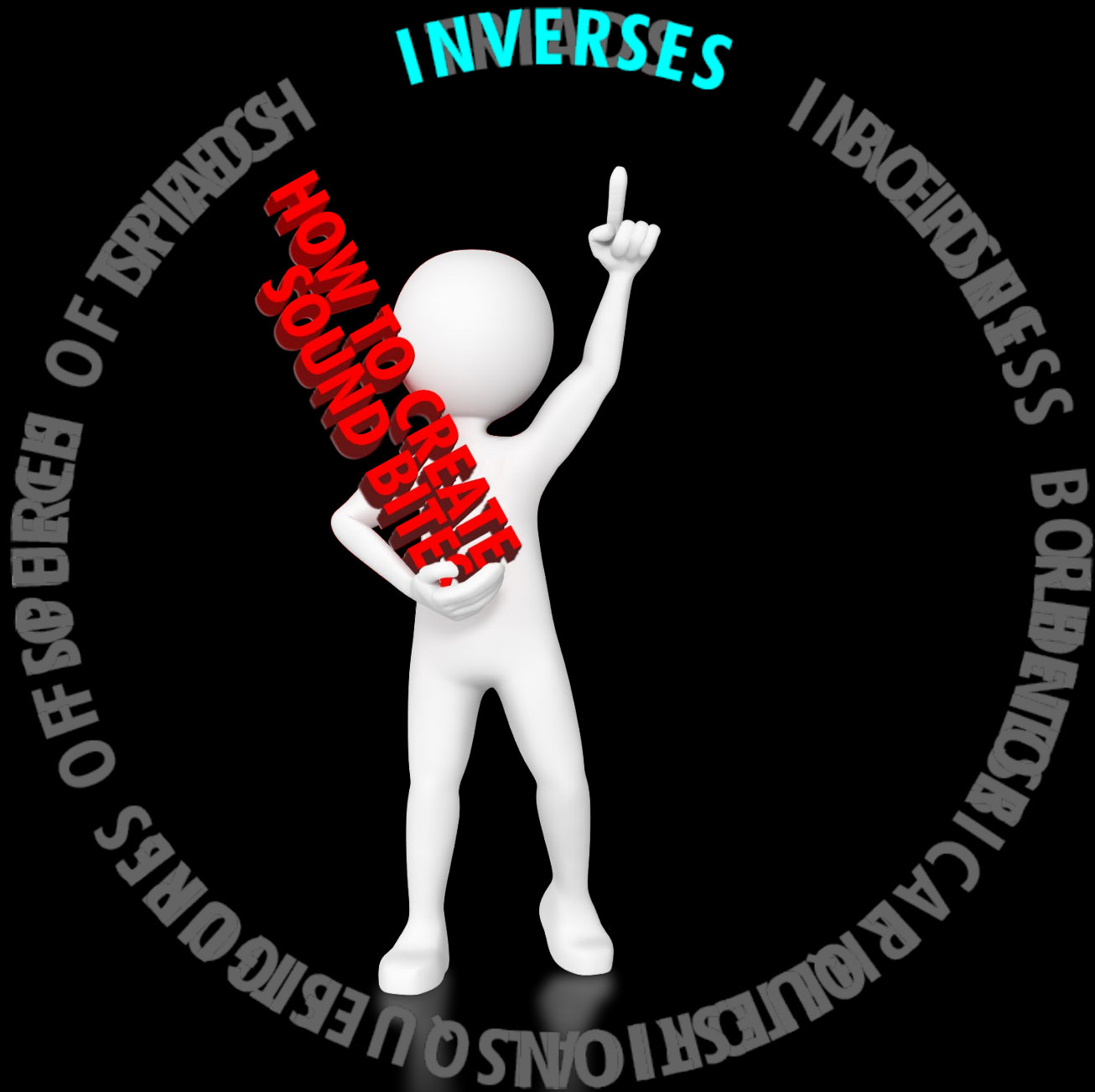




TRIADS

HOW TO  
CREATE  
SOUND





**BOLDNESS**

**HOW TO  
SOUND  
CREATIVE**

OUR BOLDNESS IN VTRADS

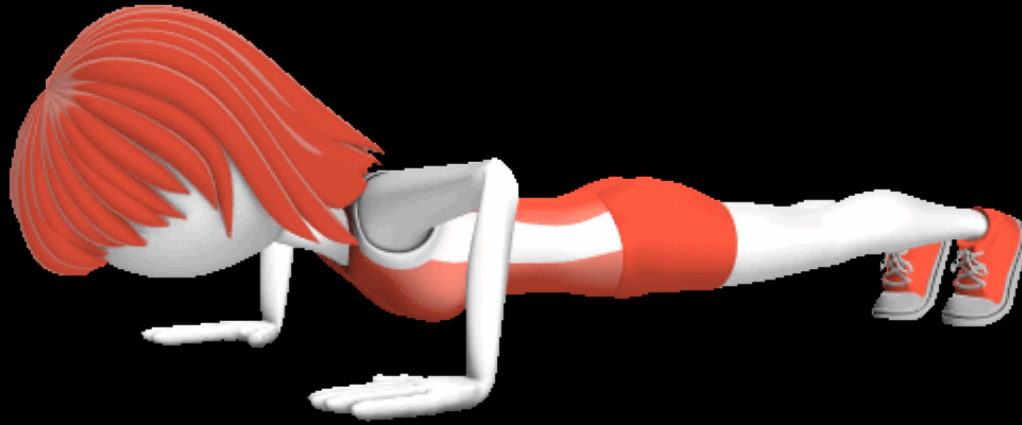
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# Group Exercise: Sound Bites

