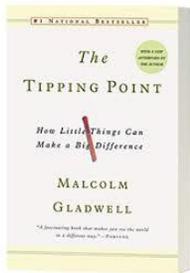


## Safety – Make it Stick

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Why can everyone remember that urban legend, a rumor, or a story told over a couple of drinks, but walk out of a safety meeting and not remember the topics discussed that day. This session overviews principles of stickiness that one can apply to ensure successful safety messages and communication - sticks – that the information is understood, its remembered and it changes something.

As Safety Professionals we communicate in a variety of ways and at times struggle with why our communications did not get attention, resonate, or get the message across like we expected.

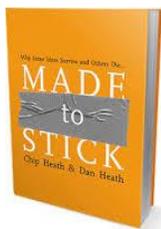


### Malcolm Gladwell – The Tipping Point.

Interested in what makes social epidemics epidemic.

Three sections that focus on:

- The right context
- The right people
- The stickiness factor



### Heath & Heath – Made to Stick

- 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
- Sticky ideas have the potential to permanently change our behavior.

To be useful & lasting, it's got to make the audience:

Pay Attention	
Understand & Remember	
Agree / Believe	
Care	
Be Able to Act on it	

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>	

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