

TELL ME A STORY:

A Tale of Audience Engagement



"WE'RE WIRED FOR STORY"

SOCIAL SPECIES



BRAIN SHAPING



RELATING = STORIES



COMMUNICATION = SURVIVAL

THE LANGUAGE ADVANTAGE



WHEN TO TELL A STORY

GAIN ATTENTION

Turn the brain's focus.
Bright shiny object

SPARK INTEREST

Answer 'why' questions
Ask 'what would you do?'

Why is this important?
What's dangerous?
How might you fix this?

INTRODUCE ACTIVITY

We're on a river rafting trip, overturn and lose our gear...

THOUGHT EXPERIMENTS

Imagine you're riding a bicycle on a beam of light...

FAIL SAFELY

Which connections should Paul make to make sure the panel is de-energized so he can work on it without electrocuting himself?

WHAT MAKES A STORY MORE THAN ITS FACTS?

Story Arc

How characters, plot, and action flow together to form a narrative with a beginning, middle, and end.

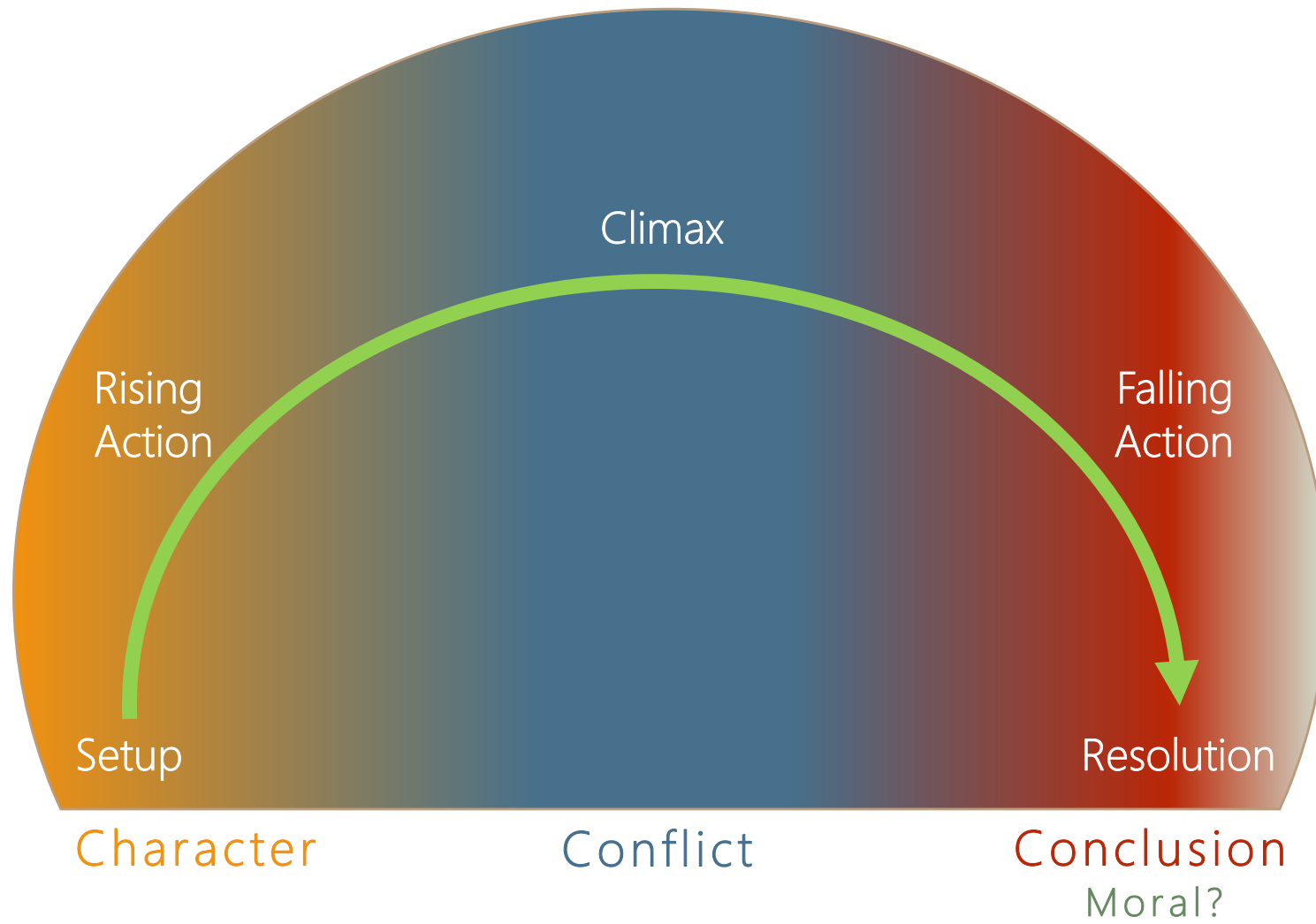
Emotional Connection

Good stories (the ones people like) go beyond rational facts, or a list of what happened. They elicit our emotions, so the facts are remembered better.

Dangerously close to enhancing learning.



STORY ARC



EMOTIONAL CONNECTION

Research by Paul Zak

Why the brain loves stories

"As social creatures who regularly affiliate with strangers, stories are an effective way to transmit important information and values from one individual or community to the next. Stories that are personal and emotionally compelling engage more of the brain, and thus are better remembered, than simply stating a set of facts.



*Think of this as the "car accident effect." You don't really want to see injured people, but you just have to sneak a peek as you drive by. Brain mechanisms engage saying **there might be something valuable for you to learn**, since car accidents are rarely seen by most of us but involve an activity we do daily. That is why you feel compelled to rubberneck."*

