

# Safety

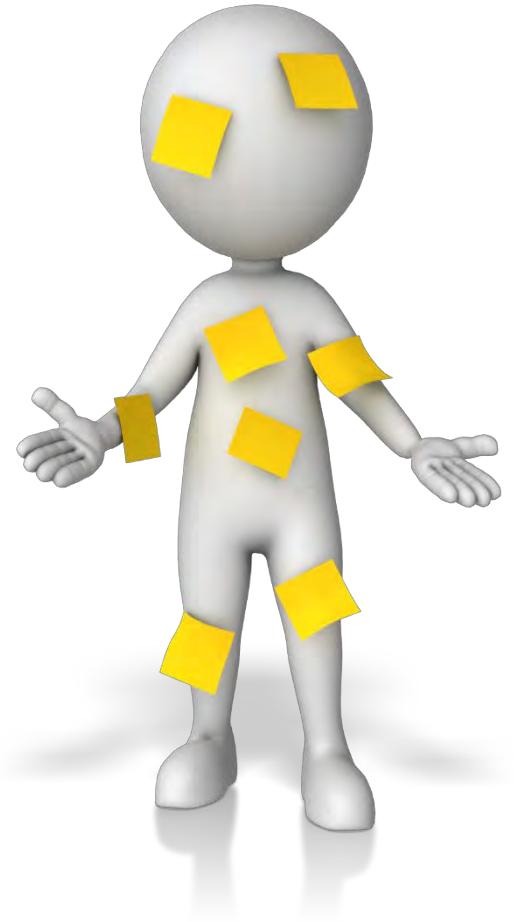
## Make it Stick

**WorkplaceNL**

Eldeen E. Pozniak MBA, CHSC, CRSP, CHSMSA, CMIOSH, FIIRSM

# Going to Look at:

- What Sticks – what makes our message sticky
- Communicating so People Pay Attention, Listen & are Motivated



How to get People  
to do the Safety  
Things  
We want - We  
need them to Do?

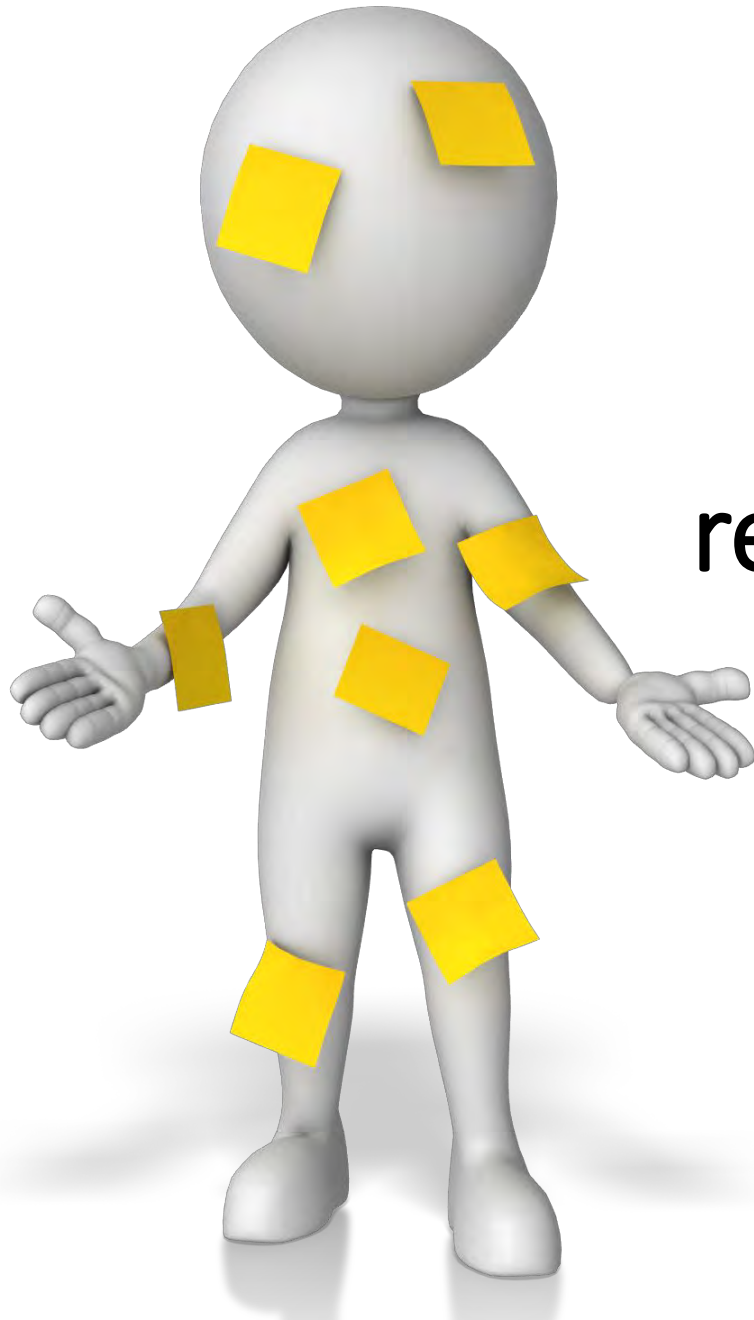


How to get People  
to do the Safety  
Things  
We want - We  
need them to Do?



If it get's their  
attention & in a  
way they can  
process it,.... they  
are more likely to  
hear it, learn it,  
engage with it,....





Put Information in a  
way that people  
remember, listen & are  
motivated

**Safety Results  
are Based on  
Peoples  
Definitions**



The image consists of three side-by-side panels, each showing the back of a bald mannequin head. The heads are positioned against a dark blue background. The entire set of three panels is enclosed within a thick red border. On the right side of the red border, there is a white arrow pointing to the left.

style

soldier

survivor



# Organizational to Group to Individual Definitions lead to Decisions & Action







**Safety Results  
are Based on  
peoples Definitions**

**Safety Is Not Common Sense**

FAMILY

have

soo a  
ood

time

# What affects our definitions,...

**Dependent on your personal thoughts,...experiences,... history,... attitude,.. what you have been exposed to,...what you value,.....**

**Our definitions –**

**how we see the world affect how we act or react,...what we choose to do or not do**





SAFETY





Unsafe vs Safe

---



Safe vs Unsafe

---



# Safety Results are Based on Peoples Definitions

Need to know Ours & Theirs

We get to Play with Peoples Definitions

People Listen Better  
if the Message is in  
Their Language

# Communicate To Peoples Definitions




# Multicultural Considerations











My feet are  
just freezing!

