

# Safety

## Make it Stick

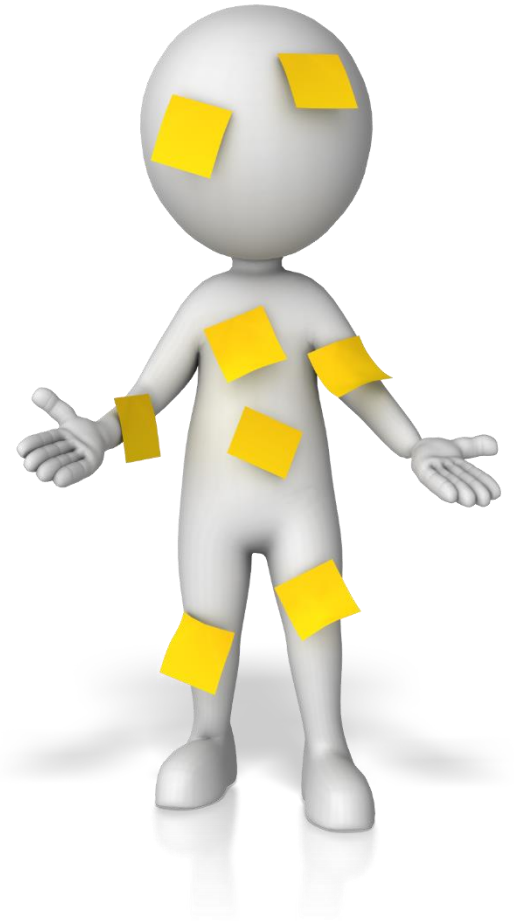


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**Pozniak Safety Associates Inc**

# Going to Look at:

- What Sticks
- Stories & the hero's / villains
- Safety Velco – sticky advice on how to unstick an idea or belief & teach a new one that will stick in its place.



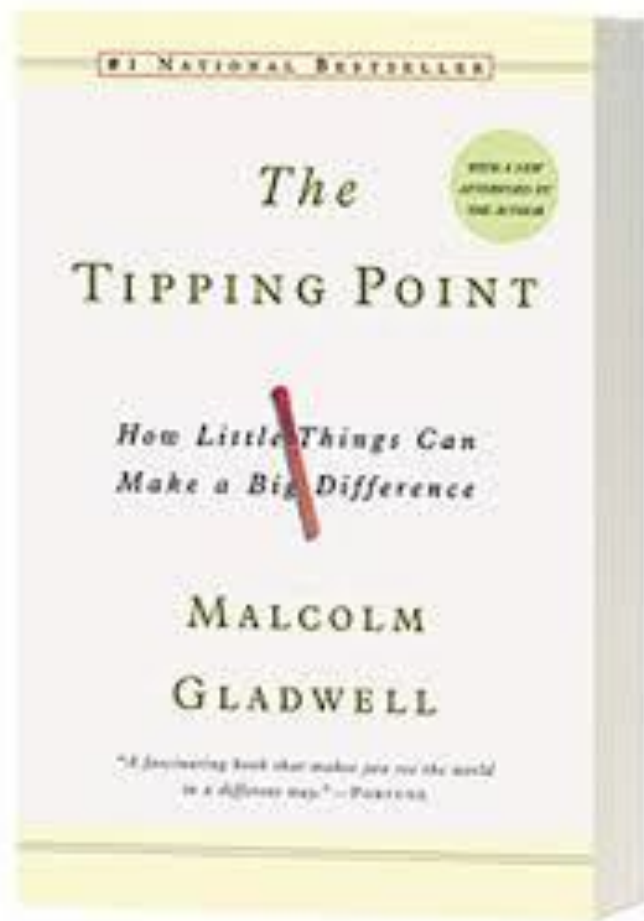




# Safety Ideas,....

## Conveyed in the past,...

- ▶ Tell them what your going to, tell the & then tell them what you told them,...
- ▶ Know your audience – tailor communications to them,...
- ▶ repetition, repetition, repetitions,...
- ▶ If there is enough information & material,... & keep giving it to them,.....



