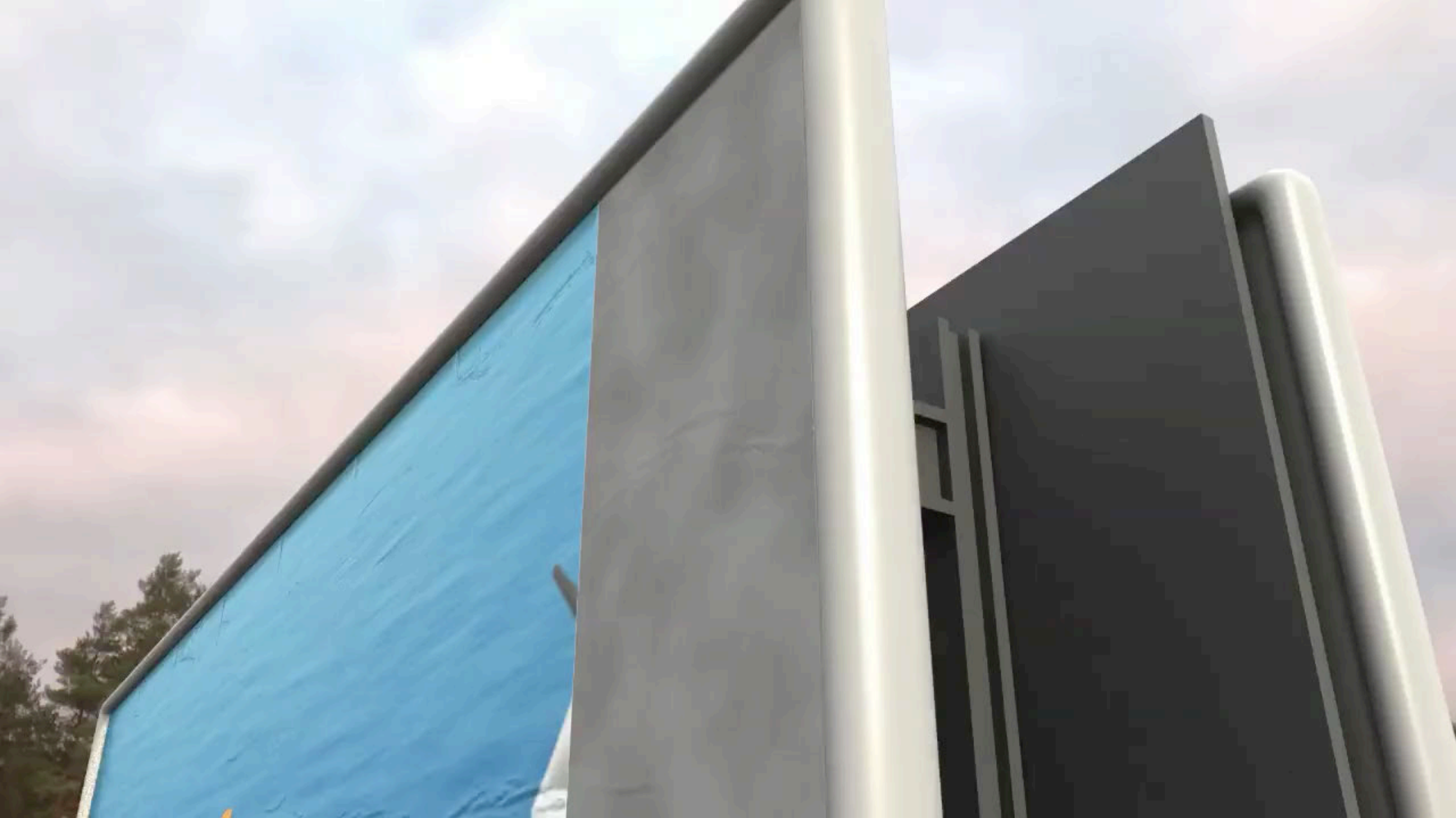






William "Jack" Jackson, MDiv

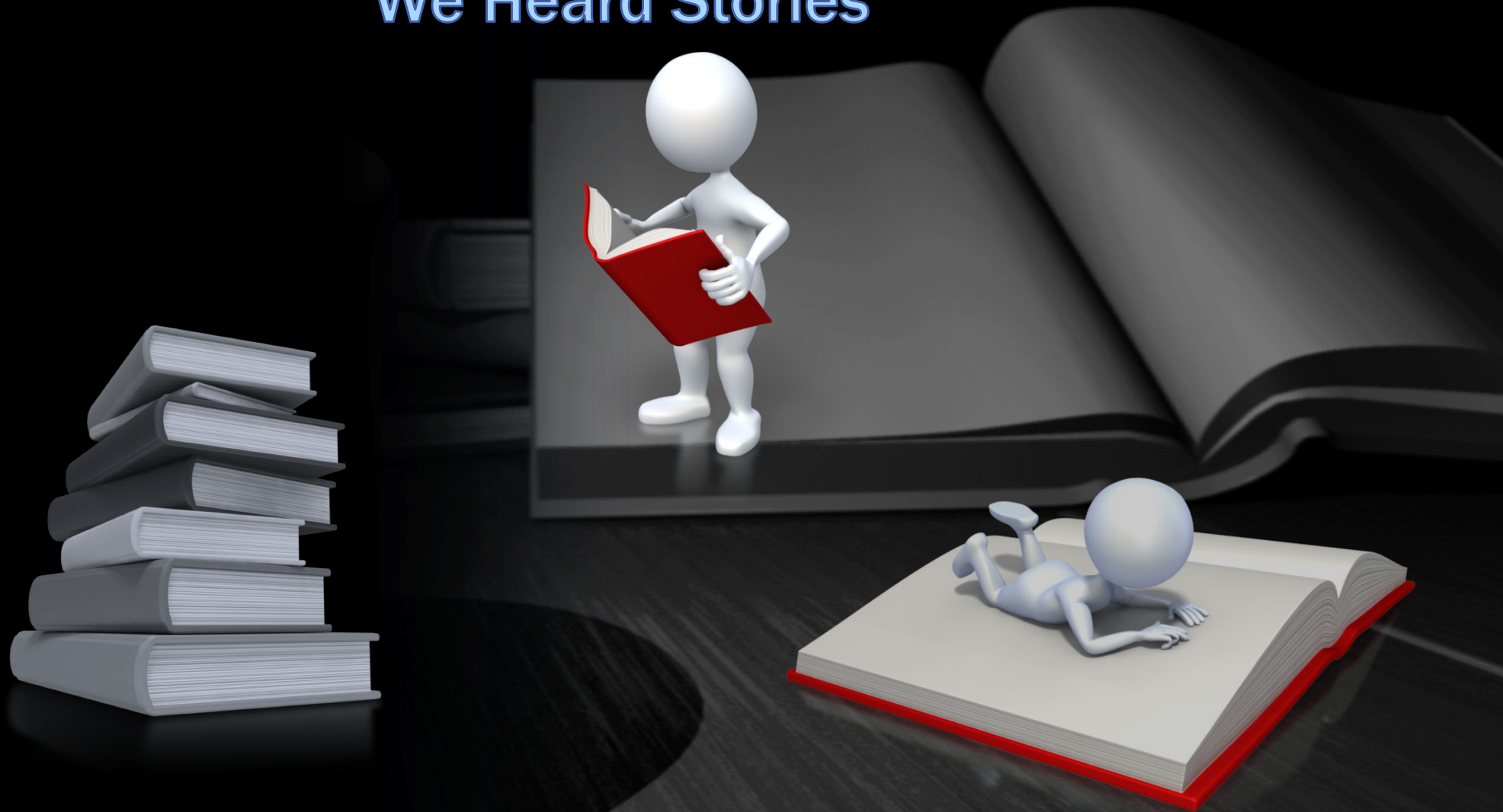
SafeStart Senior Consultant

- SafeStart consultant for 12 years
- 20 years of experience in automotive
- Implemented SafeStart as a client in 2005
- Implementations in North America: Johnson Controls, Toyota, Honda and DuPont, TXDOT
- Conference speaker: NSC, ASSE, VPPPA, Governor's Safety and Health Conference (KY), NOSA (South Africa) and ASSE MEC (Bahrain and Dubai)
- College football player and semi-pro football coach
- U.S. Army reservist
- Hobbies: golf and grandkids

