



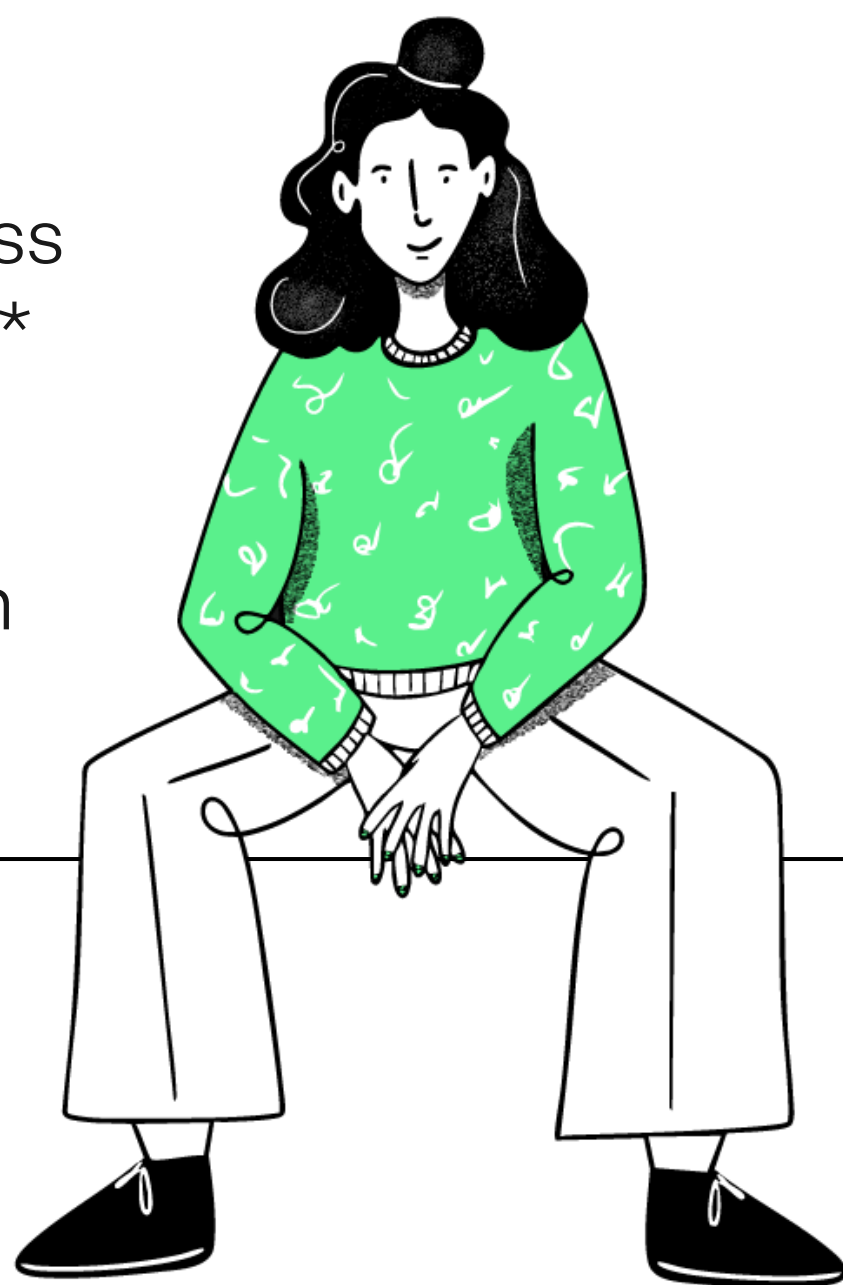
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# Are you **creating** *moments?*

## **Moments matter.**

And what an opportunity we miss when we leave them to chance!\*

Takeaways from The Power of Moments\* by Dan & Chip Heath





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# Why **Moments Matter** in Learning

Your audience won't remember:

- **your slides**, unless they're intentionally designed
- **every fact**, unless it's wrapped in a compelling story
- **your workshops**, unless they're truly actionable

***But they will remember moments that moved them, challenged them and connected them.***

**If you want your programs to make a lasting impact, you have to design those moments on purpose.**



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# 4 Key Elements of Memorable Moments



## 1. Elevation

Break the script and spark joy



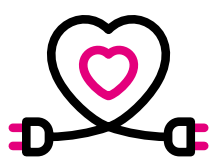
## 2. Insight

Prompt a powerful realization



## 3. Pride

Celebrate achievements and progress



## 4. Connection

Strengthen bonds and shared meaning



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# Moments of **Elevation**

*Break the script and spark joy*

- 1. Boost sensory appeal:** make it vivid or tangible
- 2. Raise the stakes:** add urgency or reward
- 3. Break the script:** do the unexpected

*Are you strategically creating moments of delight?*





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# Moments of **Insight**

*Prompt a powerful realization*

- 1. Clear insight:** Aim for a sharp realization
- 2. Compressed in time:** Let it hit suddenly
- 3. Discovered by the audience:** Let them figure it out

*How are you guiding people to “aha!” moments?*





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# Moments of **Pride**

*Celebrate achievements and progress*

- 1. Offer recognition:** Highlight wins
- 2. Multiply milestones:** Set clear progress points
- 3. Practice courage:** Create space to build confidence

*Do you offer space to practice?*

*How do you celebrate progress and effort?*





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# Moments of **Connection**

*Strengthen bonds and shared meaning*

- 1. Sync the moment:** Bring people together
- 2. Invite shared struggle:** Face a challenge together
- 3. Connect to meaning:** Tie it to something bigger

*How do your learning experiences foster a sense of belonging?*





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**Great learning experiences don't just transfer knowledge; they create moments that stick.**



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**I'm Teresa**

I help experts craft stories that resonate and inspire.