- 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

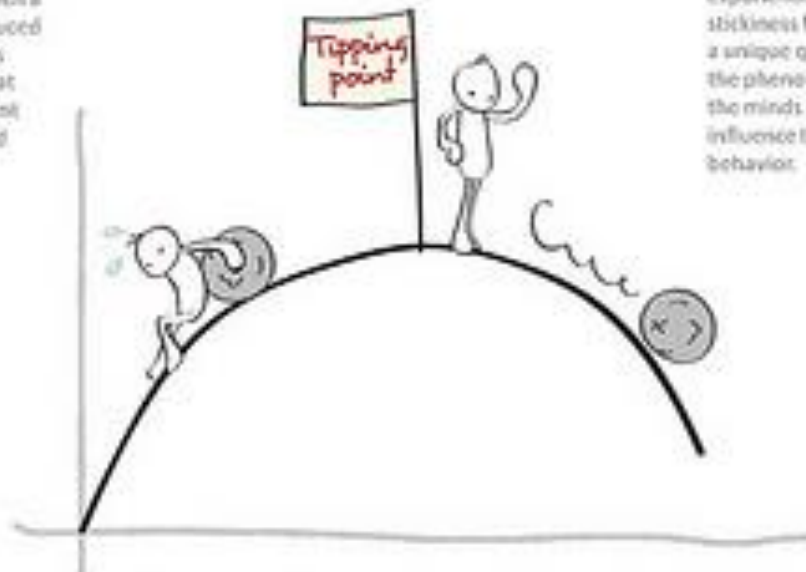
### LAW OF 150

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.



## STICKYNESS 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

Help others to make informed decisions



### SALESMAN

Is extremely persuasive in inducing others' buying decisions and behaviors through his unusual charisma

- 
- "The specific quality that a message needs to be successful is the quality of 'stickiness.' "
  - The Stickiness factor involves how effective an idea or product stays in the mind of the potential viewer or consumer.
  - We take for granted many of things that we see or experience throughout the day, but subconsciously they have a large effect on us.
  - Someone somewhere engineered external stimuli in order to impact us & change behavior.




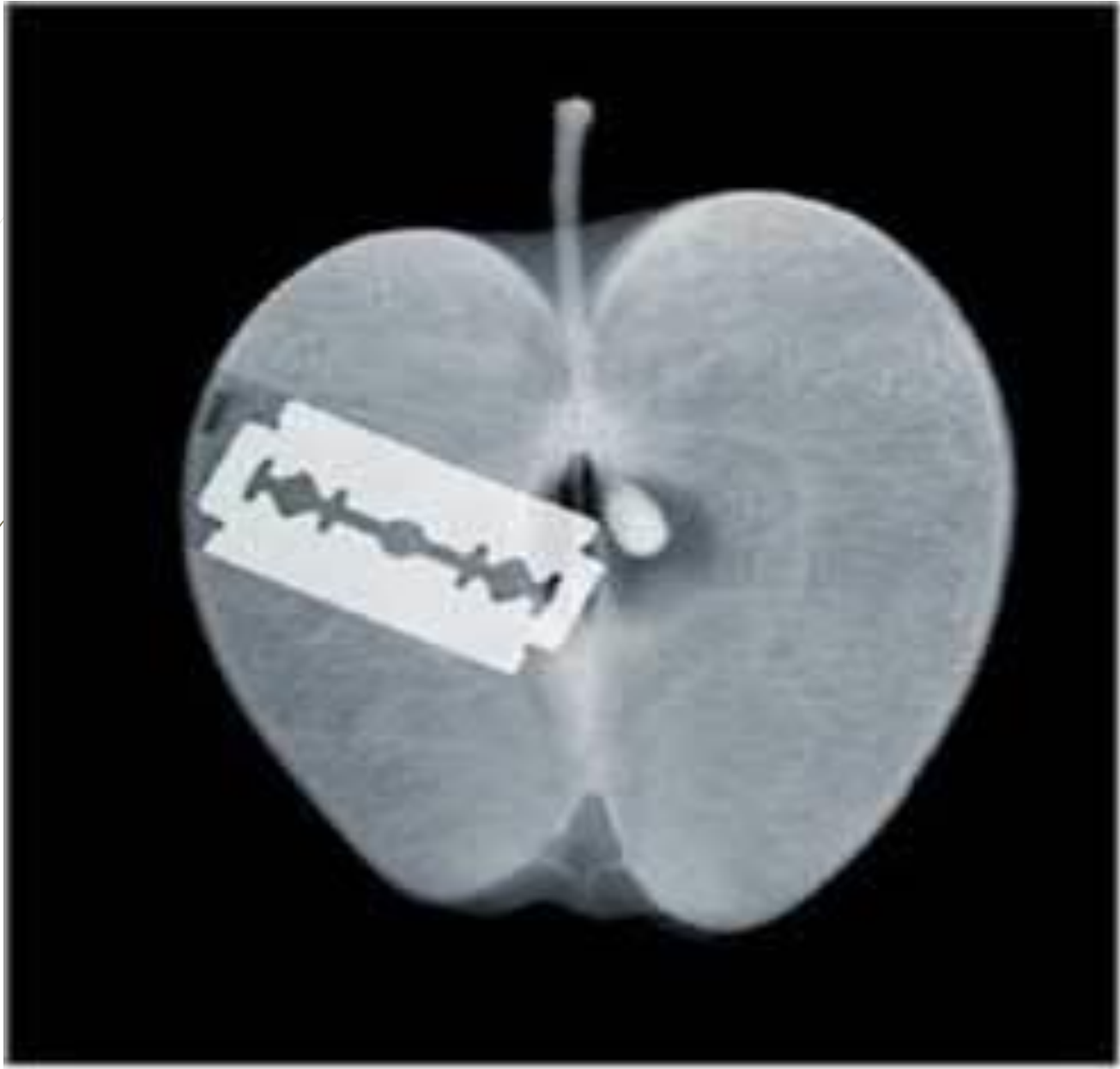
- A “sticky” idea as one that people remember & act on.
- It also tends to get passed around,....we can retell the idea to other people.
- Best of all, a sticky idea has the potential to permanently change our behavior.





