

# MODULE 3

## MAKING MESSAGES MEMORABLE



### MAKING MESSAGES MEMORABLE

#### PREP PROMPT

Reflect on a memorable message you delivered to someone outside of work

#### PRINCIPLES FOR MEMORABLE MESSAGES

Use "CENT":

C-connection

E-motion

N-eeded

T-wist

#### CASCADE CHATS

I	II	III	IV
Culture	BSWH	Now	Legacy
Describe a notable / memorable message you remember from an event in our nation's history.	Examine a message that had an impact in the BSWH System.	What's a message your team needs to communicate and to whom?	How can you be intentional about delivering the right kind of messaging on a consistent basis?

## OVERVIEW

L01: Understand the main variables that influence a message's memorability  
 L02: Use memorable message strategies to increase the likelihood of message retention

### Engagement Strategy:

Recall a meaningful conversation and its impact. Describe the qualities of memorable messages, as well as the pitfalls that lead to poor messages. Understand strategies for creating memorable messages. Create a plan for crafting and delivering a memorable message.

### Synch Matrix:

	Start	End	Activity	Facilitator Notes
<b>A</b>	0:00	4:00	Main intro / "Examine" Exercise	This is a good time to discuss and/or jot down a list of ways that BS&W communicates with you.
	4:00	6:30	Instructor/Topic intro	Introduction of Geoff Tumlin and a memorable message from his professor.
<b>B</b>	6:30	9:40	"Reflect" Exercise	What was a time somebody said something that stuck with you? Work in groups or brainstorm on your own.
<b>C</b>	9:40	14:30	CENT	Connection - Emotion - Needed - Twist
<b>D</b>	14:30	18:20	Real Life Example pt.1	This section walks through the first part of a real life example that happened between a doctor and a patient and her family.
	18:20	21:50	"Create a Memorable Message" Exercise	This is a good exercise to practice formulating messages that stick with patients.
	21:50	25:40	Real Life Example pt.2	Real life example continued.
	25:40	26:30	CENT Recap	More useful techniques and tips on how to use CENT to give memorable and meaningful messages to patients/families.
<b>E</b>	26:30	29:40	"Examine" Exercise	This is a useful exercise to examine the qualities of the memorable message you discussed earlier.
<b>F</b>	29:40	34:30	4 L's of Lousy Messages	Length, Lecture, Loaded, and Lashing.
<b>G</b>	34:30	43:50	4 Strategies for Memorable Messages	Question with their answers, story with their moral, tight organization, create an experience.
<b>H</b>	43:50	47:00	"Apply" Exercise	This exercise lets you apply what you've learned in this module about creating memorable messages.
	47:00	49:43	Conclusion	Concludes the overall topic of making impactful messages as Geoff gives one final example of how it has impacted his life.

Sources:  
 Daly  
 Knapp

## DISCUSSION GUIDE

### A EXAMINE

1. How does BSWH communicate with you?
2. What are the best communication experiences? What are the worst?
3. Why?

### B REFLECT

DESCRIBE A CONVERSATION OR A PIECE OF ADVICE THAT STUCK WITH YOU:

1. Who was talking?
2. Why was the message memorable?

### C CENT

C-connection  
 E-motion  
 N-eeded  
 T-wist

### D EXPLORE

Using Geoff's principles (CENT), craft a message for this patient. What would you say to her?

## DISCUSSION GUIDE

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### E EXAMINE

Analyze your Memorable Messages from the case study earlier, using the four principles of Connection, Emotion, Needed, and Twist to give each other feedback on the messages you crafted.

Which of the CENT principles were present?

### F 4 L's of Lousy Messages

1. Length
2. Lecture
3. Loaded
4. Lashing

### G 4 Strategies for Memorable Messages

1. Question with their answers
2. Story with their moral
3. Tight Organization
4. Create an Experience

### H APPLY

What's a Message you'd like to make stick for someone who needs it?  
How will you do it?

Use the 4 Strategies above to craft your Memorable Message.

## TAKE-AWAYS

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INSIGHTS:

ACTIONS:

# 3

## CASCADE CHATS

These exercises are meant to deepen the learning and experience between modules for participants and their teams. Use blank spaces to record your personal responses prior to discussions. Update your notes based on the conversation.

I	Culture	Describe a notable / memorable message you remember from an event in our nation's history.	
II	BSWH	Examine a message that had an impact in the BSWH System.	
III	Now	What's a message your team needs to communicate and to whom?	
IV	Legacy	How can you be intentional about delivering the right kind of messaging on a consistent basis?	