

# Who is on the bus?

or  
avoiding bad weather, ditches, and other  
unnatural disasters



- Get people to pay attention
  - emphasize the uncommon sense
  - go for emotion, surprise or curiosity
- Get people to understand and remember
  - use concrete language
  - use specific cases or examples, not concepts
- Get people to believe you or agree
  - move away from statistics and facts and toward meaningful examples
- Get people to care
  - talk about individuals, not abstractions
  - appeal to the top floors of Maslow's hierarchy; make self-interest explicit
- Get people to act
  - inspire with a challenge story
  - make sure you've done all of the above

Adapted from: Chip & Dan Heath (2007) *Made to Stick*. New York: Random House.

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## TASK

List all the people or groups affected. What's in it for them if things stay the same? What's in it for them if things change?

Complete role, audience and format of the RAFT form.

Check your destination statement against the above list. Use whole sentence and punctuation (!). Build motivation into your language.