

Announcing  
our new program:

# Decker MADE to STICK MESSAGING

Learn why  
some ideas thrive  
while others die.

Improve the chances  
of *your* worthy ideas.

**F**or the first time ever, the communications experts at Decker join forces with best-selling authors Chip and Dan Heath to bring you a program that will make your ideas stick with your customers, coworkers and bosses.

With expert instruction in a fun, interactive environment, you'll learn to:

- Beat the 'Curse of Knowledge', the single biggest obstacle to clear messages
- Create a message that your listener will hear and act on using the Decker Grid System
- Find the "core" of your idea (and why so many communicators inadvertently bury it)
- Use the principles of memory research to make your message unforgettable
- Make data and numbers stick using the "human scale principle"
- See how the six principles of sticky ideas can transform messages at all levels: from speeches to presentations to your very next email and phone call.

You'll come prepared with a pitch in mind, and actively work on it throughout the day as you're led through the principles to make it stick. Then see for yourself how you transformed your own idea.

Ideal for leaders, sales people, speakers, managers and professionals who must persuade and convince others to action.

▶ Please contact Decker Communications at 415.543.8100 or [madetostick@decker.com](mailto:madetostick@decker.com) to complete your registration.

This program will be led by Kelly Decker, Executive Vice President of Decker Communications. The program is limited to 20 participants.

▶ Decker Training Center  
575 Market Street  
San Francisco, CA 94105  
or  
Marriott Marquis  
1535 Broadway  
New York, NY 10036  
\$995 per person

**Decker**  
COMMUNICATIONS