**BLIMEY!!**  
You think you've  
got troubles!

We all want to be:

- **Valued**
- **Appreciated**
- **Understood**



# 3 WAYS TO INFLUENCE



## LOGICAL APPEALS

Tap into people's rational and intellectual positions.



## EMOTIONAL APPEALS

Connect your message, goal, or project to individual goals and values.



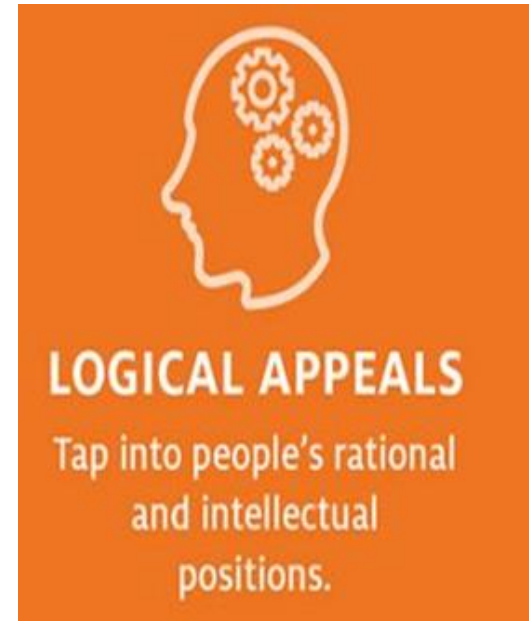
## COOPERATIVE APPEALS

Involve collaboration, consultation, and alliances.



# Logical Appeals

- You present an argument for the best choice of action based on organizational benefits, personal benefits, or both, appealing to people's minds.



# Emotional Appeals

- An idea that promotes a person's feelings of well-being, service, or sense of belonging tugs at the heart & has a good chance of gaining support.



