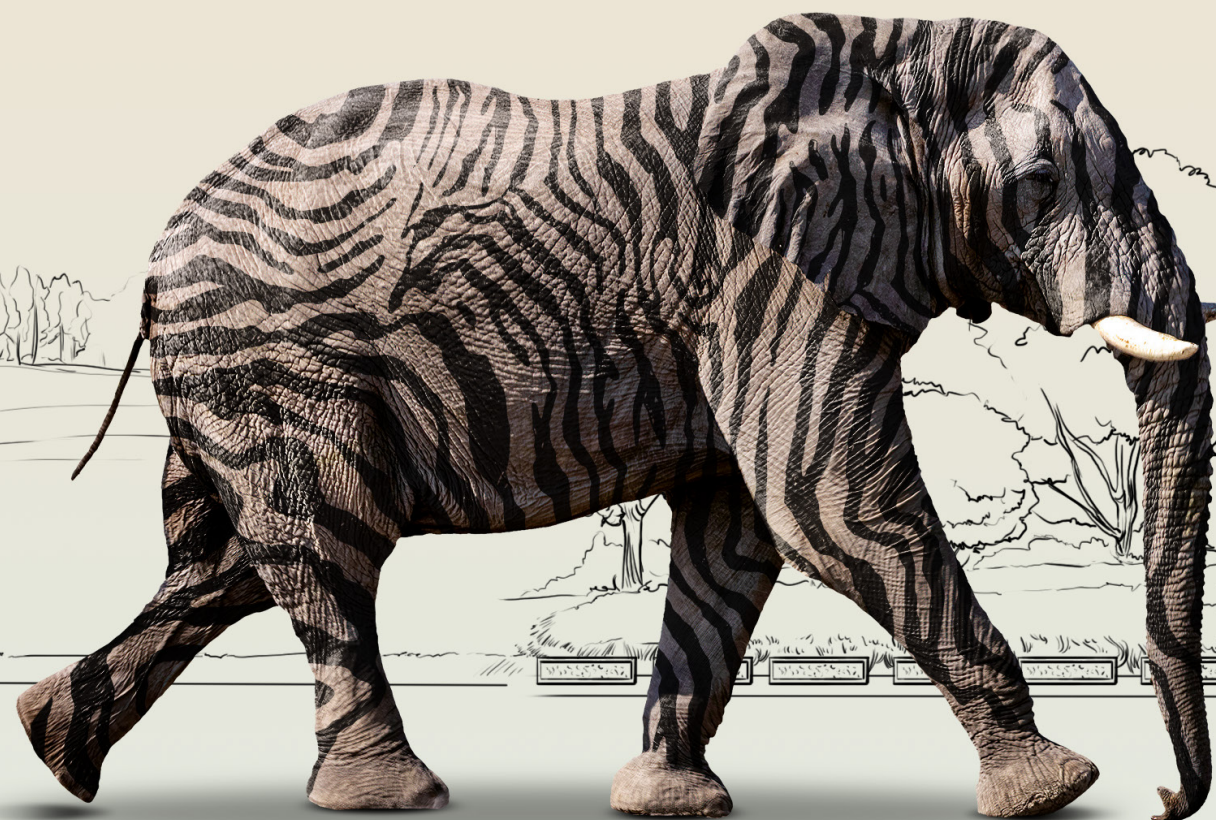


# pave their *memory lane*



The ability to communicate effectively is not just an advantage—it's a necessity. But how do you ensure your content isn't just another fleeting message in the crowd?

Use these 10 science-backed principles to create content that captures attention, builds trust, and motivates action.

## 1 amplify design with motion

Our neuroscience research demonstrates that motion is important in guiding buyers' attention to essential messages and sustaining attention across time. Consider a baseline for the amount of animation you're using, especially in virtual presentations, and amplify it by four times.

## 2 visualize narratives

In our studies, the most memorable content includes visual narratives that extend over multiple slides or, if on the same slide, they include more than 15 animations to display a context, complications, a climax, and the resolution of a story.

## 3 vary visual stimulation

In a counterintuitive way, the more the visuals vary, the sharper the engagement. Our neuroscience research has demonstrated that varying metaphors, for example, leads to a lower level of fatigue, as long as the images are not cliché or predictable. You can also vary media types, such as images, video, and audio, for sustained interest.

## 4 find the feeling

The problem with many corporate presentations is that they are created in a standardized way, devoid of emotion. Our research has demonstrated that some tension, especially at the beginning of a sales presentation, is useful to influence how buyers pay attention and remember the rest of the sequence.

## 5 visualize the tension

Once you identify elements that can provoke tension (e.g., trends and challenges in buyers' industries), pair the feeling with corresponding images. Visualizing a flaw in a product, a blurry scene, rocks in the road, or something that is about to catch fire are examples of pairing concepts and images that ignite a reaction.

## 6 craft fresh metaphors

Some business concepts related to theories, beliefs, feelings, or conclusions based on data are too abstract to pair easily with a tangible image. In this situation, a metaphor is in order. The best metaphors that lead to attention and memory are the kinds that are original and likely to provoke an "aha" moment.

## 7 avoid a cliché theme

By now, you're seeing a pattern: seek the original and avoid the predictable. We're mentioning this repeatedly because a cliché theme, especially one that is repeated throughout a presentation, decreases buyers' motivation to stay engaged with your content.

## 8 create aesthetic e-books

Our research shows that e-books can sustain attention and even reduce mind wandering, sometimes more so than live presentations. To impact buyers' focus, ensure your e-books include the types of visuals mentioned so far, present a clear hierarchy of information, engage with self-reflection questions, and offer enough contrast so essential messages stand out.

## 9 add authentic annotations

When content is visually intense, you might need extra effects to make sure people pay attention to what is critical. Our research shows that when you annotate on slides, in addition to using animations, you can capture attention and impact memory. Plus, your buyers trust the content more.

## 10 keep your 10% visible

Buyers forget 90 percent of business content after 48 hours, regardless of how amazing it is. To help people remember the right information long-term, craft a 10% slide that is distinct from any other slides in your presentation and include one main message with no more than 3-4 supporting points. Then, keep this message visible for as long as possible, adding relevant information around the core message.

When your revenue and growth are on the line, you can't rely on so-called "best practices" or your best guess to grab and keep your buyers' attention. Your commercial teams need messages and content backed by scientific principles and rigorous research.

Only with Corporate Visions will you get science-backed content services and solutions to execute your revenue growth strategy with clarity and confidence.



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