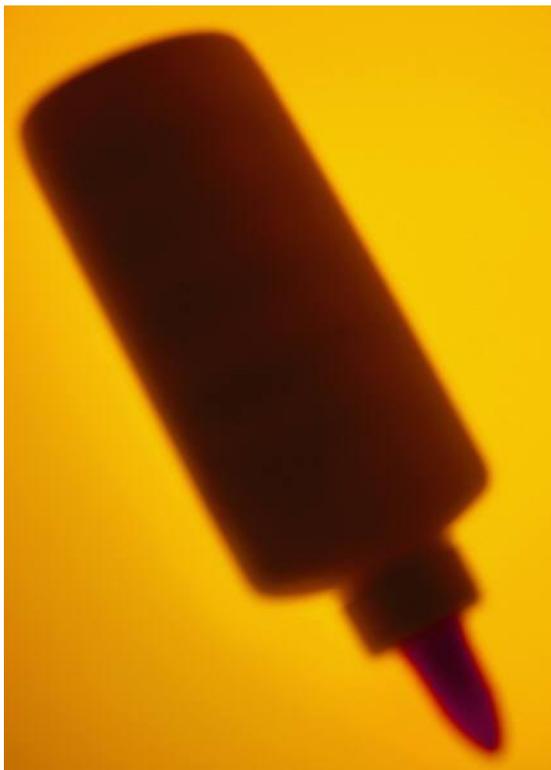


Recommended book: Made to Stick – Chip & Dan Heath

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One of the core competencies of any business analyst is communication. This covers a vast array of tasks; from communicating requirements to stakeholders right through to preparing a presentation for the CEO. If a BA can't communicate succinctly, accurately and precisely, then they aren't going to last very long in the job! And it's not just about communication; it's about making that communication *memorable*.

I recently read an excellent book that I would love to share with you. The book is called [Made to Stick by Chip and Dan Heath](#).

The book opens by asking an intriguing question: Why do we remember and repeat urban legends like the Kidney Heist (you know, the one where a man wakes up in a bath of ice minus his kidney) but we don't remember important information about health, our communities or even our projects?

The authors refer to this phenomena as stickiness, and the rest of the book is dedicated to describing how to make a message stick. The book focuses on 6 key aspects:

- **Simple**
- **Unexpected**
- **Concrete**
- **Credible**
- **Emotional**
- **Stories**

A whole range of tips, tricks and techniques are discussed. Rather than write a long textural review or summary of the book, I've included a mind-map overleaf which includes the points that resonated with me. However, this is only really scratching the surface -- you'll get so much more from reading the book.

I really enjoyed this book, and it includes some innovative and useful guidance. As business analysts, presenting and communicating ideas is a core part of our role. Getting people's attention can be difficult, and this book provides some excellent theories, ideas and examples.

Highly recommended! Flick over to the next page to see the mind-map and get a taster.

Adrian Reed

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