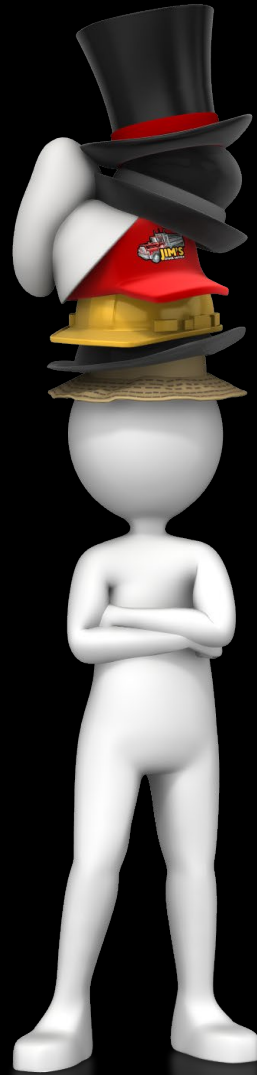


## Metaphors:

*A comparison between two things that are otherwise unrelated*

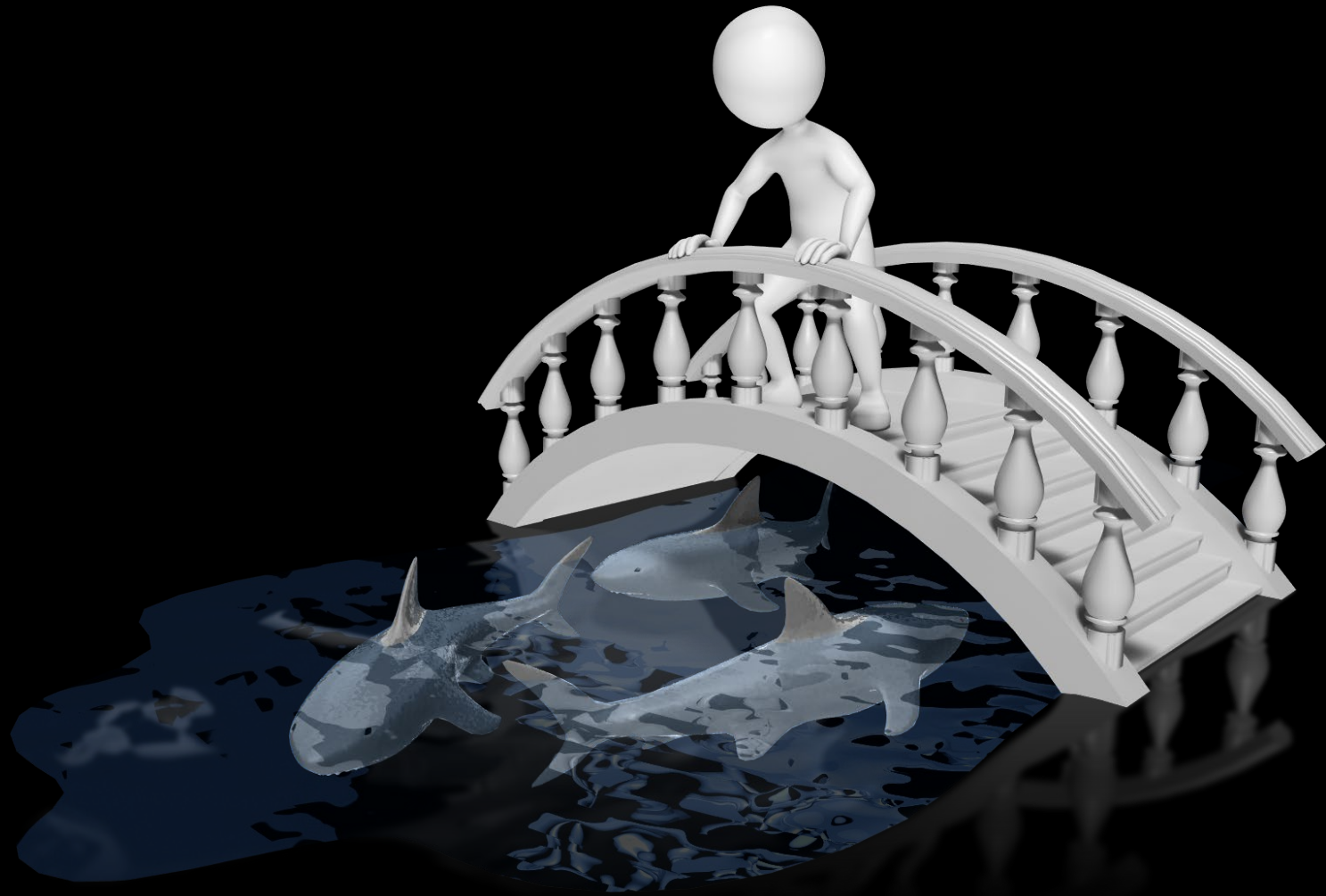


*Time is money*



*Sporting many hats*





*Bridge over troubled  
water*



People aren't swayed by grammatical  
purity, complexity, or pretentious  
vocabulary.

Convince them with clarity and  
efficiency.



Powerful speakers use fewer hedges,  
avoid “I guess...sort of...I think”

This lowers perception of us as  
powerful  
speakers

Claims alone aren't persuasive.

You need to give the Target  
reasons to believe.



“Because...”



Make the Target see a brighter future







Bridging keeps your message on track



DIB® is NOT a question TRANSITION

# Bridging statements

- I do understand why people may think that...
- I'm not able to comment on that. What I would like to say is...
- What you're talking about isn't my area of expertise, what I can say is...
- What's more important to understand here is that...
