



Altria
Altria Group Distribution Company

**RESONATE
BEZONVIE
PICTURES**

LIGHTS, CAMERA, COMPLIANCE

How Making a movie changed our culture



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**RESONATE
BEZONVIE
PICTURES**

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THE CHALLENGE



CLIP

Cameron interacts with store owner.





CLIP

Establishing the conflict. Employees are told about the lawsuit.



THE STAKES

- Litigation History
- New employees lack experience
- Litigation impacts everyone

CLIP

Deposition practice run through.
The stakes are raised.





Employees have to know we
understand they are human

There's more to life than work

They must the weight

CLIP

Home invasion. Impact
on home life.



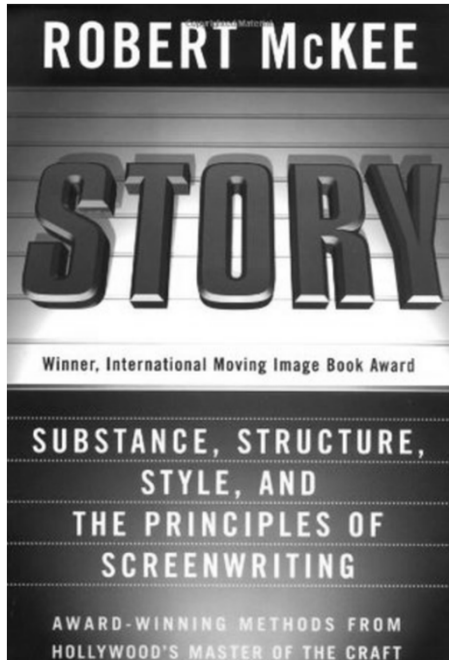


CHANGING CULTURE STARTS WITH CHANGING BEHAVIOR

CARROT STICK STORY

When a story can touch the base level of our identity, it becomes more than just a story. It becomes an idea we must wrestle with.

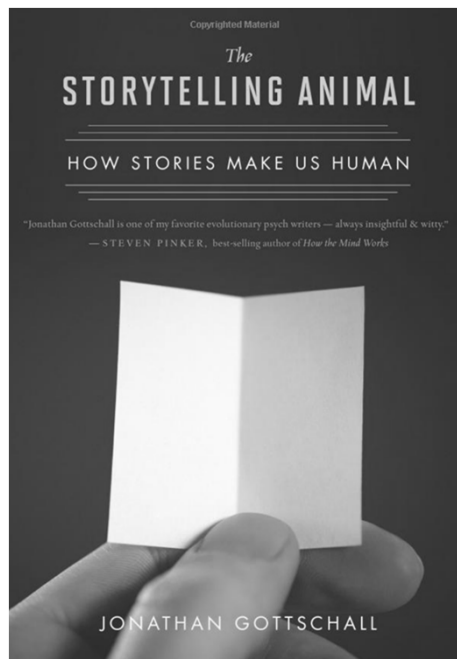




“Because a well-told story wraps its telling around emotionally charged values, it’s meaning becomes marked in our memory.

These become matrices for future actions.”

- Robert McKee, Storynomics



“...give us practice in dealing with the big dilemmas of human life.”

- Jonathan Gottschall, The Storytelling Animal

Statistics and Story on opposite sides of same continuum.

Once personal relevance is apparent, generalized information can be used to promote a more thorough understanding of the issues.

- Mitch Ricketts, Ph.D., Northeastern State University

Safety Training
Peer-Reviewed

Using Stories to Teach Safety

Practical, Research-Based Tips

By Mitch Ricketts

Employee training and information programs are widely recognized as important components of workplace safety and health (Robson, Stephenson, Schulte, et al., 2010). Informational programs are so important that research teams around the world have spent decades exploring the special qualities that make certain safety and health messages more effective than others. Among the most promising outcomes of these efforts is a growing understanding that people tend to change their safety-related behavior after hearing compelling stories about others who have suffered injuries and illnesses. Indeed, safety stories seem to have a remarkable power to convey the personal relevance of this information.

The power of story-based messages has been discussed in past issues of *Professional Safety* (e.g., Cullen, 2008, 2011; Spielholz, Clark & Spottman, 2007). As readers make increasing use of story-based safety messages, a need will arise for guidelines that aid in the design of these interventions. With this in mind, this article sets forth a list of research-based tips for developing effective story-based communications.

What Are Stories?

A story (e.g., narrative, anecdote, case) is an account of events that take place over time. An effective story describes a single event that has powerfully affected the life of one person (or one group). Nonstory information, on the other hand, consists of broad rules, explanations and statistics that are generalized from many events in broader populations.