# Urban Legends, proverbs, conspiracy theories, jokes,...

- ▶ Coca-Cola rots your bones,...
  - ▶ Flash your brights at a car whose headlights are off, you will be shot,...
  - ▶ A bird in the hand,.....
  - ▶ Wake up in a bathtub filled with Ice,....
- 





**HOUSTON CHRONICLE FINAL**  
Sun. 14. No. 81. THIRTY-SEVEN 1971. HOUSTON, TEXAS, 1966. 44¢


**Father Is Charged In Halloween Death**

**Religious Background Of O'Bryan**


**Bus Strike Set Tonight; Mayor Blasts Demands**

**Religious Background Of O'Bryan**

**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
- 

# 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, its 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**






# What sticks

- Simple
- Unexpected
- Concrete
- Credible
- Emotional



# Simple

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

- 
- ▶ “One sentence statement so profound that an individual could spend a lifetime learning to follow-it. “
  
  - ▶ Not about dumbing down – about elegance & prioritization
  
  - ▶ Examples:
    - ▶ Southwest – Lowest fair airline – Safest mine to work
  
    - ▶ Newspapers – lead of the story – if bury the message to far down, if people have to reach for it, it might be lost.




# POMELO Example



- ▶ A pomelo is the largest citrus fruit. The rind is very thick but soft and easy to peel away. The resulting fruit has a light yellow to coral pink flesh and can vary from juicy to slightly dry and 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 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

- ▶ Video of the funny ones,....
- ▶ There might be fifty ways to leave your lover, but there are only six ways to leave this aircraft – 2 forward exit doors, two over wing removable window exits & two aft exit doors. The location of each exit is clearly marked with signs overhead, as well as red and white disco lights along the floor of the aisle. Made you look!
- ▶ Easiest basic way to get someone's attention is break a pattern

