

Chip Heath Quotes

*Looks, Ideas, People, Attention, Needs, Stories, Audience, Imagine, Problem,
Communication, Tunnels, Moving, Memories, Given, Genius, Amount, Asks,
Knowledge, Emotion, Want*

The most basic way to get someone's attention is this: Break a pattern.

~Chip Heath

The first problem of communication is getting people's attention.

~Chip Heath

Anger prepares us to fight and fear prepares us to flee.

~Chip Heath

Mental simulation is not as good as actually doing something. But it's the next best thing. And the right kind of a story is a simulation.

~Chip Heath

To make our communications more effective, we need to shift our thinking from "What information do I need to convey?" to "What questions do I want my audience to ask?"

~Chip Heath

Change is hard because people wear themselves out. And that's the second surprise about change: What looks like laziness is often exhaustion.

~Chip Heath

Success emerges from the quality of the decisions we make and the quantity of luck we receive. We can't control luck. But we can control the way we make choices.

~Chip Heath

What's working, and how can we do more of it?

~Chip Heath

The more we reduce the amount of information in an idea, the stickier it will be.

~Chip Heath

The more hooks an idea has, the better it will cling to memory.

~Chip Heath

The Aha! experience is much more satisfying when it's preceded by the huh experience.

~Chip Heath

One of my favorite bloggers who can articulate his ideas clearly is Avinash Kaushik. The only problem? His ideas are so awesome his posts are a mile long, but I promise they are worth the time.

~Chip Heath

What looks like resistance is often a lack of clarity.

~Chip Heath

Knowledge is rarely enough to spark change; it takes emotion to bring knowledge to a boil.

~Chip Heath

When you're at the beginning, don't obsess about the middle, because the middle is going to look different once you get there.

~Chip Heath

Just look for a strong beginning and a strong ending and get moving.

~Chip Heath

Once we know something, we find it hard to imagine what it was like not to know it.

~Chip Heath

Most analysts are SO SMART and have amazing ideas, but they can't convey their genius ideas to others.

~Chip Heath

The Curse of Knowledge: when we are given knowledge, it is impossible to imagine what it's like to LACK that knowledge.

~Chip Heath

Create a need for closure.

~Chip Heath

Stories are flight simulators for our brains.

~Chip Heath

When people know the desired destination, they're free to improvise, as needed, in arriving there.

~Chip Heath

Many armies fail because they put all their emphasis into creating a plan that becomes useless ten minutes into the battle

~Chip Heath

What looks like a people problem is often a situation problem.

~Chip Heath

What questions do I want my audience to ask?

~Chip Heath

This is the biggest problem in analytics today.

~Chip Heath

What's broken, and how do we fix it?

~Chip Heath

There's no such thing as a passive audience.

~Chip Heath

You've got a good idea, how do you make it stick?

~Chip Heath

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