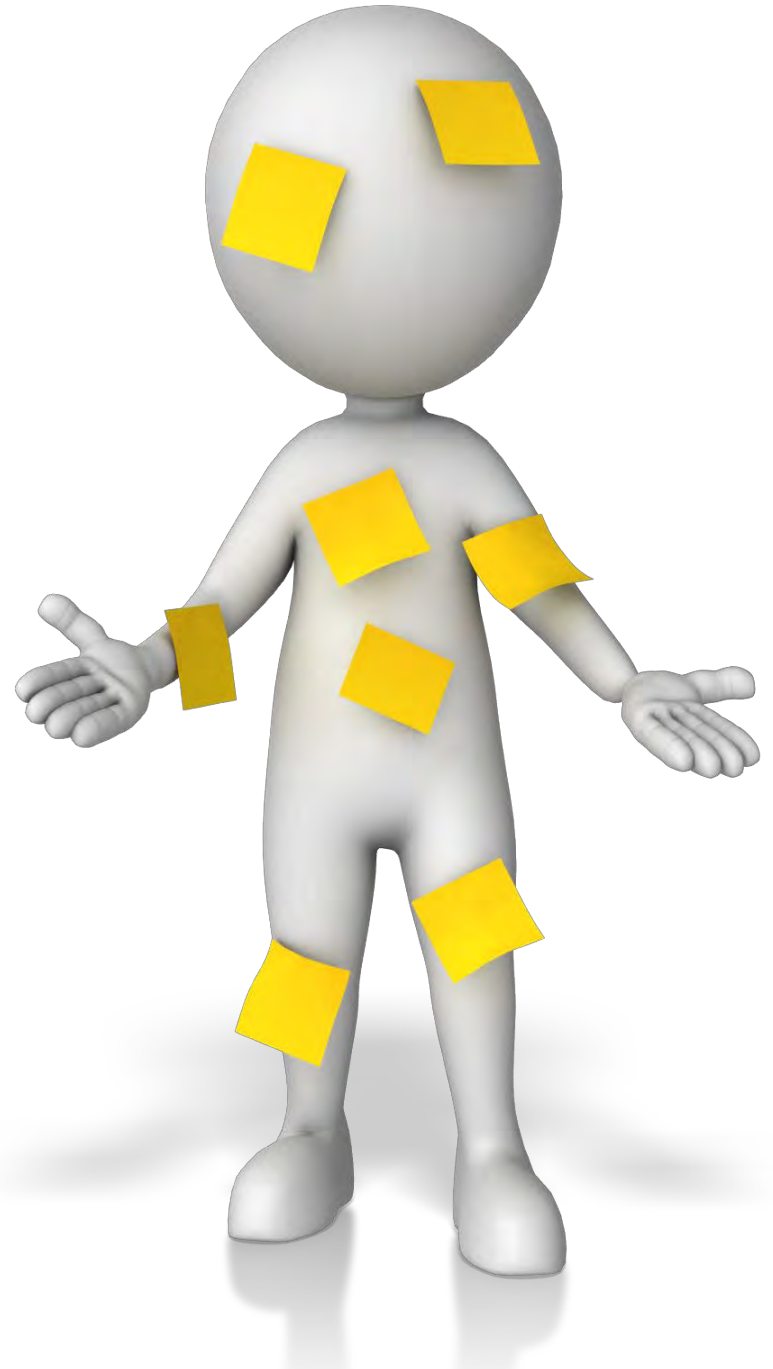
# Cooperative Appeals

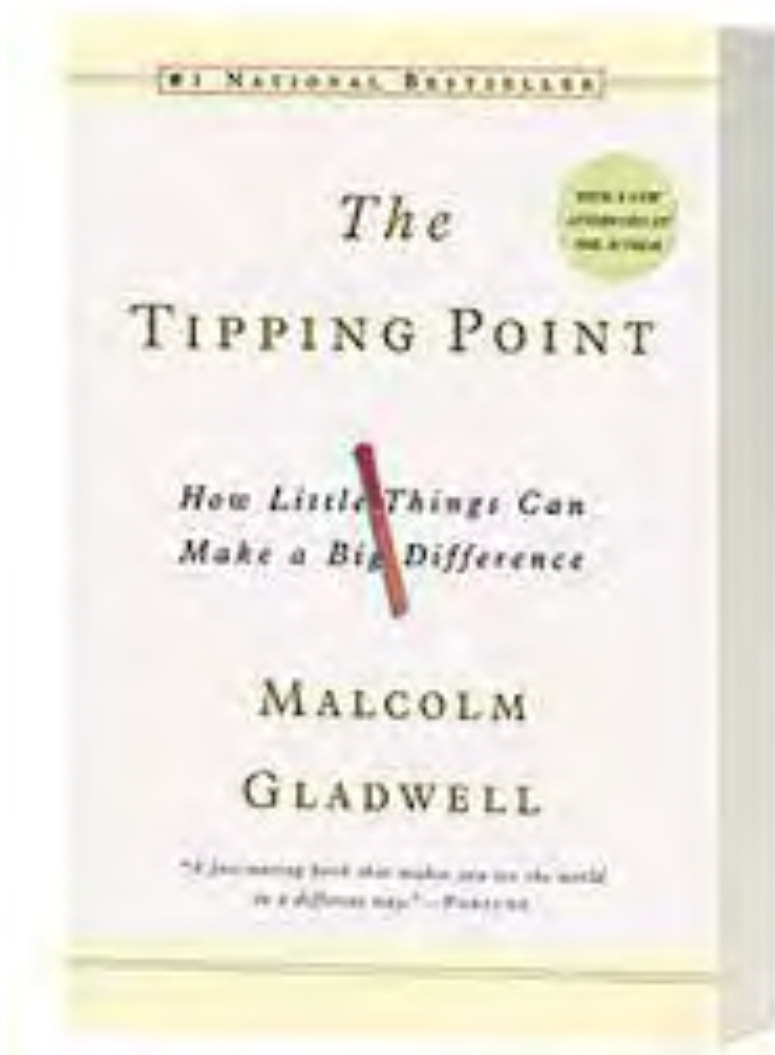


- *what will you do together?*
- *what ideas do other people have?*
- *who already supports you or has the credibility you need?*
- Working together to accomplish a mutually important goal extends a hand to others in the organization & is an extremely effective way of influencing.



**Put information in a way that people remember, listen, & are motivated,...**





- Three sections:
  - talks about getting the right people,
  - the right context, &
  - the stickiness factor
- Interested in what makes social epidemics epidemic.

# 'The Tipping Point' by Malcolm Gladwell

## POWER OF CONTEXT

### LAW OF 150

Groups of less than 150 members usually display a level of intimacy, cooperative behavior, and efficiency that helps to develop remarkably as soon as the group's size reaches over 150.



### Environment

If the environment or situation around a trend is introduced just right, it is 100% likely that the tipping point will be attained.



## STICKYNESS FACTOR

A **CRUCIAL** factor that plays a key role in determining whether a trend will achieve exponential popularity is the "stickiness factor". This refers to a unique quality that compels the phenomenon to "stick" in the minds of the public and influence their future behavior.



## LAW OF THE FEW

The attainment of the tipping point that transforms a phenomenon from an infrequent to an everyday occurrence is the intervention of a number of influential types of people.



### CONNECTOR

Connects people to each other.



### MAVEN

Knows others to make informed decisions.



### SALESMAN

Is extremely persuasive in getting others to buy products and believes through his own experiences.

# Power of Context

Pay attention to the moment, circumstances, or environment that the idea or communication could occur in & be more effective.

# Assess Readiness for Change

**Assess Change Readiness (Part of Challenging the process, Encouraging the Heart – Kouzes & Posner)**

Level of Readiness	Do	Don't
<p><b>Zero Intent</b> – at this level, the employee, team, or entire organization has no intention of changing behavior. No commitment to change</p>		
<p><b>Contemplating Change</b> – the person in question considers changing his or her behavior, but has not yet decided to do so. They are less resistant than at the zero intent level, but there is still no commitment to changing.</p>		
<p><b>Planning and Preparation</b> – the person has decided that it probably makes sense to change and he or she is thinking through how he or she might make the change.</p>		
<p><b>Visible Action</b> –</p>		



Assess Change Readiness (Part of Challenging the process, Encouraging the Heart – Kouzes & Posner)

Level of Readiness	Do	Don't
Zero Intent – at this level, the employee, team, or entire organization has no intention of changing behavior. No commitment to change.	<ul style="list-style-type: none"> <li>Understand why they are doing what they are doing?</li> <li>Need information &amp; options (to get unstuck from current resistant position)</li> <li>Starting with Why – focus personality dependent</li> <li>Alternatives concerning how they might implement the change</li> <li>A sense of control increases flexibility</li> <li>Use theories like Kotter's management of change</li> </ul>	<ul style="list-style-type: none"> <li>Don't mandate change</li> <li>People at this level are likely to find excuses for not doing the behavior or simply hide</li> <li>Forcing leads to resentment</li> </ul>
Contemplating Change – the person in question considers changing his or her behavior, but has not yet decided to do so. They are less resistant than at the zero intent level, but there is still no commitment to changing.	<ul style="list-style-type: none"> <li>Engage in pros and cons</li> <li>Objective analysis – encouraging them to come up with why its good</li> </ul>	<ul style="list-style-type: none"> <li>Don't ask for an action plan on how they can make a change</li> <li>Pushing too fast can lead to pushback</li> </ul>
Planning and Preparation – the person has decided that it probably makes sense to change and he or she is thinking through how he or she might make the change.	<ul style="list-style-type: none"> <li>People most responsive</li> </ul>	<ul style="list-style-type: none"> <li>Don't assume that a plan will guaranteed action</li> </ul>
Visible Action –	<ul style="list-style-type: none"> <li>Focus on making it easier</li> <li>Reward &amp; reinforce behavior change and positive results.</li> </ul>	<ul style="list-style-type: none"> <li>Don't assume that once you see it once that its habit</li> <li>Do move on to other changes too quickly – people get confused or overwhelmed</li> </ul>





**FOX 10**  
6:02 72°

**SALT RIVER POLICE OFFICER KILLED**  
STRUCK BY A PASSING CAR DURING A TRAFFIC STOP



# Power of Context

One Large group vs Smaller groups



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Is extremely persuasive in getting others to buy products and believes through his own personal claims

