
Sticky Message of the Month – August 2009

"At some point, you have to say maybe your speedometer's broken."

What's a "Sticky Message?"

A "sticky message" is a statement that easily stands out in a speech or is a key quote in a news article. It's the one the reporter instantly says: "That's going to make it in my piece." It's one that is easily remembered by the reader, viewer or listener.

What made this month's sticky message?

Howard Simons, a strategist at Bianco Research in Chicago was quoted in a Fortune/CNNMoney.com article (<http://tinyurl.com/kp4er3>) comparing central bankers with a driver who gets pulled over for speeding over and over again. His contention was that bankers take repeated risks and never seem learn even after getting burned time and time again. He argues that the measurements that bankers use for risk taking should be re-thought.

What made it sticky?

In just 11 words, Mr. Simons explains what he believes to be at the core of the problem. The phrase is not an overused cliché, yet it is memorable and repeatable. That is the key here. There must be hundreds of tools and measurements central bankers use that Mr. Simons could speak to and discuss why they're "broken." But, instead, he wisely chose to use this analogy to tie it all together. Visual images and analogies are sticky when you want your message quoted in a short online article.

Have you read or created a quote that qualifies as the "Sticky Message of the Month?" Let us know. Send to stickymessage@commcoreconsulting.com