**Story Telling is
A Part of All of
Human History.**



We Heard Stories



We Heard Stories



We Heard Stories



We Heard Stories



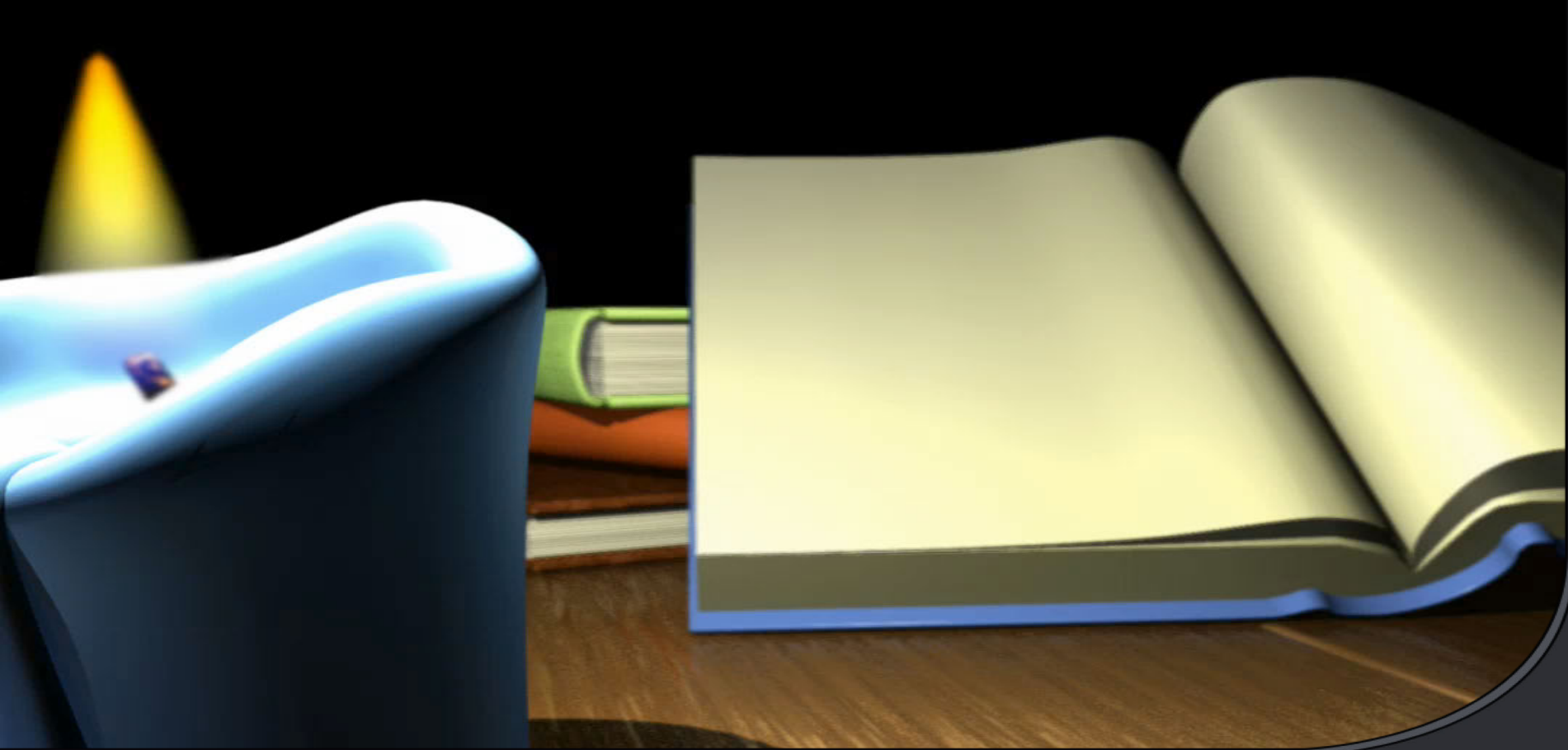
We Heard Stories

SHOW AND TELL

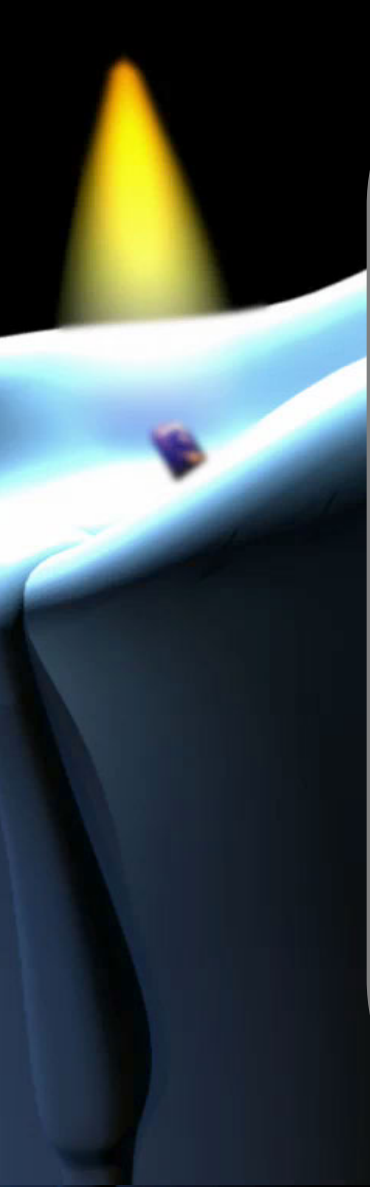


Largest Growth Cycle





Human Consciousness

