Safety

Make it Stick

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Communicating So People Listen & Are Motivated!
Thank-you for

Being the Difference,...
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?
NOPE.
How to get People to do the Safety Things We want - We need them to Do?
If it gets 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
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 a good 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
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
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, interdependency, and efficiency that begins to dissipate markedly as soon as the group’s size increases over 150.

Environment
If the environment or historical moment in which a trend is introduced is not right, it is not as likely that the tipping point will be attained.

STICKINESS FACTOR

A crucial 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 into an influential 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

SALES MAN
Is extremely persuasive in inducing others’ buying decisions and behaviors through his unusual charisma
Power of Context

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

One Large group vs Smaller groups
‘The Tipping Point’ by Malcolm Gladwell

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GrIDD consultancy/ www.gridd.nl
**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
‘The Tipping Point’ by Malcolm Gladwell

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THE STICKINESS FACTOR
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
Father Is Charged
In Halloween Death

Bus Strike Set Tonight;
Mayor Blasts Demands
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
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
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 very from juicy to slightly dry & from seductively spicy-sweet to tangy & tart.

• Question: would you mix if half & half with orange juice – would it taste good?
POMELO Example

• A pomelo is basically a supersized grapefruit with a very think & soft rind.

• Question: would you mix if 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.
Now pet friendly! Except for bears. We're not making that mistake again.
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 change 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,…
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
Aesops’ 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
Emotional
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.
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
That is how we have passed down information for generations – tell 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,…
<table>
<thead>
<tr>
<th>Principle</th>
<th>Description</th>
<th>How you can use it for Safety</th>
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           • Relentlessly prioritize  
           • Simple and profound – power of context, analogy,..... | |
| Unexpected | • Get people to pay attention to our ideas and maintain interest – may need to “violate” people’s expectations or break a pattern.  
           • Before your message can stick, your audience must want it.  
           • Surprise or curiosity & interest | |
| Concrete  | • To make our ideas real – explain them in terms of human actions and sensory information  
           • Paint a mental picture | |
| Credible  | • People need to believe. | |
| Emotional | • Make people feel something – have to care about our ideas.  
           • Feelings are powerful motivators | |
| Story     | • Stories drive action through simulation (What to Do) & Inspiration (the motivation to do it)  
           • Help people see how an existing problem might change – take your message and change it into a story. | |
Story of Jared
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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,.....
My Wish for You,....
Simple

Definitions

Unexpected

Emotional

Credible

Concrete

Stories
Thank-you for

Being the Difference,...
Questions?
More Information?

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