



2026

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

- What will you show/tell me?

- What expertise do you have?





- What will you show/tell me?

- What expertise do you have?

- Why does this matter to me?

Group Exercise, let's answer the four questions



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
FOUND
CREATE

RHETORICAL QUESTIONS

TRIADS
INVERSES

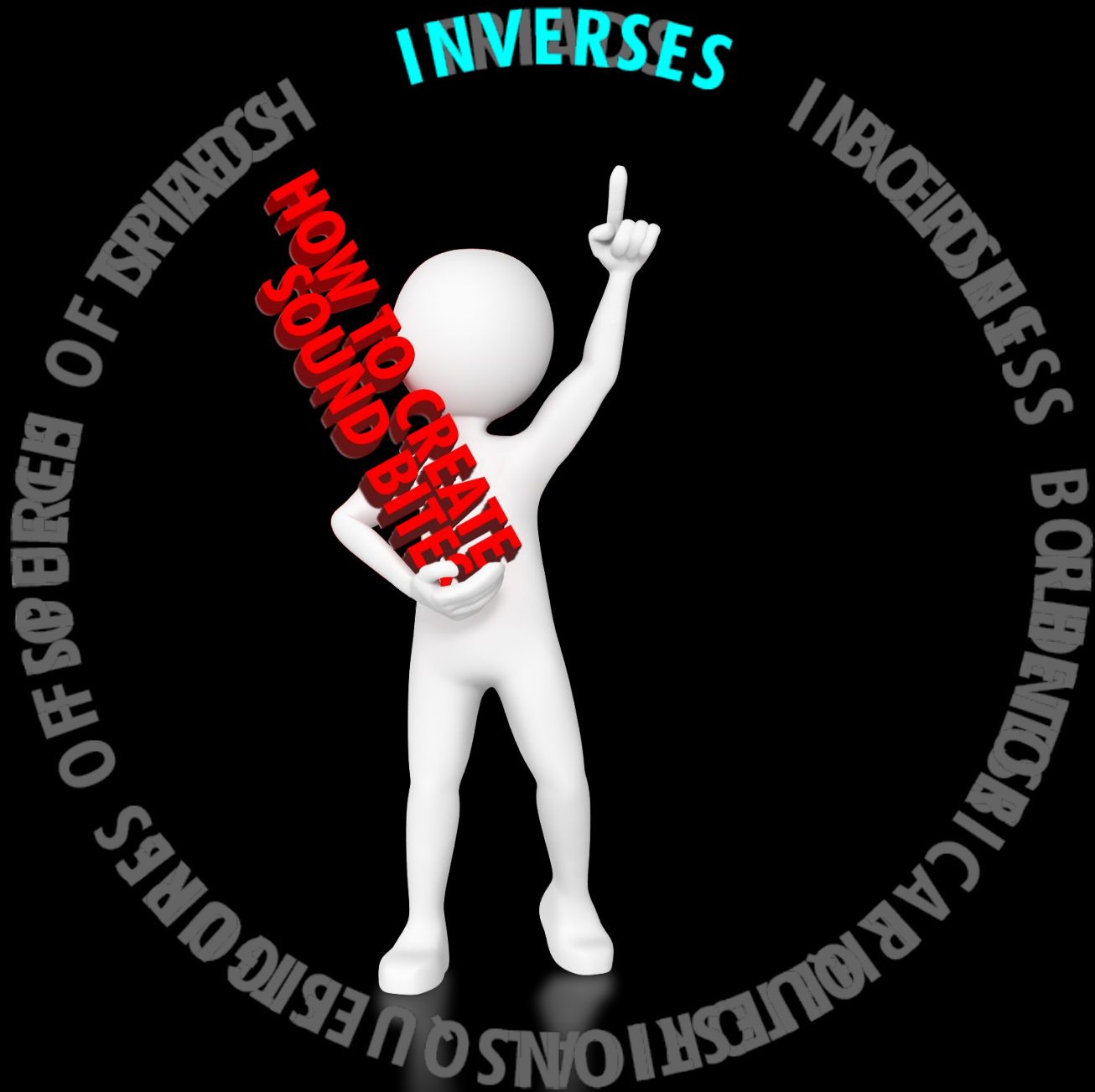