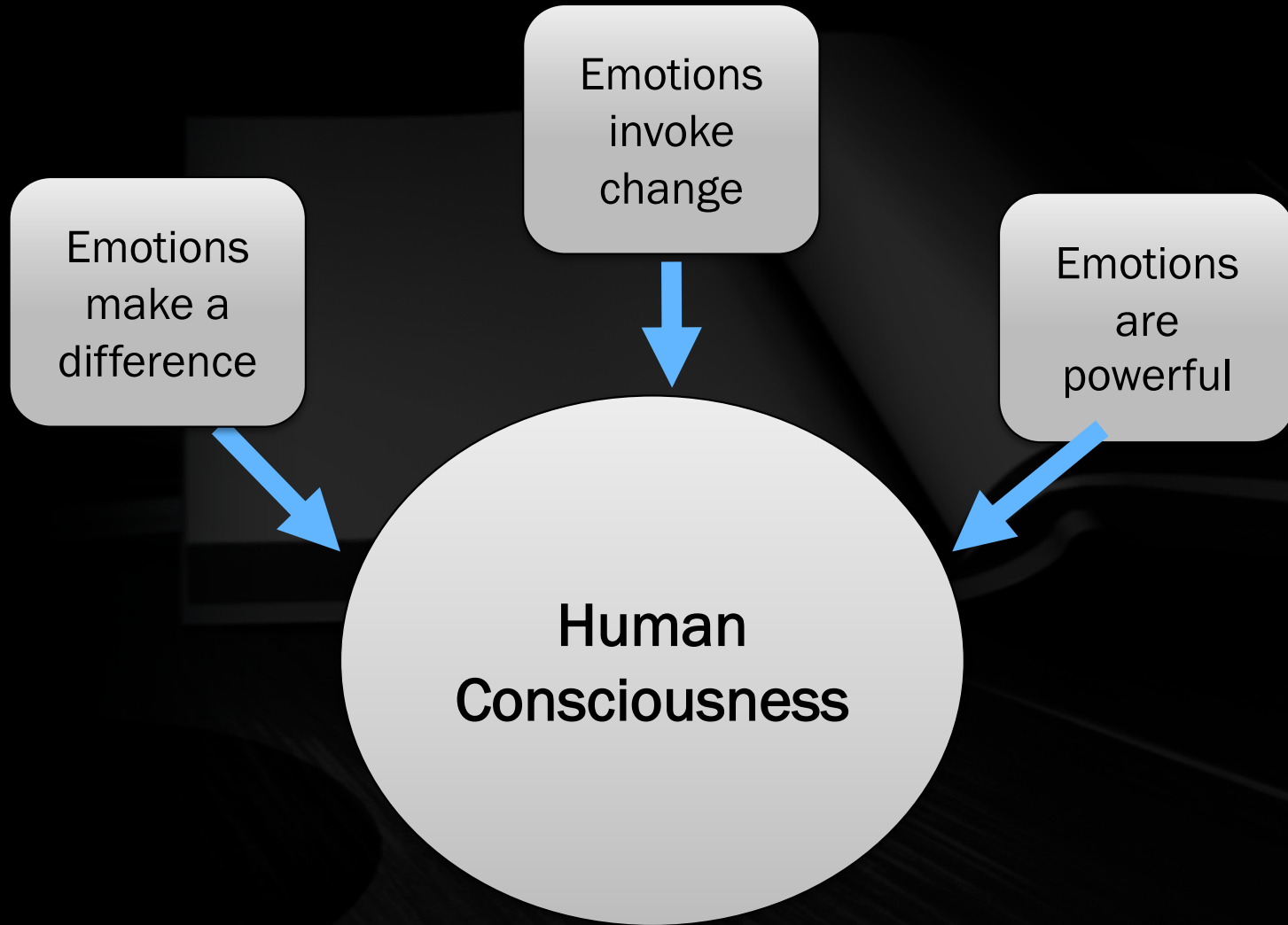
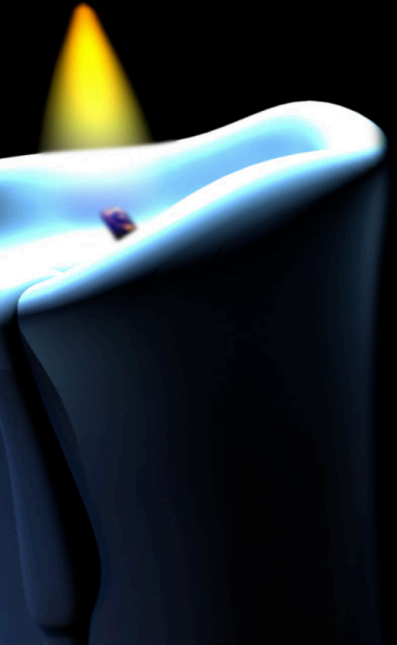


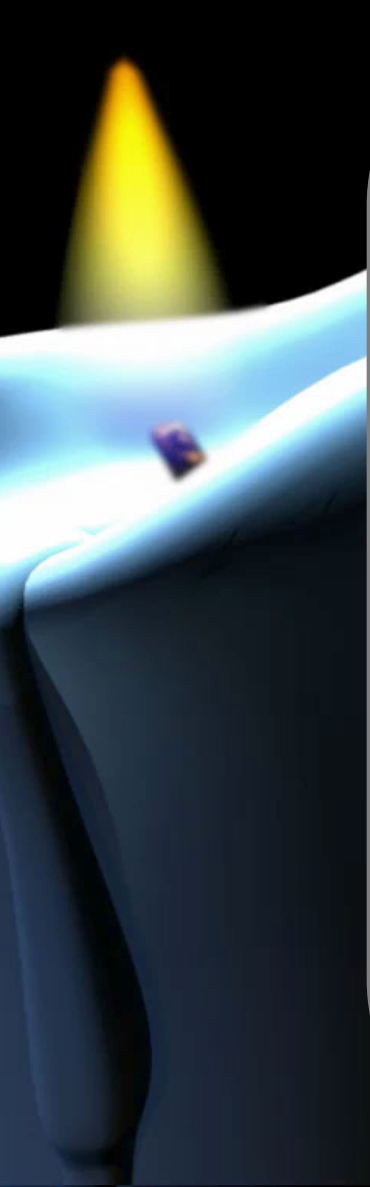
Human Consciousness

- Story telling is a movement of change.
- It's a direct route to our emotions
- It creates meaning out of patterns.
- It provokes empathy across difference.

