

25 MEMORY HOOKS FOR YOUR AUDIENCE

One of your main goals when presenting should be to create memorable content. It's important for a number of reasons:

- You will **make your audience feel smart** and they will follow anyone who make them feel smart, thus making you a leader.
- They can more easily **recite what you said** to other people that might matter.
- They can only **act** on what they remember, so if you know what you want them to do, then make sure they remember it.

Giving memorable presentations is not the case in 99% of every-day corporate meetings where we'll suffer PowerPoint mania with too much abstract information and hard-to-read charts, with monotonous voices and blank or nervous expressions etc.

There are better ways. If you, and your messages are memorable, you win. Your audience wins. We all win.

Here you will get 25 ways that will help the audience remember your content:

3 tips on STRUCTURE

1. **THE BEGINNING AND END ARE CRUCIAL.** Have a good start and an even better ending. That's what the audience will remember best. Learn these parts by heart if possible
2. **KEEP A CLEAR STRUCTURE / COMMON THREAD.** The audience should feel confident that you know where you are going. Then they can relax and listen to what you say.
3. Use the **US WAY** of structuring your content. Tell them what you will tell them. Tell them. Tell them what you told them.

15 tips on WHAT YOU SAY

1. **REPEAT YOUR MESSAGE.** If you repeat something, you will remember it better. You recognize something that is repeated. So, if you say something extra important, it's smart to repeat it. Do you agree?
2. **ASK REFLECTING QUESTIONS.** "Do you remember when...", "What did you learn when?" This creates memory traces.
3. **3 IS THE MAGIC NUMBER.** For some reason, we remember things in triads. Examples: Faith, hope and love. Vene, Vidi, Vici. Or blood, sweat and tears.
4. **USE ALL SENSES.** If you can share examples that people can "see, hear, smell" etc. you increase the chance that the audience will remember. Imagine the smell of garlic, the taste of a lemon, the sound of birds chirping or traffic chaos, the feeling of warm sand between your toes. That's easy to remember.
5. **SURPRISE THE AUDIENCE.** On the one hand, we want predictability, but too much will be boring. What stands out, we remember better. When I say that I compare PowerPoint with alcohol, drugs and tobacco, people love it. (I continue: "You may be high on your addiction but everyone else will suffer")
6. **RHYME.** Rhyme is like a glue. It sticks like bricks on a memory wall.
7. **TELL STORIES.** There is nothing as effective as giving an example or story. Don't forget to link it to your message. Otherwise, it's only entertainment.
8. **REWARD THEM.** People want to know how things end up. People want to know why. When you first ask why and then give the answer, they get a dopamine kick and get rewarded - and therefore remember better.
9. **KEEP IT SIMPLE – NOT STUPID.** It's easier to remember: "We sold better than we thought" than "Our sales budget has been adjusted positively due to a 12 percent difference in forecast versus real outcome".
10. **CREATE ONE-LINERS.** "You had me at hello." Typical one-liner. Memorable. They can be vague and generic so that they can be used in all possible situations.

11. **USE METAPHORS AND ANALOGIES.** Instead of talking about e.g. 5G in telecom, talk Digital Superhighways instead. By using metaphors and parables you make the abstract concrete and the unknown known.
12. **USE POLARITIES.** By putting things against each other, a tension is created that helps the memory. Is it on or off, thick or thin, tall or small?
13. **LET THEM FILL IN THE BLANK.** When I talk about the power of first impressions, I often give them the background and then say: "This is called the primacy effect, but we know it as..." and then the audience will say "The first impression."
14. **BE RELEVANT.** If you are relevant, you are interesting. If you are interesting, what you say becomes more memorable.
15. **MAKE IT PERSONAL.** If you give them a window to your soul, with a personal story and/or by showing strong emotions e.g. conviction, the audience will be moved by you and the stronger their own emotions will be, thus making them remember more.

3 tips on PROPS

1. **CREATE A TRIGGER** that make them remember when they do something later. At one point I showed a coffee filter and talked about how values should pass through the desired filters. I added that they would think about it every time they made coffee. Find your own "cues" or "triggers" that will make them remember.
2. **USE BOTH TEXT AND IMAGE.** It's called Dual Coding. If you have an abstract text (preferably not) then you must have a concrete image. Here PowerPoint can actually provide value - properly used.
3. **INCREASE SIZE OF IMPORTANT WORDS.** They will stand out, thus be memorable.

4 tips on HOW YOU LOOK AND SOUND

1. **USE EYE CONTACT.** When people feel that you are looking at them, you will create a stronger emotional response which leads to better memory. This works much better when your session is live than pre-recorded
2. **USE YOUR ARMS** to reinforce what is important with the help of explanatory, clarifying gestures. Are you talking about increased productivity? Raise your arm so that it is visible and not just heard.
3. **FIND A RHYTHM** while talking. The world champion is Barack Obama. Watch this video [Yes we can](#) and you will understand why. Alliterations also create rhythm (e.g. Back to Basic)
4. **PAUSE.** Give them time to reflect after saying something important. Feel free to pause before you say something to build curiosity. A few seconds break is not experienced as an eternity for the audience although you might feel like it is.