BOLDNESS



TRIADS

HOW TO
CREATE
SOUND





BOLDNESS

**HOW TO
SOUND
CREATIVE**

OUR BOLDNESS IN VTRADS

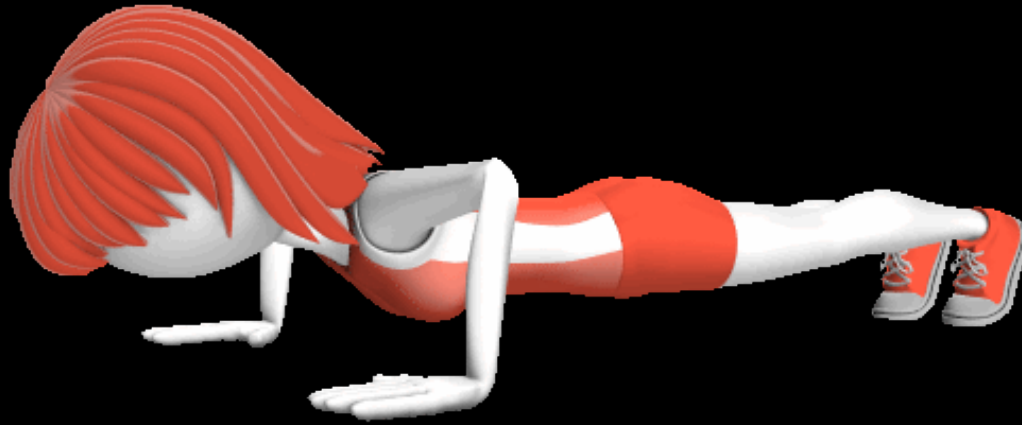
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Group Exercise: Sound Bites

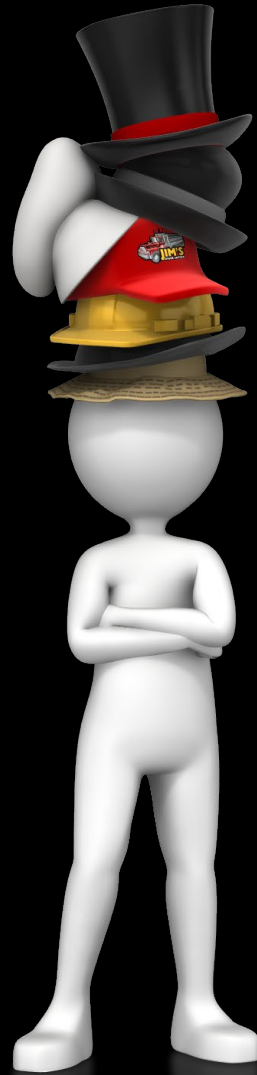


Metaphors:

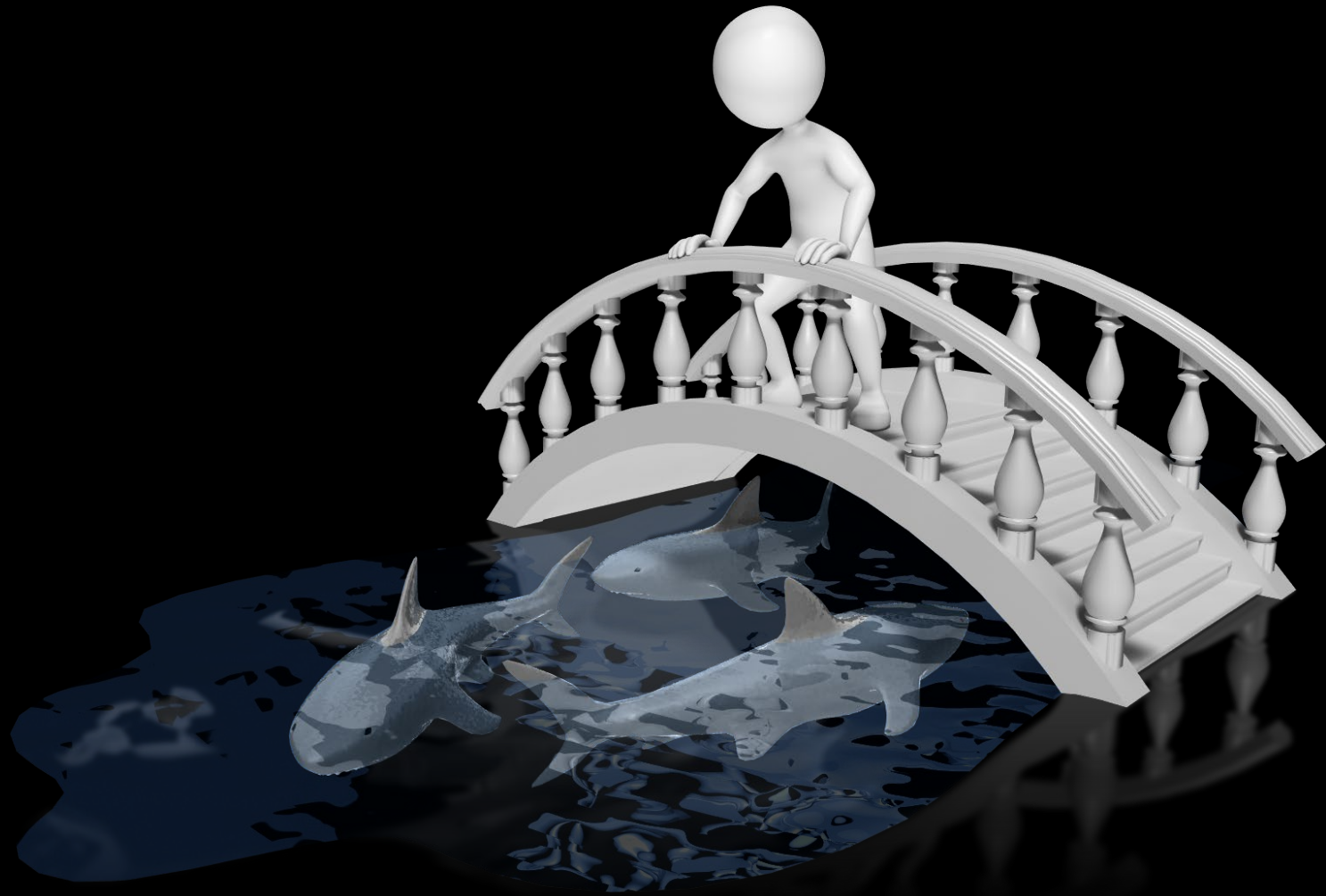
A comparison between two things that are otherwise unrelated