When it comes to changing the values, mindsets, rules, and goals of a system, a story is foundational.

EMOTIONS





Emotions

“People may forget what you said, people may forget what you did, but people will never forget how you made them feel.”

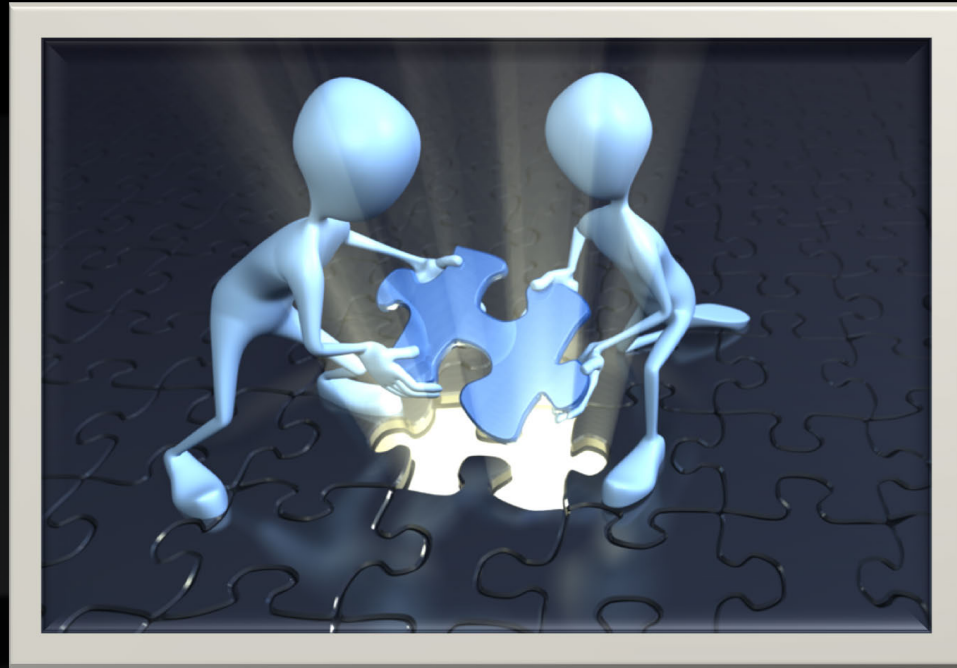
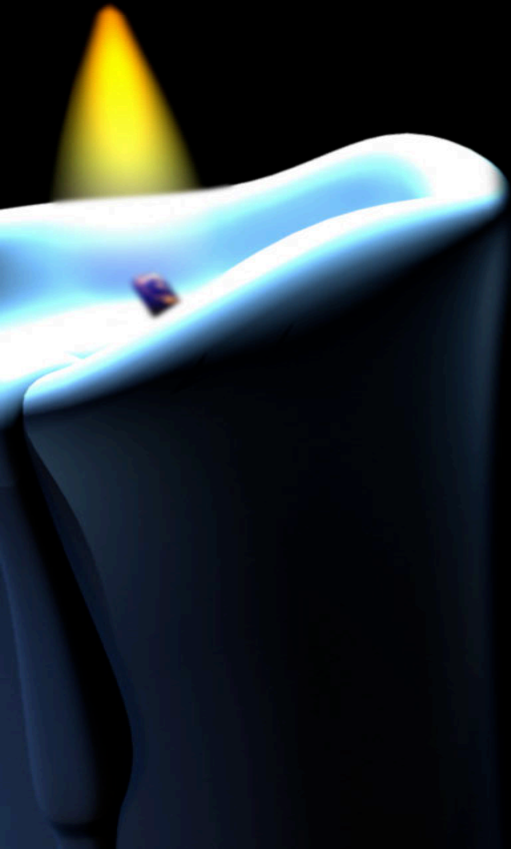
Maya Angelou

A Great Tool for LEARNING

Story telling is a great
Teaching tool

But Story telling is greater
Learning tool





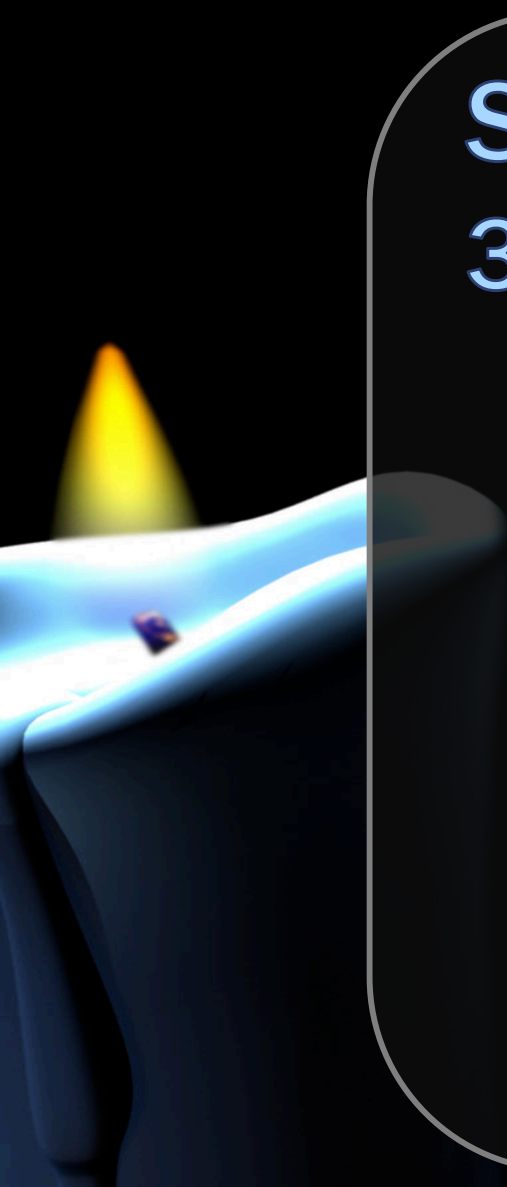
- **THE MISSING PIECE**
Filling the gap in
Decision Making