Stories are important because they show how the lives of real people are changed by singular incidents. In a complementary fashion, generalized, nonstory information is important because it helps an audience understand a range of facts that are relevant in broader contexts. Effective communication includes a balanced mix of general facts, along with anecdotes that illustrate how those facts can play out in everyday life.

Do Story-Based Safety & Health Messages Work?

Researchers have found that story-based interventions can lead to important and lasting changes in people's behavior (Ricketts, 2014). Stories capture attention, stimulate deep reflection, trigger powerful mental images, alter perceptions of new situations and influence behavior.

Story-based messages have a unique power for many reasons (Ricketts, 2014). For example, evidence suggests that people pay special attention to stories because stories tend

IN BRIEF

- Training and information can have a powerful impact on safety-related attitudes and behavior—especially when messages incorporate educational stories about particular workplace tragedies.
- Safety professionals can create customized messages based on injury cases that are freely available from various sources.
- All safety stories are not equally effective. This article includes research-based tips for selecting stories and telling them in ways that have the greatest impact.

Mitch Ricketts, Ph.D., CSP, is an assistant professor of safety management at Northeastern State University in Broken Arrow, OK. Ricketts has worked in OSHA since 1992, with experience in diverse settings such as agriculture, manufacturing, chemical/biological laboratories and public school safety. He holds a B.S. in Education from Pittsburg State University, an M.S. in Occupational Safety Management from University of Central Missouri, and a Ph.D. in Cognitive and Human Factors Psychology from Kansas State University. He is a member of ASSE's Tulsa Chapter, and he is a faculty advisor to ASSE's Broken Arrow Student Section. He is also a member of ASSE's Academic Practice Specialty.

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“Memories are encoded most strongly when we are paying attention. When we’re deeply engaged and when information is meaningful to us.”

Catharine Young - TED Talk

View full lesson on ed.ted.com



TEDEd
Lessons Worth Sharing

How memories form and how we lose them - Catharine Young

1,100,405 views

17K 160 SHARE SAVE

CLIP

Cameron shares struggles with her dad.



NEUROSCIENCE OF STORY

SENSORY CORTEX

FMRI machines have shown the brain on story doesn't look like a spectator, it looks more like a participant in the action.

MIRROR NEURONS

Observing an action activates the same part of the brain that lights up when physically experiencing the action.

THEORY OF MIND

The imaginary world serves as a proving ground for vital social skills, becoming a "flight simulator" for real life situations.

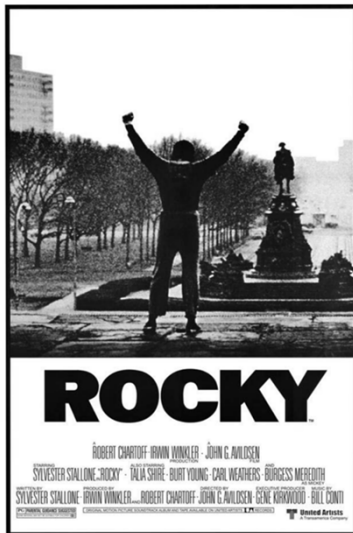
NEUROCHEMICAL EFFECT

Stories change our behaviors by actually changing our brain chemistry. By activating neurochemicals, they affect areas of the brain responsible for encoding and recalling memory. The release of OXYTOCIN - the "empathy" chemical - positively influences actions, motivation and strengthens social bonds.

NARRATIVE TRANSPORT

Properly structured stories focus viewer attention and inextricably tie their emotions to the characters, which leads the viewer to internalize the story's lessons.





“Neuroscience is proving that even when we think we are making decisions based on ‘logic’, we are often unconsciously being driven by our emotions.

And if emotion rather than logic is really the driving force of so many of our decisions, then stories are the most effective structure to share information, connect people emotionally to a cause and build commitment.

While facts and figures engage a small area of the brain, stories engage multiple brain regions...”

– Gartner

ELEMENTS OF STORY

- MYSTERY
- SUSPENSE
- STAKES
- DESIRE
- DISCOVERY
- UNPREDICTABLE
- COMPLEX CHARACTERS
- CAR CHASE & EXPLOSIONS

IMPACT OF STORY

- HOOK
- TIME DISAPPEARS
- VALUES SHIFT
- EMOTION
- HUMILITY
- EMPATHY

P X A R

“Don’t give them 4. Give them 2 + 2.”
Andrew Stanton, Pixar

EMPATHY

CLIP

Cameron takes call from her boss.





CONTINUED ENGAGEMENT

Karl Schneider

- **Who is the audience**
- How we guide them
- Why we still use it



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