

# Memorable Verbal Communication

My Favorite Assignment

---

**Kim Jordan, MSN/MBA**  
Ohio University





Who is wearing the **MOST** colorful shirt today?

*Describe  
the color...*

**using boring language**





**What you say needs to be...**

**Memorable**

# Memorable Verbal Communication

- **tangible, concrete words**

  - *man, moon, earth*

- Trigger strong images in the brain



Moonshot speech by JFK

# The brain remembers things that are...

Unusual  
Shocking  
Surprising





# Use vivid language

---

- Unusual, shocking, or surprising
- Hits on senses
- Evokes emotion





# Pair & Share



# Describe the color...



- using *tangible, concrete words* to trigger strong images in the brain that are *unusual, shocking, or surprising*

# With a partner, describe the color...

## Use vivid language

- Unusual, shocking, surprising
- Hits the 5 senses
- Evokes emotion

***G-rated please!***

## Share

- Turn to a partner
- Memorably describe the color

# Close your eyes...

---



# Takeaway

---

- Words matter, so use vivid language, that hits the senses and evokes emotion





How can you apply memorable verbal communication to your presentation?

# References

Mar, R. A. (2011). The neural bases of social cognition and story comprehension. *Annual Review of Psychology* 62, p. 103–134.

Hasson, U. (2016, February). This is your brain on communication. TED Talk. Video, 14:44.  
[https://www.ted.com/talks/uri\\_hasson\\_this\\_is\\_your\\_brain\\_on\\_communication?language=en](https://www.ted.com/talks/uri_hasson_this_is_your_brain_on_communication?language=en)

Nguyen, M., Vanderwal, T., & Hasson, U. (2019). Shared understanding of narratives is correlated with shared neural responses. *NeuroImage* 184, p.161–170.

# Thank You!

Connect @

[Jordank1@ohio.edu](mailto:Jordank1@ohio.edu)



**OHIO**  
UNIVERSITY

ROBERT D. WALTER CENTER FOR STRATEGIC LEADERSHIP  
**COLLEGE OF BUSINESS**