My Life Coach



SAFESTART

- Adults still learn through storytelling today
- Opportunity to apply the learning to their life experiences
- Remember, it doesn't have to be about a serious injury
 - Some of the best stories are just close calls with the potential for a serious outcome



SAFESTART

3 Things Happen with a story

- Adds to your Credibility
- It proves the relevance of the concepts and techniques.
- It liberates others to share their story

Thus the learning is shared

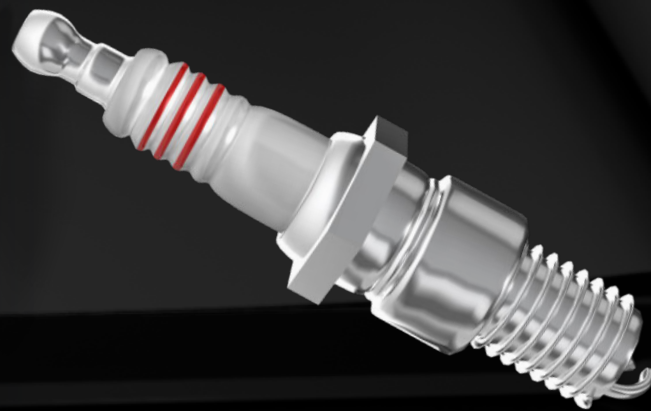
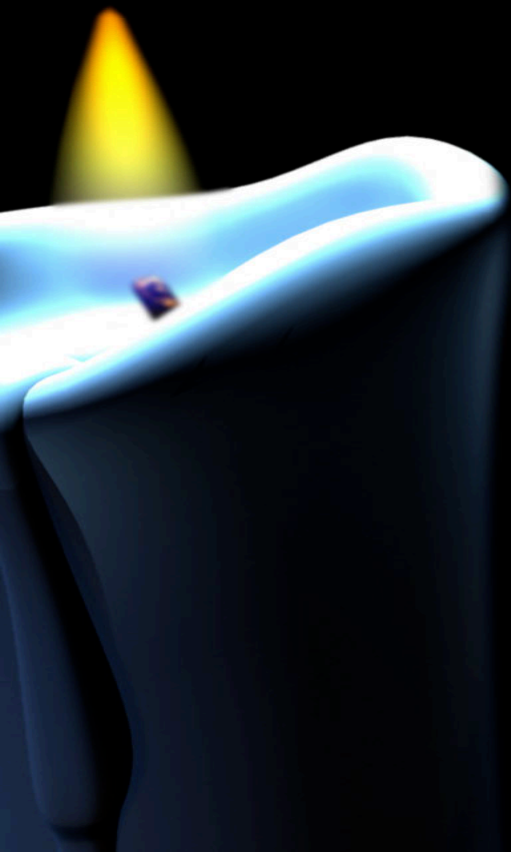
Stories Connect Us to the Content

“Other methods of influence—persuasion, bribery, or charismatic appeals—are push strategies. Story telling is a pull strategy. If your story is good enough, people— of their own free will—come to the conclusion they can trust you and the message you bring.”

The Story Factor



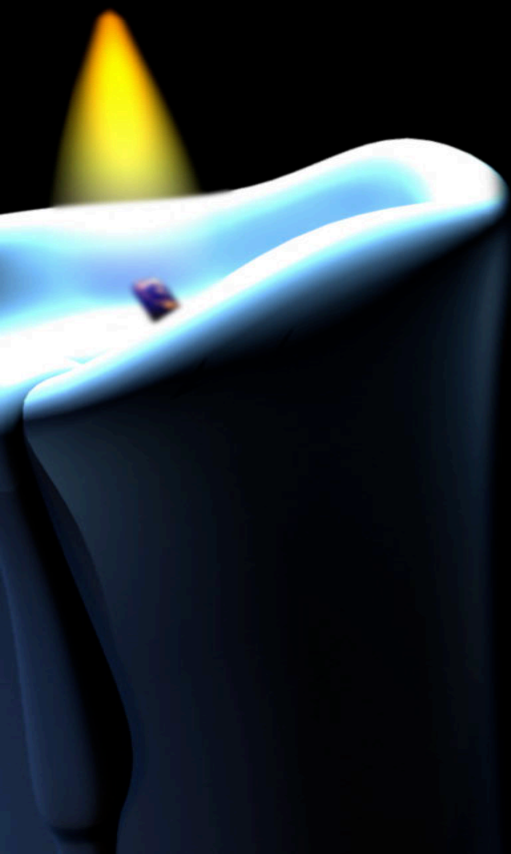
STORIES



INTEREST

FACEBOOK MY STORY





Just Ok is Not Ok



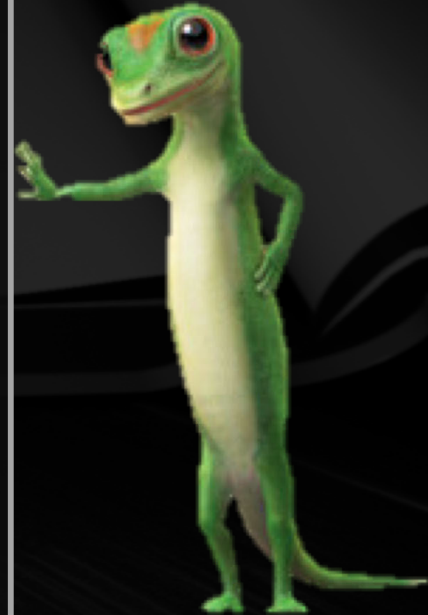
Stories Connect Us to the Content

GIECO

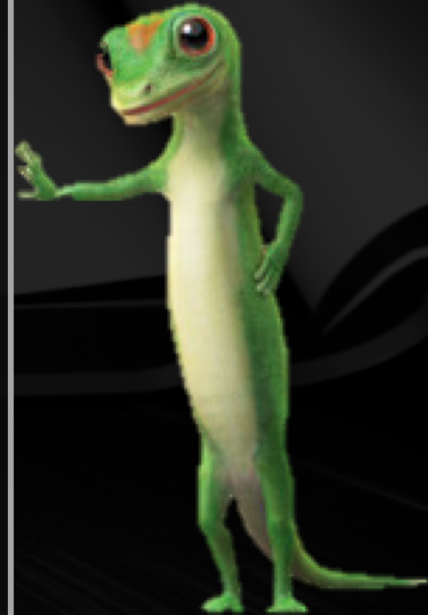
\$6.5 billion on **advertising** in 2017

First brand to surpass the \$1 billion mark

Every Commercial tells a story!