## MAVENS



Knowledge experts – provide the message  
Connects people through sharing the knowledge

## CONNECTORS



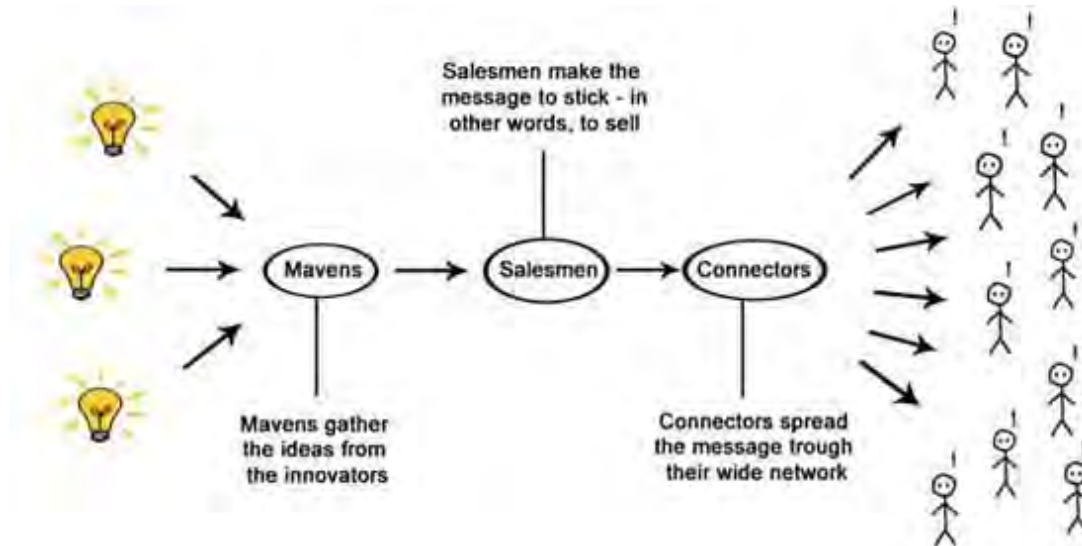
Social Glue  
Connects people to people & People to the message

## SALESMEN



Use the knowledge & networks  
Skills to engage & persuade

# Right People Involved: The Law of the Few



# 'The Tipping Point' by Malcolm Gladwell

## POWER OF CONTEXT

### LAW OF 150

Groups of less than 150 members usually display a level of intimacy, teamwork, democracy, and efficiency that helps to disperse knowledge as soon as the group's size exceeds their 150.



### Environment

If the environment or historical momentum exists and a trend is introduced, it is not as likely that the tipping point will be attained.



## STICKYNESS FACTOR

A certain factor that plays a key role in determining whether a trend will attain exponential popularity is the "stickiness factor." This refers to a unique quality that compels the phenomenon to "stick" in the minds of the public and influence their future behavior.



## LAW OF THE FEW

The attainment of the tipping point that transforms a phenomenon from an infrequent trend usually requires the intervention of a number of influential types of people.



### CONNECTOR

Connects people to each other



### MAVEN

Helps others to make informed decisions



### SALESMAN

Is extremely persuasive in influencing others' buying decisions and believes through his unusual claims

# THE STICKINESS FACTOR



ACME  
GLUE



# About Content & Packaging of the Message

- **Connections & personal character of the salesman trying to spread the message can help, but if the message is not worth spreading, then it is doomed to failure.**
- **Message must have certain characteristics which causes them to remain active in the recipients' mind,....**
- **AND deemed worth of being passed on.**



- A “sticky” idea is one that people remember & act on.
- It also tends to get passed around,....we can retell the idea to other people.
- Best of all, a sticky idea has the potential to permanently change our behaviour.

# Halloween Urban Legend





**HOUSTON CHRONICLE FINAL**  
Home's Family Magazine

THE 14th ANNUAL "STREET" CONTEST IS ON! - 2000 WINNERS ANNOUNCED - 1999 - 2000 - 2001 - 2002 - 2003 - 2004 - 2005 - 2006 - 2007 - 2008 - 2009 - 2010 - 2011 - 2012 - 2013 - 2014 - 2015 - 2016 - 2017 - 2018 - 2019 - 2020 - 2021 - 2022 - 2023 - 2024 - 2025

# Father Is Charged In Halloween Death

BY [Name] [Address] [City] [State] [Zip]

HOUSTON (AP) — A 35-year-old man was charged with the murder of a 7-year-old boy who died last night after being struck by a car in a residential neighborhood.

The boy, identified as [Name], was walking on a sidewalk near his home at [Address] at about 7:30 p.m. when he was struck by a car driven by [Name], 35, of [Address].

[Name] was charged with capital murder, a first-degree felony. He is being held in the Harris County Jail.

The boy's father, [Name], said he was walking with his son when they were struck. He said he was in the car when the boy was struck and that he was driving slowly.

The boy was taken to a hospital, where he died of his injuries. The boy's father said he was devastated by the death of his son.

The police are still investigating the case and are looking for any witnesses who saw the incident. The police are also looking for any vehicles that were in the area at the time of the incident.

The police are asking anyone who has information about the case to call the police at [Phone Number].

## Religious Background Of O'Bryan

BY [Name] [Address] [City] [State] [Zip]

HOUSTON (AP) — The religious background of a man charged with the murder of a young boy has been revealed.

The man, [Name], is a member of the [Religious Group]. He was born in [City] and grew up in a religious household.

[Name] was raised in a family that valued its religious beliefs. He was baptized as a child and attended church regularly.

The police are still investigating the case and are looking for any witnesses who saw the incident. The police are also looking for any vehicles that were in the area at the time of the incident.

The police are asking anyone who has information about the case to call the police at [Phone Number].

## Bus Strike Set Tonight; Mayor Blasts Demands

BY [Name] [Address] [City] [State] [Zip]

HOUSTON (AP) — A city bus strike is set to begin tonight, and Mayor [Name] has blasted the demands of the union.

The union, representing city bus drivers, has demanded a 5% raise and better working conditions. The mayor said that the demands are unreasonable and that the city cannot afford to pay them.