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.

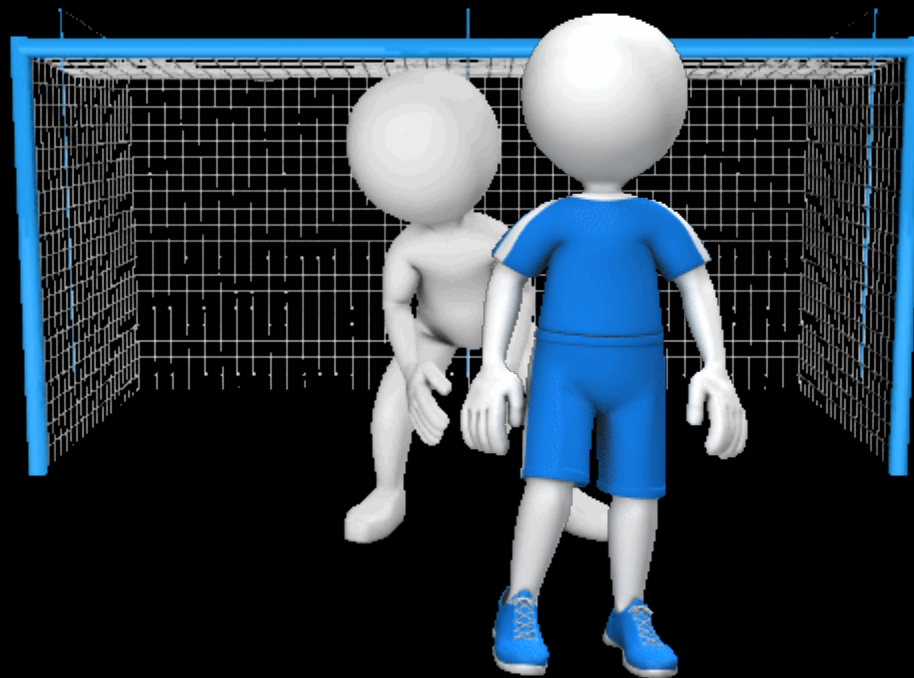


“Because...”



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







The Grand Pad

Group Exercise: Bridging

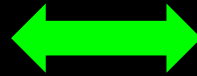


Bergen County
CC New Jersey



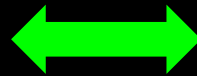
Coalinga
College California

Dallas College
Texas



Des Moines Area
CC Iowa

Henry Ford College
Michigan



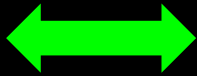
Holyoke CC
Massachusetts

Houston Community
College Texas



Irvine Valley College
California

Sargeant Reynolds
CC Virginia



Middlesex CC
Massachusetts

Perimeter College at
Georgia State Univ.
Georgia



Tulsa Community College
Oklahoma



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