Stories Connect Us to the Content



Participatory



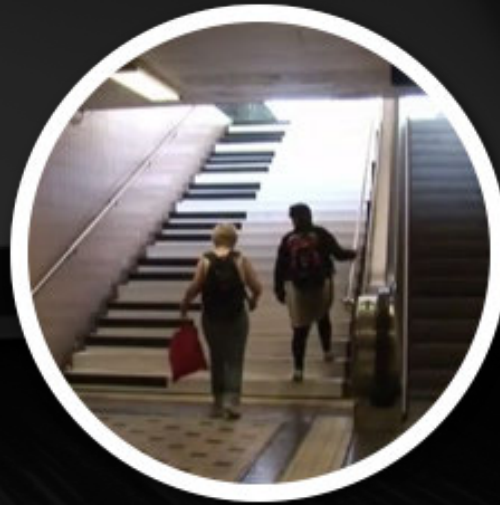
These stories
encourage
participation

3 Types of Stories

3

Types of Stories

Process



The Process of
creating the
experience is part
of the story.

3

Types of Stories

Narrative

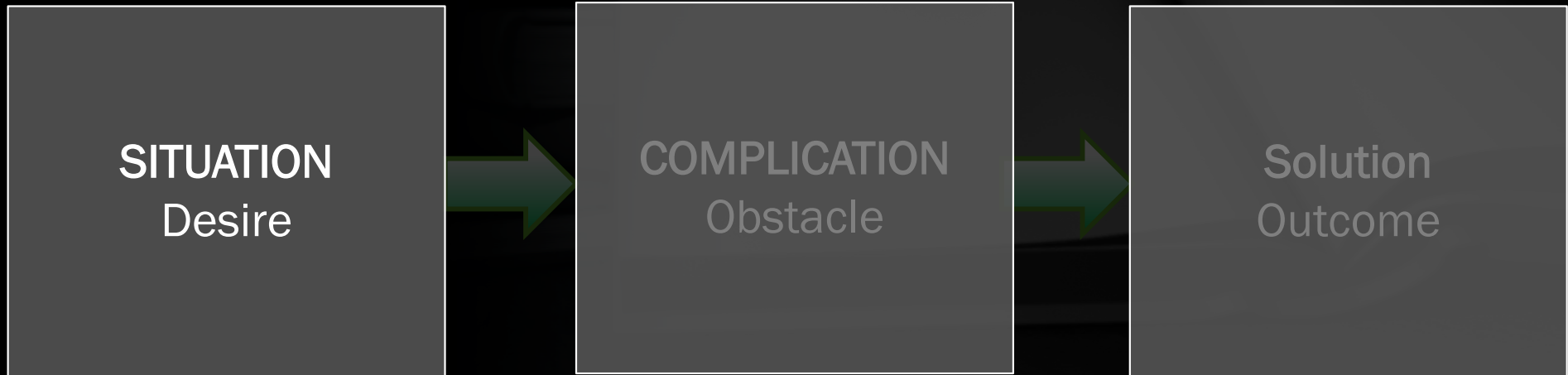


Plays out like a movie.

THREE ACT STRUCTURE



THREE ACT STRUCTURE



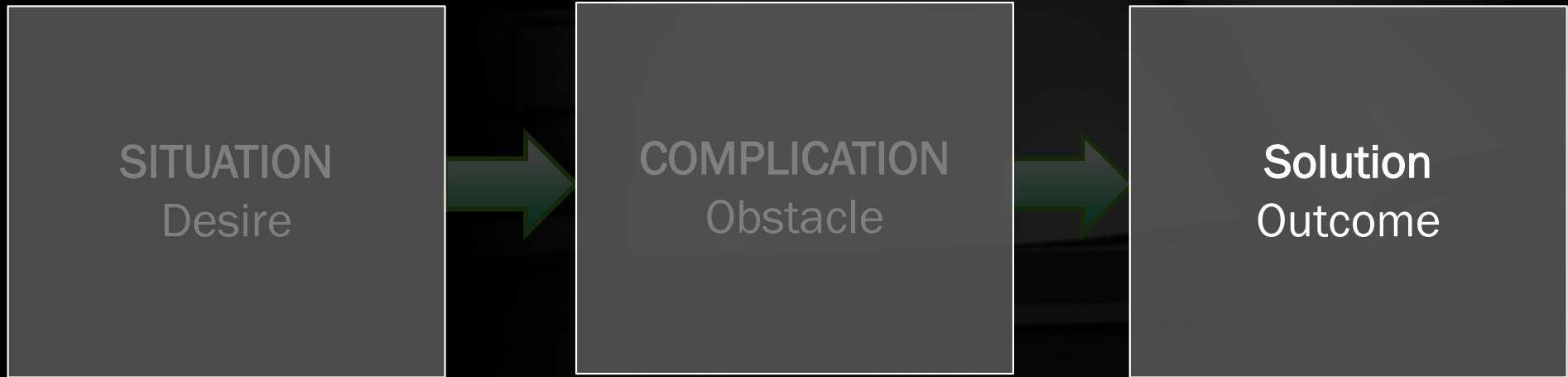
Set up your story here. Who? What? When? & Where?
Establish dramatic question or point here.

THREE ACT STRUCTURE

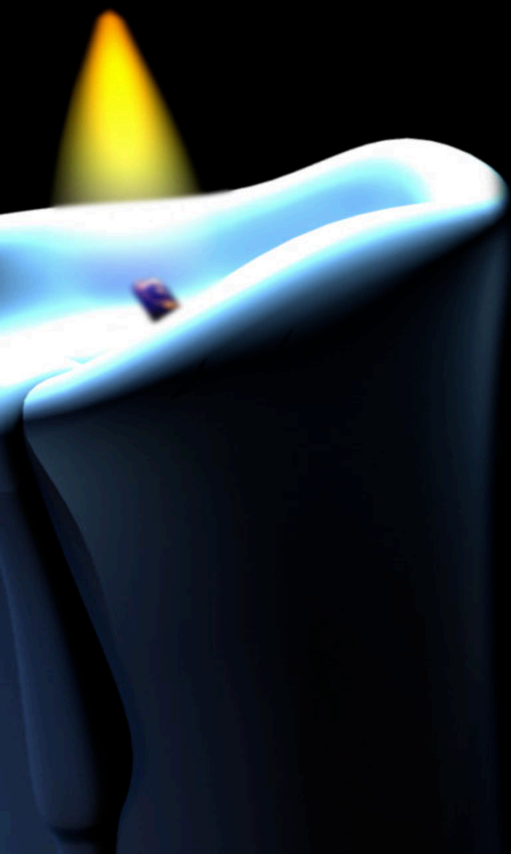


Core action happens here. This is what your story is about.
Stakes, conflicts, and tension should be escalating here.
This is the biggest act!