- Great question, but what's most important to understand is

# Bridging statements

- I see it differently...
- That's very interesting, but first let me make the point...
- People have said that, but the key thing to remember is...
- I can't speculate on that, but what I can confirm is...
- That's an interesting point, but I think the bigger issue is...

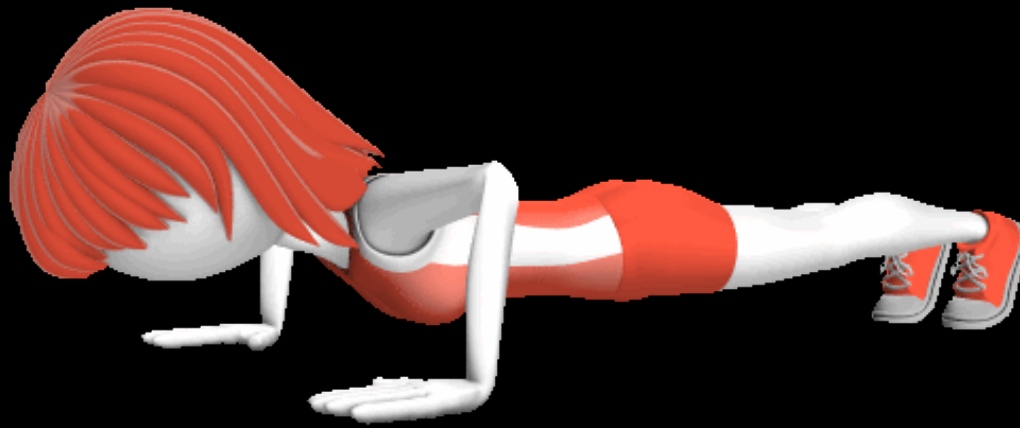
# Bridging Scenario: The GrandPad







# Group Exercise: Bridging

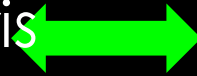


Coalinga  
College California



Columbus State CC  
Ohio

County College of Morris  
New Jersey



Dallas College  
Texas

Hudson County  
Community College, NJ



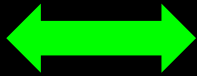
Itawamba CC  
Mississippi

Perimeter College  
at Georgia St. Univ.



Red Rocks CC  
Colorado

Univ. of Arkansas CC  
at Batesville



Virginia Western CC  
Virginia

Henry Ford College  
Michigan



Houston CC  
Texas





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