Zak, Paul J; How Stories Change the Brain; Greater Good Magazine; 12/17/2013

https://greatergood.berkeley.edu/article/item/how_stories_change_brain



INCLUDE STORIES IN YOUR LESSONS

Ideas

Examples

Gain attention and spark interest

Safety Leadership Workshop video clips

Provide a safe place to make mistakes

Forklift safety

Build skills and conceptual content using the story arc

Safety Leadership Workshop case study break out

Include interviews of experts

Valley Fever Prevention

SAFETY LEADERSHIP

How we start
the class



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FORKLIFT SAFETY

Activity: Load the Lift Truck

750
lbs.

300
lbs.



Place these boxes on the forks for proper balance, and click **Submit**

Yes, that's right!

Greater weight at the backrest.
Now move that load!

Continue



No. That's not it

Keep the greater weight closest to
the backrest.
Now clean up that mess.

Continue



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SAFETY LEADERSHIP

Case Study followed
by breakout room
discussion.



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VALLEY FEVER AWARENESS

Real-world examples after
teaching risks, symptoms, etc.

The fungus causing disease is
called "Cocci."

Excerpt from
Valley Fever Awareness,
published in 2018 by
Lawrence Livermore National Laboratory

SUMMARY



WIRED FOR STORY

Our biological and social heritage



TOOL FOR TRAINING

Make the learning stick



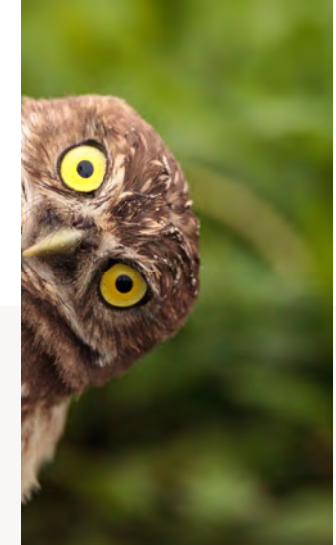
STORY ARC

Character, Conflict, & Conclusion



EMOTIONAL CONNECTION

How might this affect me?



WHAT'S NEXT?

How will you add power to your training?



THANKS FOR YOUR ATTENTION

Get In Touch If You Have A Story To Tell.

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