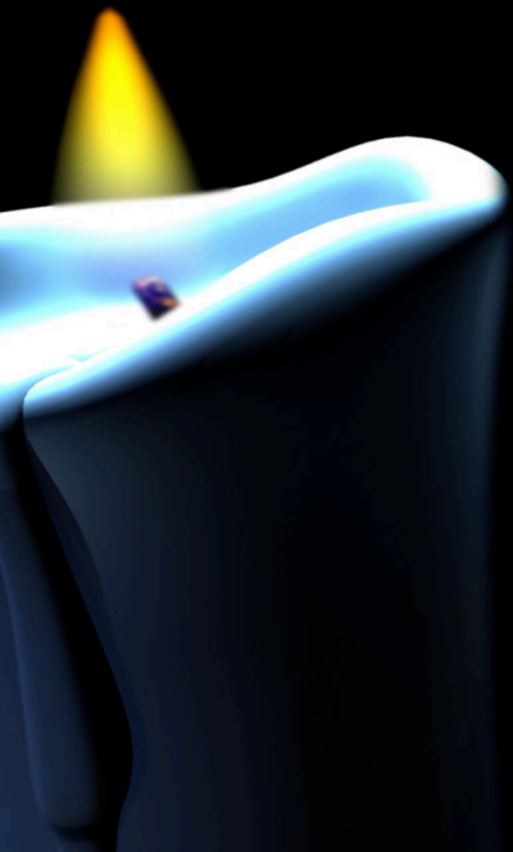
THREE ACT STRUCTURE



Resolve the dramatic question or point here.
Show the consequences of the story.



chaumsworld.com



"The Walmart Story"



The Breakdown

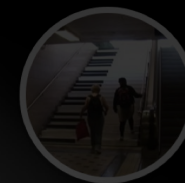
Dramatic Point

ACT I

Narrative



Process



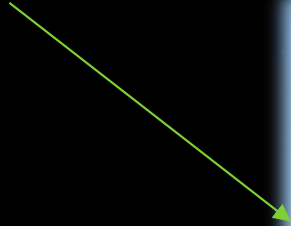
The Setup

Who?
What ?
When ?
Where?



ACT I

Dramatic Point



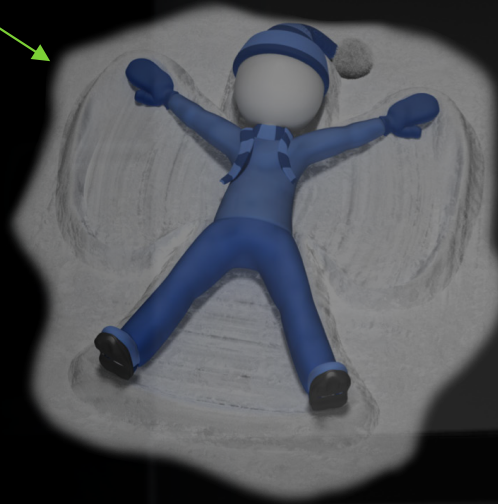
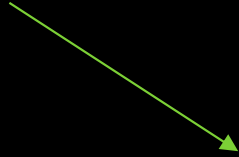
Highlights
COMPLACENCY

Vicarious Experience
Stakes
Obstacles

Possible
HAZARDOUS
ENERGY

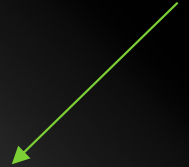
ACT I

Dramatic Point



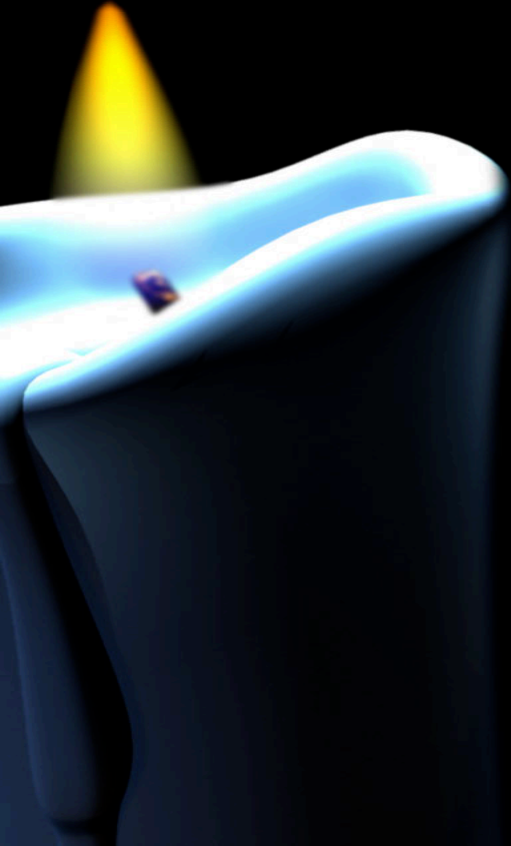
Emotion

Dramatic Point



Vicarious Experience
Obstacles
Tension

Source of
FRUSTRATION



ACT II

Dramatic Point



Dramatic Point

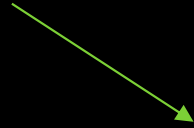
Vicarious Experience
Tension

More Emotions

More
FRUSTRATION

ACT II

Dramatic Point



More
FRUSTRATION



TENSION ESCALATING

ACT II



MEN



Now RUSHING

Dramatic Point



Eyes Not On Task



Vicarious Experience

ACT II



Vicarious Experience

ACT II

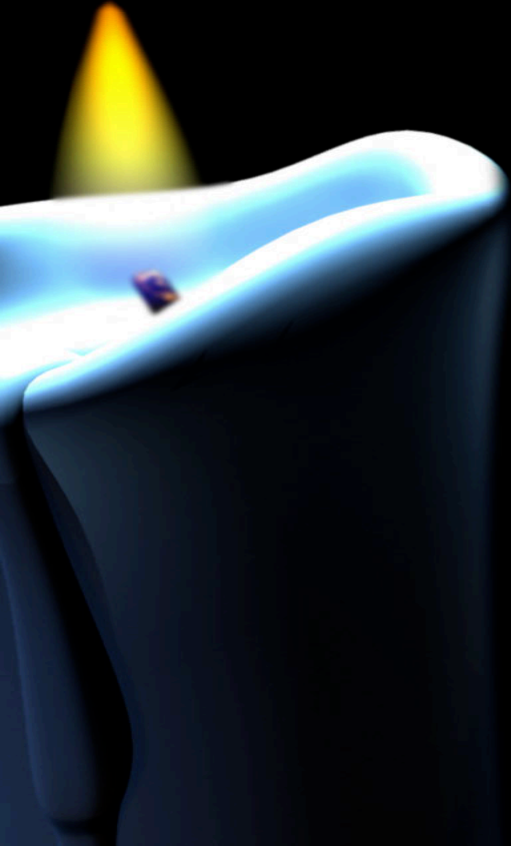
Vicarious Experience



Dramatic Point



Plot Thickens
More Conflict



ACT II

Dramatic Point



Story Escalates further
Stakes are high!

