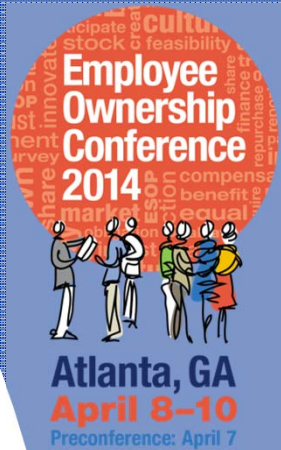


# Generating Ideas in an ESOP Setting and Making Them “Stick”

Presented by

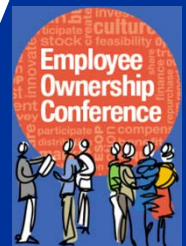
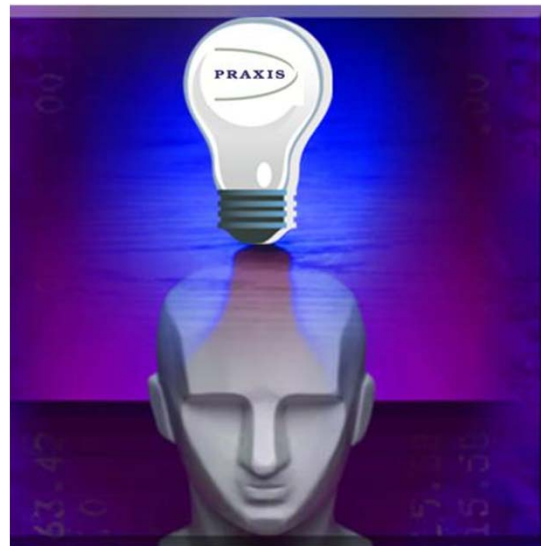
Kathleen McInerney Kane  
Praxis Consulting Group, Inc.  
April 7, 2014



# Ideas, Innovation and Sustainability

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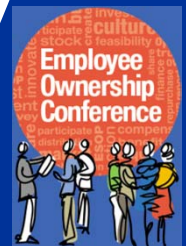
- We would all probably agree that new idea and innovation are key to an organization's ongoing sustainability
- And yet, sometime good ideas have a hard time succeeding in the world
- Why is this true?



# How Do We Nurture Good Ideas?

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- Let's start with a story
- The friend of a colleague attended a conference in Atlantic city...



# “Sticky” Ideas

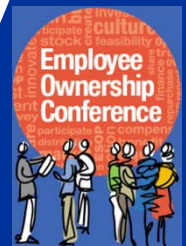
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## 6 Core Principles that make ideas **STICK**

1. **Simple**
2. **Unexpected**
3. **Concrete**
4. **Credible**
5. **Emotional**
6. **Stories**



*Dan and Chip Heath, Made to Stick, 2008.*

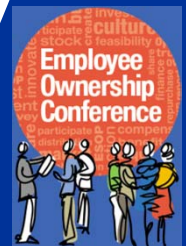


# 1961: JFK and the Space Program

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The difference between:

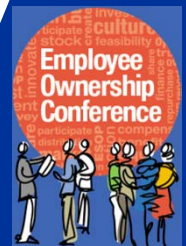
- “Our Mission is to become the international leader in the space industry, through maximum, team-centered innovation and strategically targeted aerospace initiatives.”



# 1961: JFK and the Space Program

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- And....
- “This nation should commit itself to achieving this goal before this decade is out; to landing a man on the moon and returning him safely to earth. ”



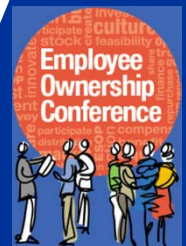
# “Sticky” Ideas

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## 6 Core Principles that make ideas **STICK**

### 1. **Simple= Core + Compact**

- Stripping the idea down to its most critical essence
- Being “Masters of Exclusion”
- Sharing the Core



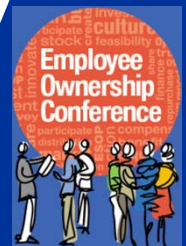
# “Sticky Ideas”

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6 Core Principles that make ideas **STICK**

## 2. Unexpected

- Surprise gets our attention
- Interest keeps it





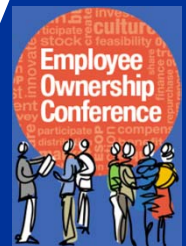
# “Sticky Ideas”

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## 6 Core Principles that make ideas **STICK**

### 3. Concrete

- **If you can examine something with your senses, it is concrete**
- **Concrete has a way of mobilizing our brains**
- **Concrete ideas are easier to remember**



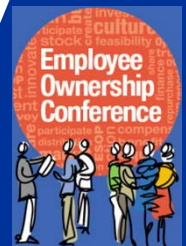
# “Sticky Ideas”

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## 6 Core Principles that make ideas **STICK**

### 4. Credible

- **We believe because our parents or friends believe(d)it**
- **We believe because of our experiences**
- **We believe because we trust authorities**
- **We believe because of our faith**



# “Sticky Ideas”

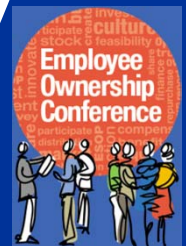
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## 6 Core Principles that make ideas **STICK**

### 5. Emotional

- **The goal is to make people care.**
- **Feelings inspire people to act.**

*Dan and Chip Heath, Made to Stick, 2008.*



# “Sticky Ideas”

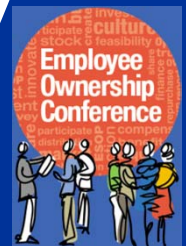
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6 Core Principles that make ideas **STICK**

## 6. Stories

- **Stories have the amazing dual power to stimulate and to inspire.**

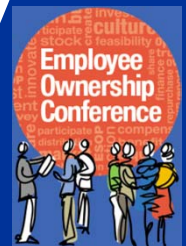
*Dan and Chip Heath, Made to Stick, 2008.*



# The More We Know.....

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- The harder it is to imagine not knowing
- **The Curse of Knowledge** —when we're experts in a given topic, it's so clear to us what the value of our idea is
- The trick is to be able to be understood by a non-expert
- As Leaders in ESOP organizations, we are so intimately familiar with, and passionate about, the benefits of an ESOP, it's hard to explain an idea to someone who doesn't know as much



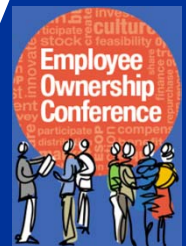
# “Sticky” Ideas

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## 6 Core Principles that make ideas **STICK**

1. **Simple (Cuts Across All)**
2. **Unexpected (Pay Attention)**
3. **Concrete (Understand and Remember)**
4. **Credible (Believe and Agree)**
5. **Emotional (Care)**
6. **Stories (Act)**

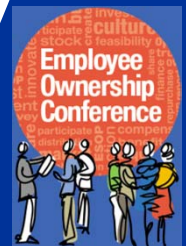
*Dan and Chip Heath, Made to Stick, 2008.*



# How “Sticky” is Your Latest Idea?

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- ESOP Communications
- Ownership Culture
- Participation

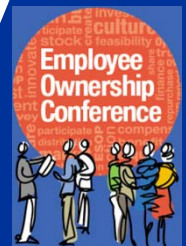


# Working the SUCCES Model

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At Your Tables:

- Think about an idea relative to your organization's ESOP that you are considering
- How might we apply the Core Principles to help our clients make this idea more “sticky”





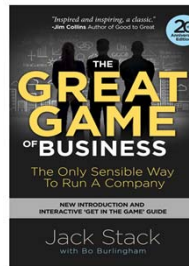
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