The mayor said that the city has already made significant investments in public transportation and that the union's demands are excessive. He said that the city will not meet the union's demands and that the strike is inevitable.

The union has threatened to go on strike if the city does not meet their demands. The mayor said that he will do everything in his power to avoid a strike.

The strike would have a significant impact on the city's public transportation system. The mayor said that he will do everything in his power to minimize the impact of the strike.

The mayor is asking the public to be patient and to use alternative modes of transportation during the strike.

# What does it have that gives it that stickiness,....

- Called for simple action – examine child's candy
- Made use of vivid concrete images that cling easy to memory – apple with buried razor blade
- Emotion tapped into – fear,.... children involved

# Kidney Heist

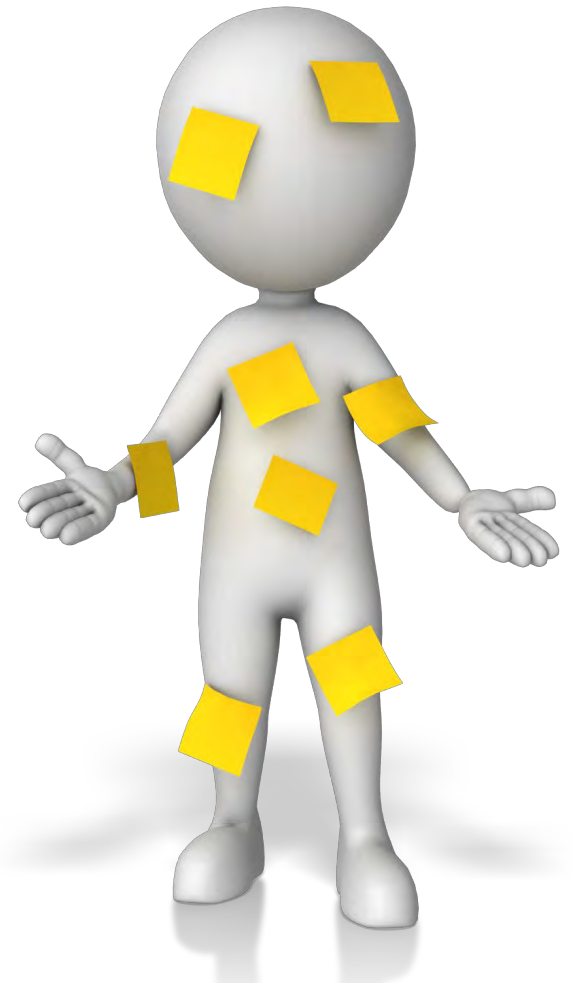


# What does it have that gives it that stickiness,....

- Unexpected outcome – stop for a drink & end up one kidney short of a pair
- Concrete details – ice filled bathtub, weird tube,...
- Emotion – fear, disgust, suspicion

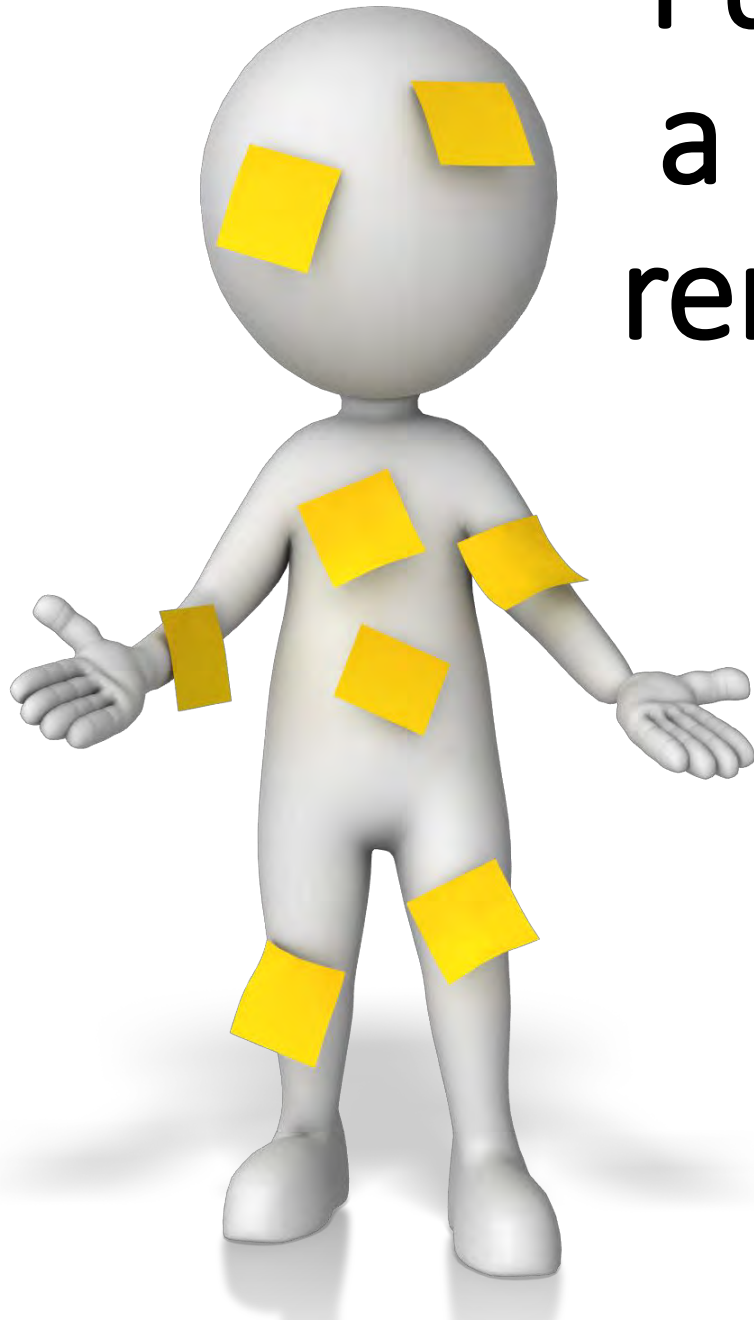
# Making an Idea Stick

- It is to be useful & lasting, it's got to make the audience:
  - Pay attention,
  - Understand & remember it,
  - Agree / believe,
  - Care,
  - Be able to act on it,....