ACT II

Dramatic Point

I can't believe I
went into the
wrong
bathroom!

What are
they doing?

It all further
escalates the
story!

"NOT A GOOD LOOK"

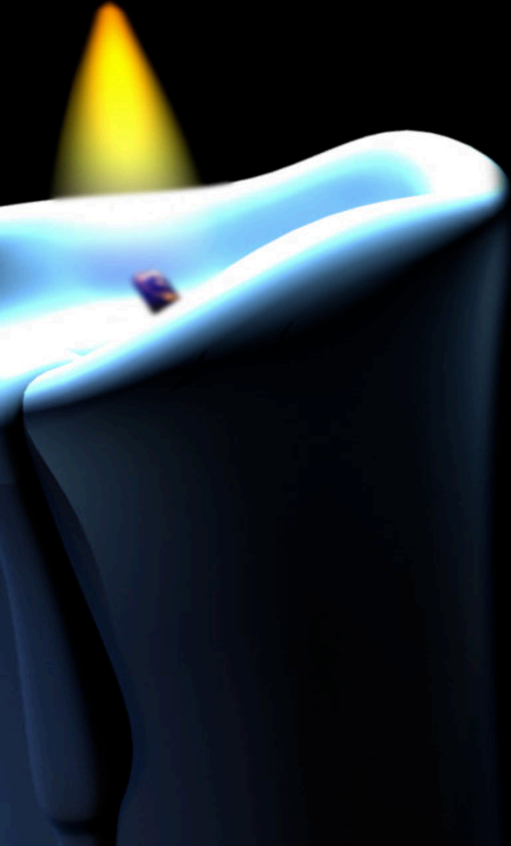


ACT II

Vicarious Experience
More Tension



Climax to the story
Drama Escalates



ACT III



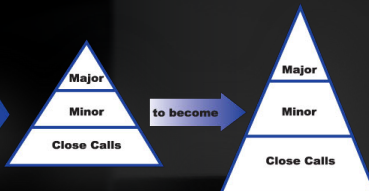
Resolve Point of the story
Show Consequences
of the story

ACT III



•Rushing
•Frustration
•Fatigue
•Complacency

•Eyes not on task
•Mind not on task
•Line-of-fire
•Balance, traction, grip



Explain Point of story
Teaching Point
Learning Point

“Headache”

These four states...

- ☐ Rushing
- ☐ Frustration
- ☐ Fatigue
- ☒ Complacency

can cause or contribute to these critical errors...

- ☒ Eyes not on Task
- ☒ Mind not on Task
- ☐ Line-of-Fire
- ☒ Balance/Traction/Grip

...which increase the risk of injury.

A lit candle on the left and an open book on the right, both in a dark setting.

STORYTELLING TIPS



1. GET THE AUDIENCE'S ATTENTION FAST!

2. FOCUS ON THE CHARACTER(s) and TENSION

3. CAPTURE, CAPTURE, CAPTURE.

Continue to create that “vicarious experience”

Silence

Bad Silence
Good Silence

A conceptual image with a dark background. On the left, a lit candle with a yellow flame and a blue wax body is partially visible. On the right, a combat knife with a silver blade and a black handle with red stripes is shown. The knife is positioned diagonally, and its reflection is visible on the surface below it. Overlaid on the knife is the text 'Bad Silence' and 'Good Silence' in a pink, slanted font.

Silence

**Silence can be
deadly!!!**

Avoid “Filler words”

Ummm’s

Ahh’s

Ok’s



The Three Benefits of Eye Contact



• TRUST

• CONFIDENCE

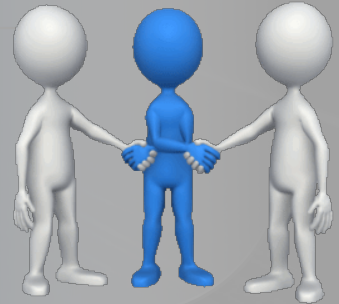
• ENGAGEMENT

TRUST

If you don't look people in the eyes, they may feel as though you're not being truthful.

Hold eye contact with individuals in the room for more than a few seconds at a time.

Steady eye contact improves communication and builds trust .



CONFIDENCE



Failure to make eye contact further aids to your nervousness.



Shows that you don't know your material well enough.



Strong eye contact is a sign of your confidence.

ENGAGEMENT

Connection without words.

Are you talking to me?

When you look at everyone, you engage with no one.



Conclusion

Story telling is a movement of change.

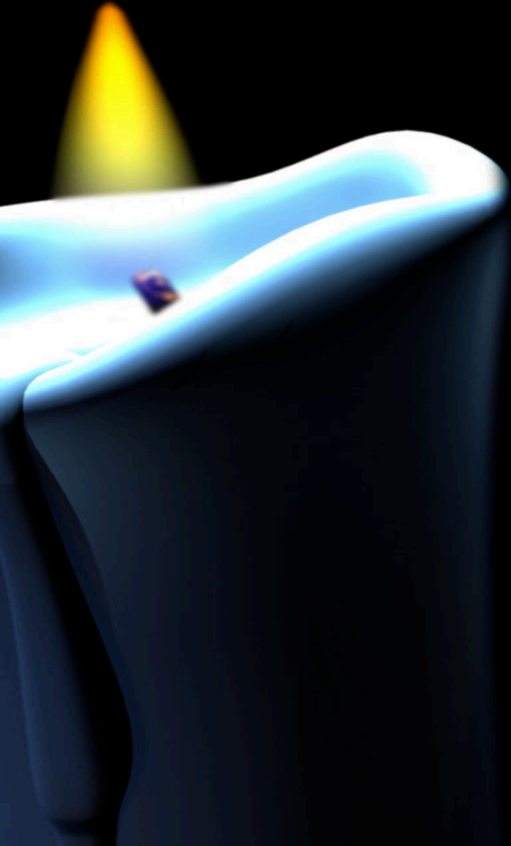
Direct route to our emotions

Story telling is greater learning /teaching tool

Stories spark interest

3 Types and 3 Acts to a story

Remember the Tips



Questions? Comments?



Jack Jackson

Jack@Safestart.com

210-415-7756

I'll be happy to help you!