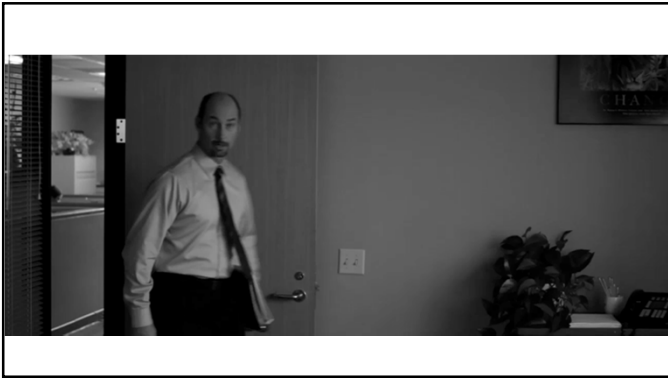








CLIP
Establishing the conflict. Employees are told about the lawsuit.

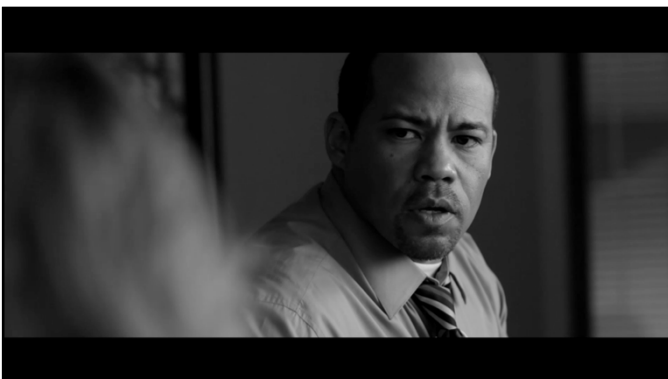


THE STAKES

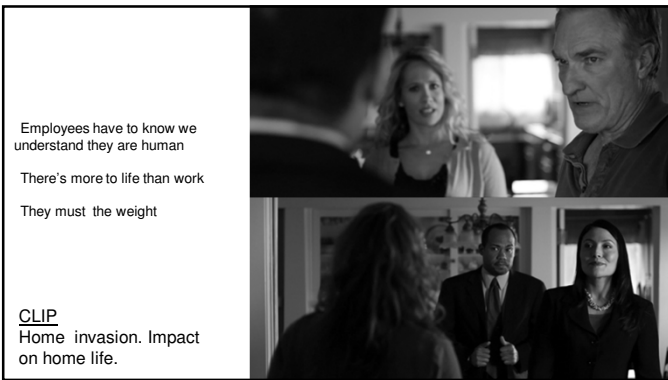
- Litigation History
- New employees lack experience
- Litigation impacts everyone

CLIP
Deposition practice run through.
The stakes are raised.

A black and white photograph showing two people. In the foreground, a woman with blonde hair is looking off-camera with a concerned expression. In the background, a man in a white shirt and tie is looking towards the camera with a serious expression.







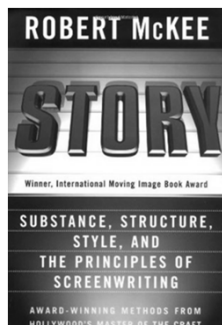


**CHANGING CULTURE STARTS
WITH CHANGING BEHAVIOR**

**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.

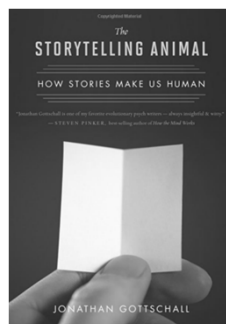




"Because a well-told story wraps its telling around emotionally charged values, it's meaning becomes marked in our memory.

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
Part 1: Research

Using Stories
to Teach Safety

Practical, Research-Based Tips

By Mitch Ricketts

Engaging training and information programs are critical to reducing the number of workplace injuries, illnesses, and deaths. However, many safety programs fail to engage workers and managers, leading to a lack of understanding and a failure to change behavior. This article provides practical, research-based tips for developing effective safety training programs that use stories to engage workers and managers.

Why Use Stories? Stories are a powerful way to engage workers and managers. They provide a context for learning and make it easier to understand and remember information. Stories also provide a way to share experiences and lessons learned, which can help workers and managers to avoid accidents and injuries.

How to Use Stories: Stories should be used in a variety of ways. They can be used to introduce a topic, to provide examples, to share experiences, and to reinforce key messages. Stories should be relevant, engaging, and easy to understand. They should also be used in a way that encourages workers and managers to think and act differently.


"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

CLIP

Cameron shares struggles with her dad.

View full lesson on [ed.ted.com](#)



TEDEd

Lessons Worth Sharing

How memories form and how we lose them - Catharine Young

1,350,403 views

Like

17K

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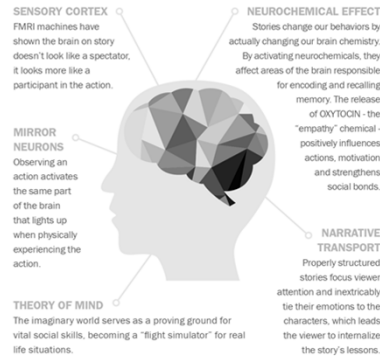
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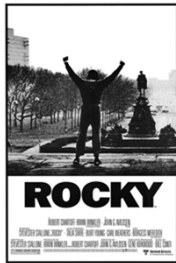
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My Queue



NEUROSCIENCE OF STORY





"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

PIXAR

"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



CONTINUED ENGAGEMENT

Karl Schneider

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



CONTINUED ENGAGEMENT

Karl Schneider

- Who is the audience
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