- **Pay attention** → **UNEXPECTED**
- **Understand & remember** → **CONCRETE**
- **Agree / Believe** → **CREDIBLE**
- **Care** → **EMOTIONAL**
- **Be able to act on it** → **STORY**



Put Information in  
a way that people  
remember, listen &  
are Motivated

# What sticks is a Story that is,...

- Simple
- Unexpected
- Concrete
- Credible
- Emotional



**British Heart  
Foundation**

Registered charity in England & Wales (225971) and Scotland (SC039426)

# What sticks is a Story that is,...

- Simple
- Unexpected
- Concrete
- Credible
- Emotional

# Simple

- Strip an idea down to its core
- Relentlessly prioritize
- Both simple & profound

# POMELO Example

- A pomelo is the largest citrus fruit. The rind is very thick but soft & easy to peel away. The resulting fruit has a light yellow to coral pink flesh & can vary from juicy to slightly dry & from seductively spicy-sweet to tangy & tart.
- Question: would you mix it half & half with orange juice – would it taste good?

# POMELO Example

- A pomelo is basically a supersized grapefruit with a very thick & soft rind.
- Question: would you mix it half & half with orange juice – would it taste good?





# Unexpected

- How do we get our audience to pay attention to our ideas, & how do we maintain their interest when we need time to get the ideas across
- Need to “violate” people’s expectations / break a pattern.

# Surprise

- An emotion whose function is to increase alertness & cause focus
- Grab people's attention
- Does not last

# Interest & Curiosity

- If we generate interest or curiosity, our idea has a better chance of enduring
- Open gaps in knowledge & then fill them

# Flight attendant safety announcement

*There might be 50 ways to leave your lover, but there are only six ways to leave this aircraft – 2 forward exit doors, two over wing removable window exists & two aft exit doors.*

Easiest basic way to get someone's attention is break a pattern



- Surprise gets our attention
  - Propose surprising facts – great wall of China is the only man-made structure visible from space
- Interest keeps our attention
  - Gossip keeps us coming back to friends for developments,...
  - Conspiracy theories keep people collecting new information,...





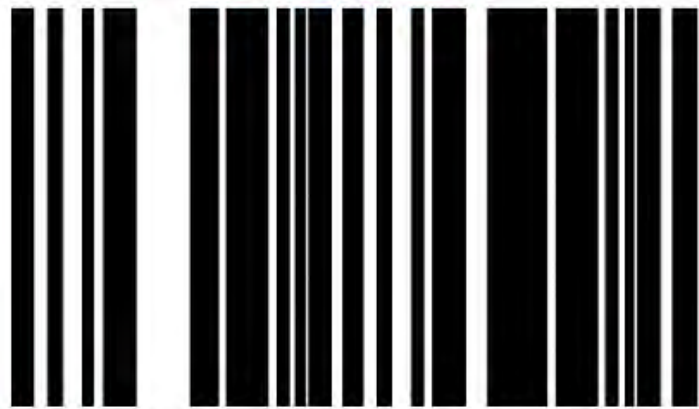


09/08/2010 9:10 am



STOP

AND





# Concrete

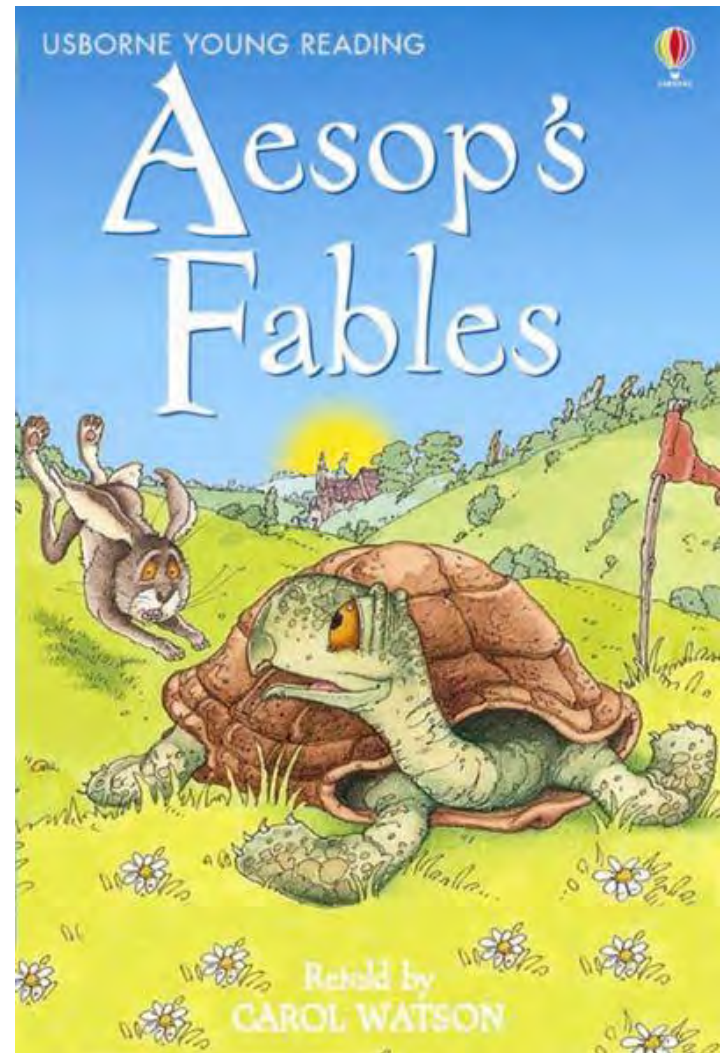
- To make our ideas real – explain our ideas in terms of human actions,... sensory information
- Naturally sticky ideas are full of concrete images – ice filled bathtubs, apples with razors – our brains are wired to remember concrete data

# Concrete

- Proverbs are full of concrete language – a bird in the hand is worth two in the bush
- Ensures our idea means the same thing to everyone in the audience



# Aesop's Fables









# Credible

- People need to believe
- Facts - statistics,...
- Internal credibility – power of details
- From trusted person

# Authorities are reliable sources

- Expert:
  - famed credentials – ex: Bill Gates, David Suzuki,.... NIOSH, CDC, CSA,...
- Celebrities & other aspirational figures



# Finding Credibility

What makes people believe ideas:

- Family & friends believe,
- We have had experiences that led us to our belief,
- Religious faith,
- Trust authorities,....