# Flight attendant videos





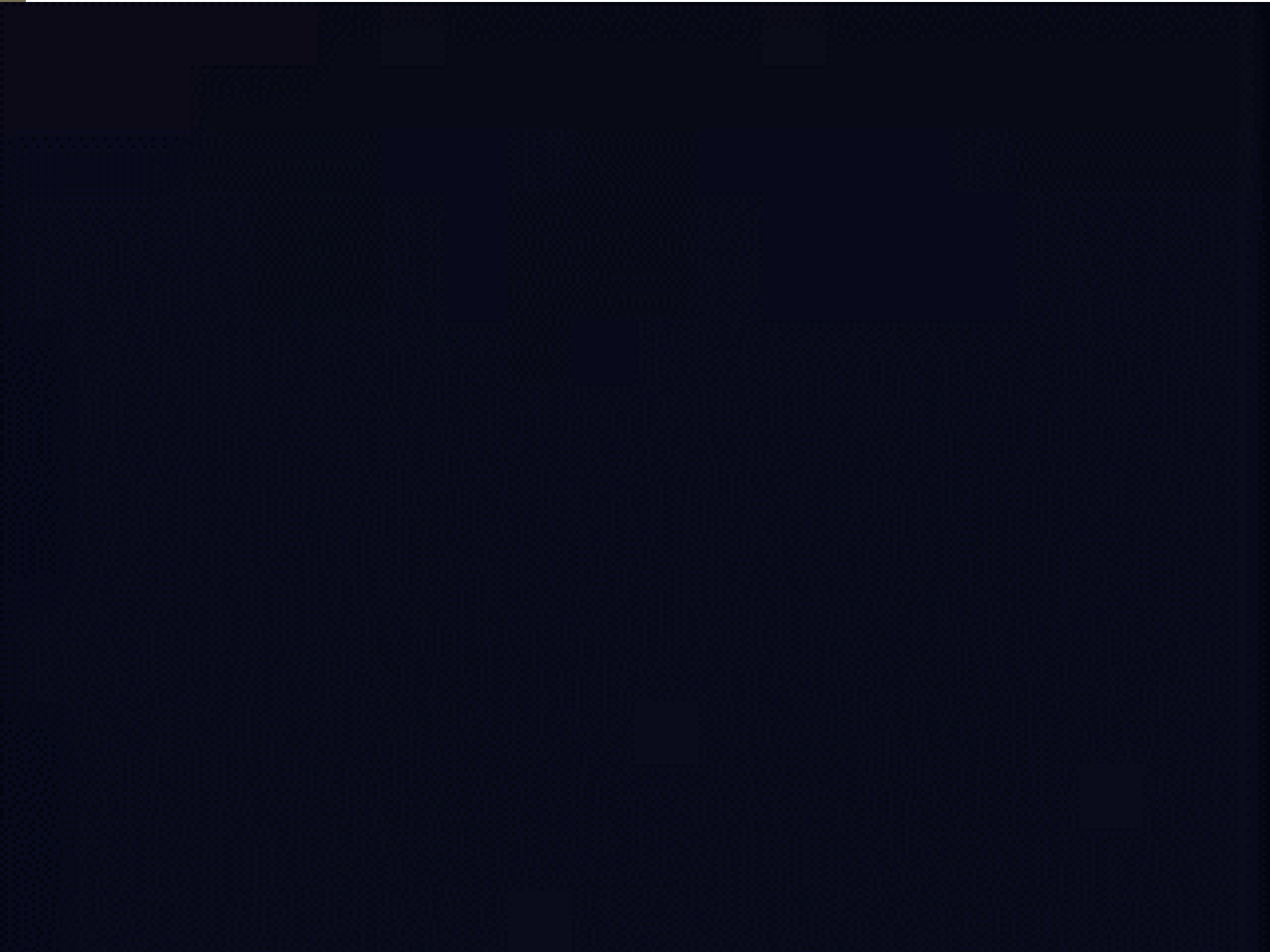
- Surprise gets our attentions

- Propose surprising facts – great wall of china is the only manmade structure visible from space

- Interest keeps our attention

- Gossip keeps us coming back to friends for developments,...

- Conspiracy theories keep people collecting new information,...






# Now that we got their attention – how do we keep it,...

- Often things that started out as a mystery, got people attention & kept it, as they worked to solve it.
- Create a need for closure
- Curiosity is the intellectual need to answer questions & close open patterns
- Story plays into posing questions & opening situations



