**The Six-Word Memoir**

Introduce yourself and tell your story in exactly six words.

| Type | Icebreaker |
| --- | --- |
| Purpose | Interpersonal team building |
| Topics | Teambuilding, communication, creativity, fun, writing, AI content |
| Audience | Marketers |

## **About this activity**

AI is making a huge impact on content marketing. According to software company BrightEdge, 57% of marketers use AI to create personalized content. e-Marketer reports that AI tools will compose 30% of outgoing marketing messages by 2025 and that 57% of US consumers are comfortable with AI-targeted advertising. The Content Marketing Institute reports that marketers who use AI-powered writing to generate content report a 10-20% increase in click-through rates.

But how are AI tools personally impacting marketers and content creators? Participants will explore this question in The Six-Word Memoir as they introduce themselves to other attendees through their six-word life story, written in their own words and through an AI tool. They discover how AI changes their story and opens new storytelling possibilities. More than an icebreaker, The Six-Word Memoir is a hands-on, interactive exploration of AI writing tools and business writing that is fun, engaging, and eye-opening!

This activity is tailored to marketers in an in-person, hybrid, or remote setting.

#### Important details

| Best for groups of | Up to 25 participants (can adapt to larger groups by breaking into small groups to share results) |
| --- | --- |
| Preparation time | 5 minutes |
| Duration | 30 minutes |
| Required materials | * Pen/pencil and paper * Timer or stopwatch * Computer or smartphone with AI technology app * Access to meeting platform, if hybrid or remote |
| Required location | * Cell/internet access * Indoors or outdoors * Breakout spaces/tables for small groups, if applicable |
| Noise level | Medium |

## **How it works**

#### Instructions

Before conducting the activity (5 minutes):

The facilitator will review the instructions and decide how to divide participants into smaller groups for sharing if there are more than 25 participants. If the facilitator has never used an AI writing tool, the facilitator should try one of the suggested programs and practice entering the writing prompt as some participants may require assistance with this part of the activity.

Conducting the activity:

Introduction (5 minutes):

The facilitator will introduce participants to the idea of the six-word memoir in which a life story is composed in exactly six words. The facilitator will share examples of famous six-word memoirs and instruct participants to write their own stories in five minutes or less.

Initial Brainstorming and Writing (5 minutes):

During this time, participants will write their six-word memoir. The facilitator keeps time and gives a reminder at 2 minutes, a final reminder at 1 minute, and a countdown at 10 seconds to help participants stay on track.

Second Round Revision (5 minutes):

The facilitator informs participants that they will now see how their memoir is changed using AI. The facilitator will share the original examples, rewritten with AI. For example:

“For sale: baby shoes, never worn” becomes “Unworn baby shoes, for sale now.”

“Well, I thought it was funny” becomes “I found it quite amusing, oh well.”

“Revenge is living well without you” becomes “Thriving without you, sweet revenge achieved.”

The facilitator instructs participants to take their six-word memoir and type it into an AI writing tool of their choice such as Chat GPT, Jasper, Canva Magic Write, etc. The facilitator asks participants to enter the AI prompt as follows: rewrite “(insert participant’s six-word memoir)” in six words. The facilitator will ask participants to write the AI-generated version of their six-word memoir underneath their original version.

The facilitator keeps time and gives a reminder at 2 minutes, a final reminder at 1 minute, and a countdown at 10 seconds to help participants stay on track.

Final Results Sharing and Wrap-Up (10 - 15 minutes, depending on number of participants/groups):

The facilitator asks participants to share their original memoir and their AI-written memoir.

Once every participant has shared their finished work, the facilitator asks all participants by a poll of raised hands whether they generally preferred the original version or the AI-written version. The facilitator asks for ideas of how participants are adapting AI tools in their email campaigns, branding, social media posts, etc., and allows sharing as time allows.

The facilitator concludes the activity by informing participants that if they enjoyed the exercise, they can visit [www.sixwordmemoir.com](http://www.sixwordmemoir.com) for monthly writing prompts and contests.

#### Rules

The original six-word memoir must be written by the participant - no help from apps or AI tools.

Memoirs can be funny, sad, bittersweet, poignant - there is no restriction on mood or style.

Writing should be appropriate for a general audience.

#### Example

For sale: baby shoes, never worn. (Author unknown)

Well, I thought it was funny. (Stephen Colbert)

Revenge is living well without you. (Joyce Carol Oates)

## **Materials**

#### For facilitator

Timer or stopwatch

Access to meeting platform, if hybrid or remote

#### For attendee

Pen/pencil and paper

Computer or smartphone with Internet access and AI writing software/applications