**Links back to Definitions**



# 3 Reasons

**WHY TESTIMONIALS  
ARE SO POWERFUL**

# Get Consensus

- People will look to the actions of others to determine their own
- So much so with Millennials – just look to facebook, yelp, trip advisor,.....
- So rather than relying on our own ability to persuade others we can point to what others are already doing, especially many similar others



# Social Proof Influence

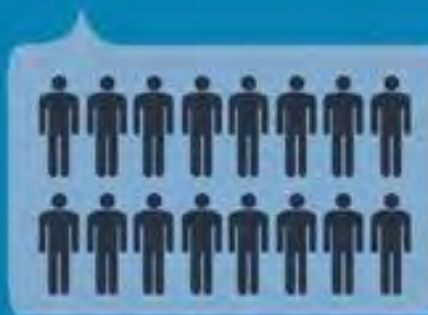
Social Proof tells consumers the reasonable and reliable facts without having to exert too much effort.



Google ranks you higher when you have more social proof such as tweets on Twitter



The more people who perform the same behavior, the higher influence it can bring.



Having your content shared across social networks will bring you traffic



When people are  
uncertain,...

they rely even more on  
what others are doing,...

& the more similar they are  
the more effect that has on  
me







# Emotional

- For people to care about our ideas, they have to feel something
- So many emotions – people tend to act more from negative emotions – fear, disgust,....

# Emotional







# Make them Feel Something

We often talk about people being motivated by revenge, jealousy, sadness, loneliness, fear, passion,... what do these have in common?

Feelings are powerful motivators

We talk about people with passion

***“Focus on emotions. Knowing something isn’t enough to cause change. Make people (or yourself) feel something....the core of the matter is always about changing the behavior of people, & behavior change happens in highly successful situations mostly by speaking to people’s feelings.”***

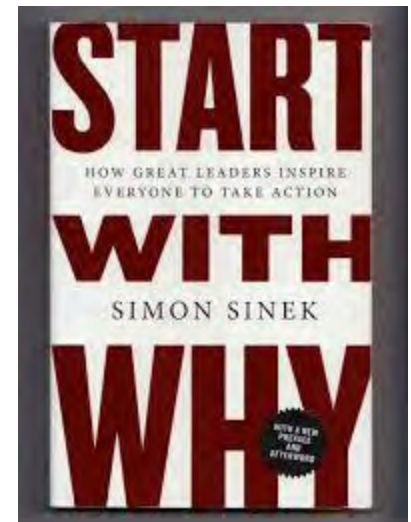





# So how do you craft a good story that unites & motivates people?

Simon Sinek, author of [Start with Why: How Great Leaders Inspire Everyone to Take Action](#), has an interesting theory:

People are engaged & motivated by *why we do things* more than *what we do*.





# Why I Work Safe?

The most important reason  
for making your workplace  
safe is not at work at all

This is why I care so  
much about safety... I  
never want anyone to  
miss the chance to feel  
like I do right now!

*JR*

- Angelina Marie Rizzardini, born 2/24/15, 6 lbs. 5 oz. 19 in, my beautiful granddaughter



# Why I Work Safe?

The most important reason for making your workplace safe is not  
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I WANT TO BE SAFE SO I CAN SPEND QUALITY  
TIME WITH MY FAMILY