# 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
- 





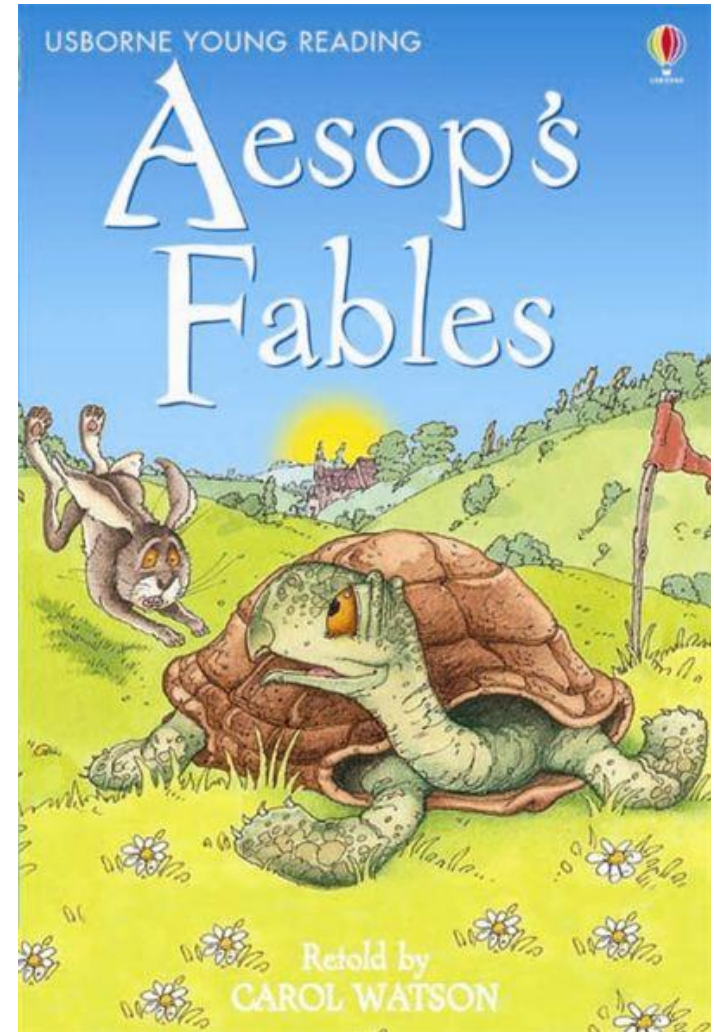
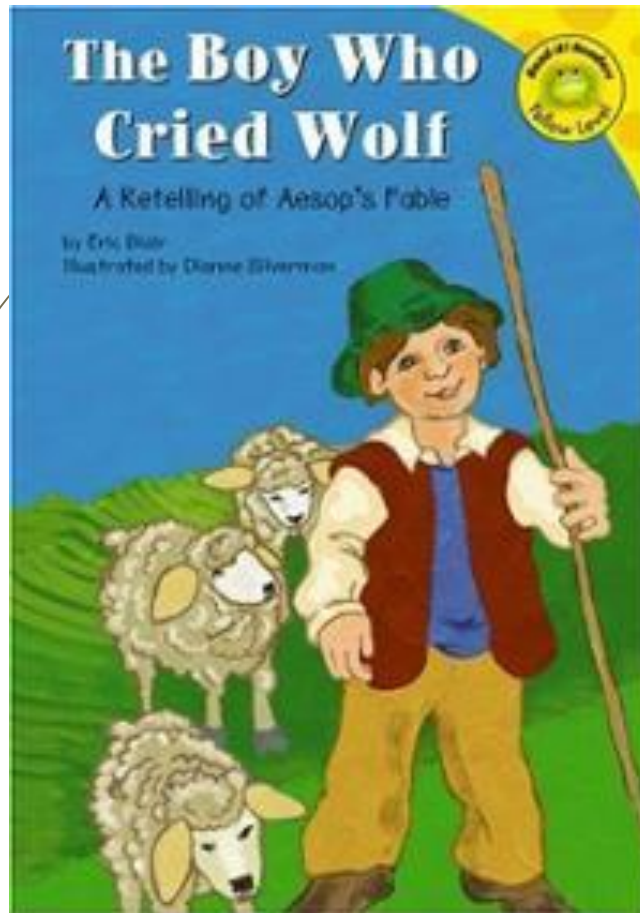
# Concrete

