

Made to Stick

by Chip Heath, Dan Heath

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

01 Rewrite one memo as a headline

Take a current update and reduce it to one front-page sentence. If the core cannot survive one sentence, the idea is not yet ready.

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02 Replace one abstraction with a scene

Find a phrase like better collaboration, higher quality, or improved outcomes. Swap it for a concrete moment someone can picture.

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03 Add a curiosity gap

Open your next presentation with a counterintuitive fact, question, or tension that the rest of the message resolves.

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04 Humanize one statistic

Convert a large number into a human-scale comparison or a single person story so credibility becomes easier to feel.

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05 Run the SUCCEsS audit

Before sharing an important idea, check it for simplicity, surprise, concreteness, credibility, emotion, and story shape.

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06 Test retellability

Tell the idea to one person, wait ten minutes, then ask them to repeat it. Rewrite whatever does not survive.