*STACY SIZEMORE*

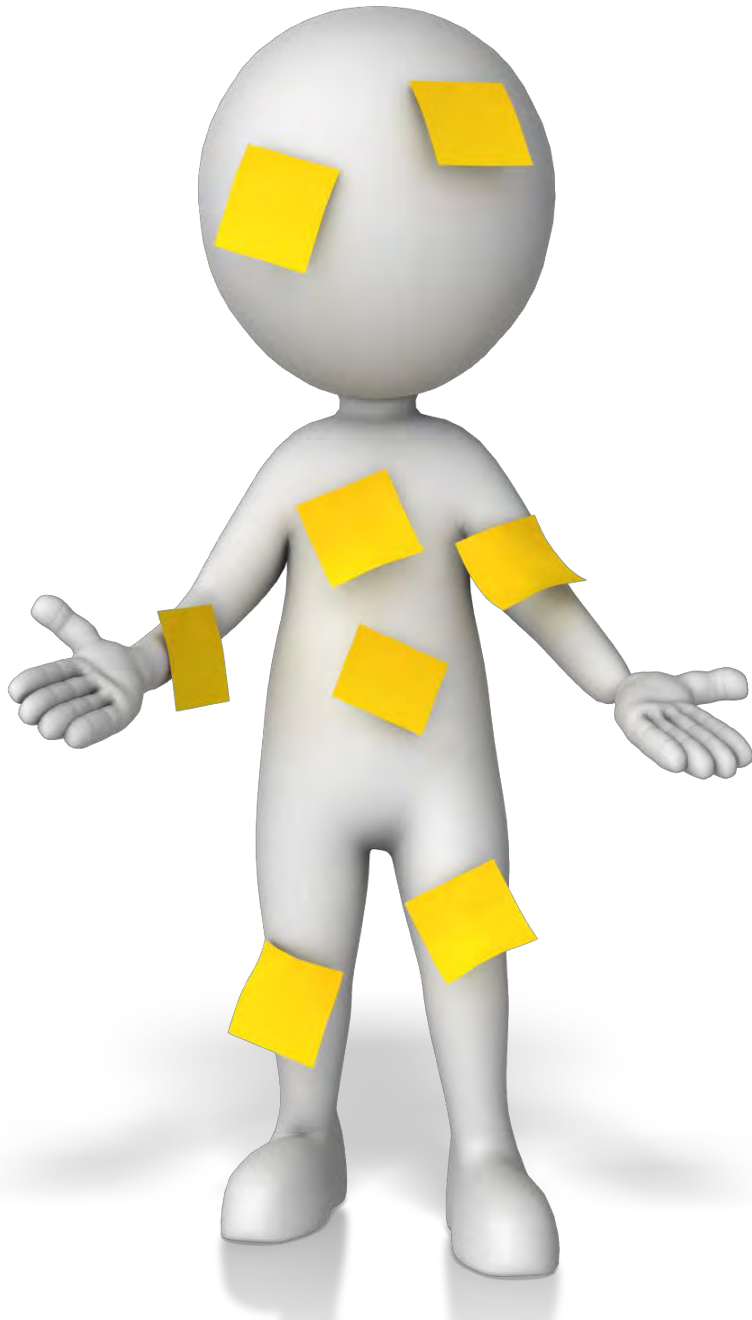
SO I CAN SCREW OFF ON DAYS OFF

*ANDY JOHNSON*

BECAUSE IT'S HARDER TO HEAL WHEN YOU GET  
OLDER

*JEFF HARDING*

**Safety is Sticker  
When People  
Know the Why**

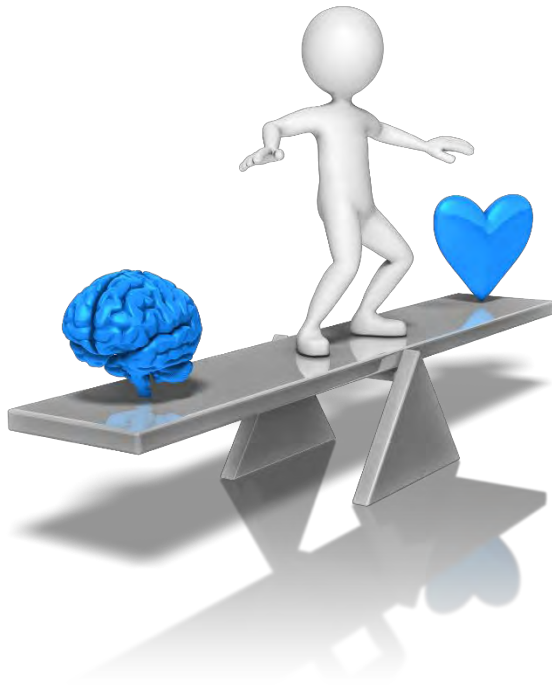


The Why & Safety  
must be tied to  
peoples definitions  
&  
existing values

**To ensure I do this,... I use Preparation H**

# Preparation “H” our Messages

- Head - Heart - Hands







**DO NOT CROSS  
THIS FIELD**

UNLESS YOU CAN DO IT  
IN 9 SECONDS  
BECAUSE THE BULL  
CAN DO IT IN 10





That is how we  
have passed  
down  
information for  
generations –  
tell stories

Stories

**Credible idea makes people believe,**

**Emotional idea makes people care,....**

**Stories make people act,....**

**That is what we want – to go beyond caring &  
believe, to act,...**



Story / Message / Issue: \_\_\_\_\_

Principle:	Description:	How you can use it for Safety
<b>Simple</b>	<ul style="list-style-type: none"> <li>• Strip an idea down to its core</li> <li>• Relentlessly prioritize</li> <li>• Simple and profound – power of context, analogy,....</li> </ul>	
<b>Unexpected</b>	<ul style="list-style-type: none"> <li>• Get people to pay attention to our ideas and maintain interest – may need to “violate” people’s expectations or break a pattern.</li> <li>• Before your message can stick, your audience must want it.</li> <li>• Surprise or curiosity &amp; interest</li> </ul>	
<b>Concrete</b>	<ul style="list-style-type: none"> <li>• To make our ideas real – explain them in terms of human actions and sensory information</li> <li>• Paint a mental picture</li> </ul>	
<b>Credible</b>	<ul style="list-style-type: none"> <li>• People need to believe.</li> </ul>	
<b>Emotional</b>	<ul style="list-style-type: none"> <li>• Make people feel something – have to care about our ideas.</li> <li>• Feelings are powerful motivators</li> </ul>	
<b>Story</b>	<ul style="list-style-type: none"> <li>• Stories drive action through simulation (What to Do) &amp; Inspiration (the motivation to do it)</li> <li>• Help people see how an existing problem might change – take your message and change it into a story.</li> </ul>	

# Story of Jared



## SUCCESS Checklist

**Simple**

Eat Subs & Lose Weight

**Unexpected**

Guy lost a ton of weight eating fast food - violates our fat food schema

**Concrete**

oversized pants, massive loss of girth

**Credible**

anti-authority truthfulness - guy who wore 60 inch pants is giving us diet advice

**Emotional**

we care more about the individual - Jared than about the mass

**Story**

the protagonist overcomes big odds to triumph inspires the rest of us to do the same

**Credible idea makes people believe,**

**Emotional idea makes people care,....**

**Concrete concepts & Stories make people act,....**

**That is what we want –  
to go beyond caring & believe,  
to act,...**



TAXI

CATHEDRAL CITY  
POLICE

CHOOSE YOUR RIDE

*Pride in Service*

STOP

MADO  
DUI ENFORCEMENT



Story / Message / Issue: \_\_\_\_\_

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<b>Concrete</b>	<ul style="list-style-type: none"> <li>• To make our ideas real – explain them in terms of human actions and sensory information</li> <li>• Paint a mental picture</li> </ul>	
<b>Credible</b>	<ul style="list-style-type: none"> <li>• People need to believe.</li> </ul>	
<b>Emotional</b>	<ul style="list-style-type: none"> <li>• Make people feel something – have to care about our ideas.</li> <li>• Feelings are powerful motivators</li> </ul>	
<b>Story</b>	<ul style="list-style-type: none"> <li>• Stories drive action through simulation (What to Do) &amp; Inspiration (the motivation to do it)</li> <li>• Help people see how an existing problem might change – take your message and change it into a story.</li> </ul>	



# Problems getting people to pay attention to a message

- Unexpected
  - Surprise them by breaking their guessing machines – tell them something that is “uncommon sense”
  - Create curiosity gaps – tell people just enough for them to realize the piece that’s missing from their knowledge
  - Create mysteries or puzzles solved over the course of communication
- Emotional

# Problem getting people to understand & remember,... or to Act

- Simple
- Concrete language – solve a problem
- Build from known to unknown or new
- Tell a story to how applies to them

# Problems getting people to believe you or agree

- Credibility – make it more real to them,....
- Stories to switching them into creative modes,....





Simple

Definitions

Emotional

Unexpected

Credible

Concrete

Stories



**Thank-you for**

**Being the Difference,...**



# Questions? More Information?



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