- ▶ 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






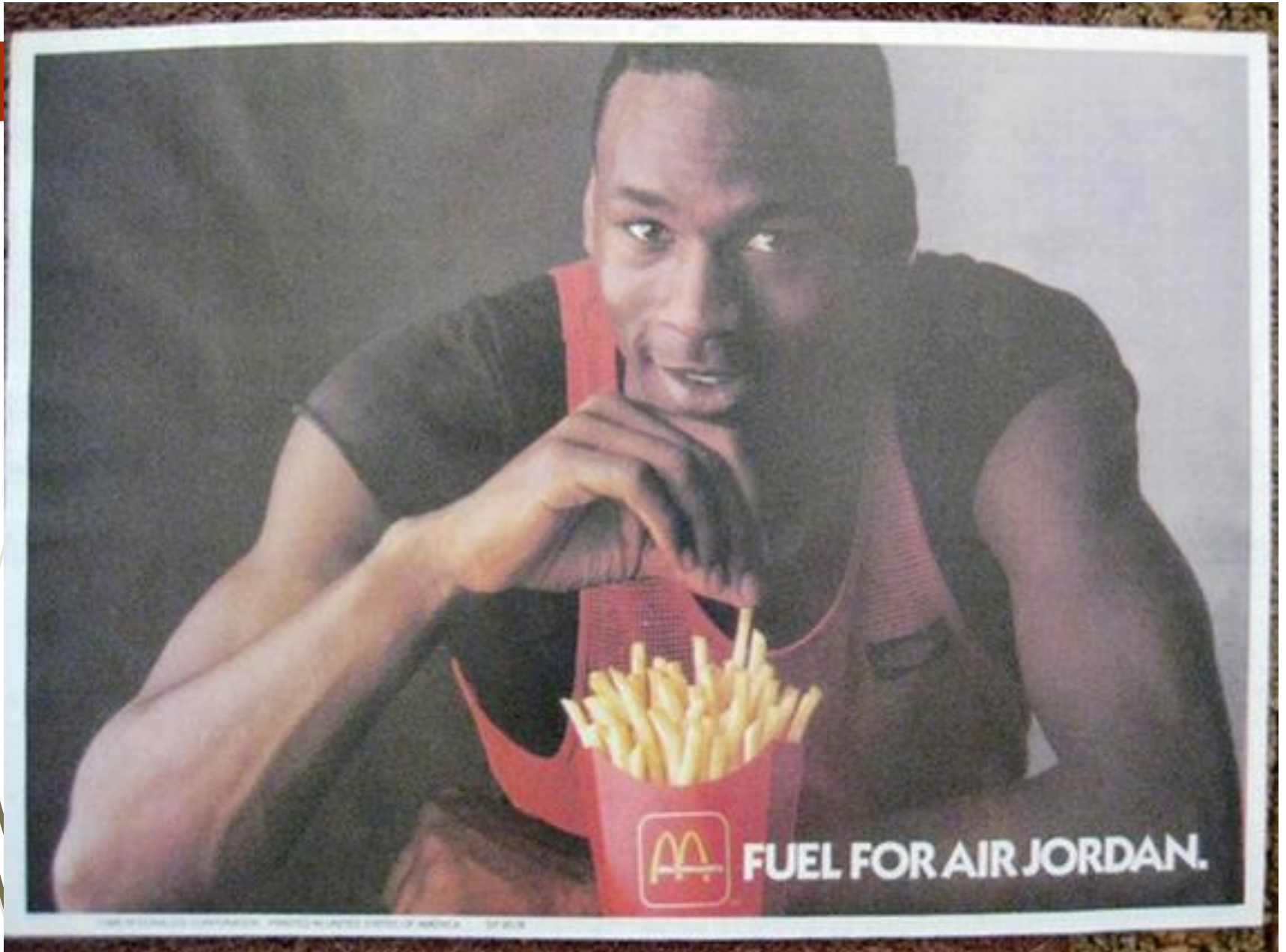
# Credible

- ▶ People need to believe
- ▶ Facts - statistics,...
- ▶ Internal credibility – power of details
  - ▶ Boyfriend date story – adding localized details,...
- ▶ From trusted person



# Authorities are reliable sources

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



**FUEL FOR AIR JORDAN.**

© 1997 McDonald's Corporation. Printed in the U.S.A. SP 2000







# Finding Credibility

What makes people believe ideas:

- ▶ Family and friends believe,
  - ▶ We have had experiences that led us to our belief,
  - ▶ Religious faith,
  - ▶ Trust authorities,....
- 
- ▶ If we are trying to persuade a skeptical audience to believe a new message, the reality is we are fighting an uphill battle against a lifetime of personal earning & social relationships.



# Increase credibility if put in terms of human scale principle

- ▶ Imagine of throwing a rock from the sun to earth & hitting the target

Or

- ▶ Image of throwing a rock from Toronto to Vancouver & hitting the target,...

# Hazard & Risk





# 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,.....

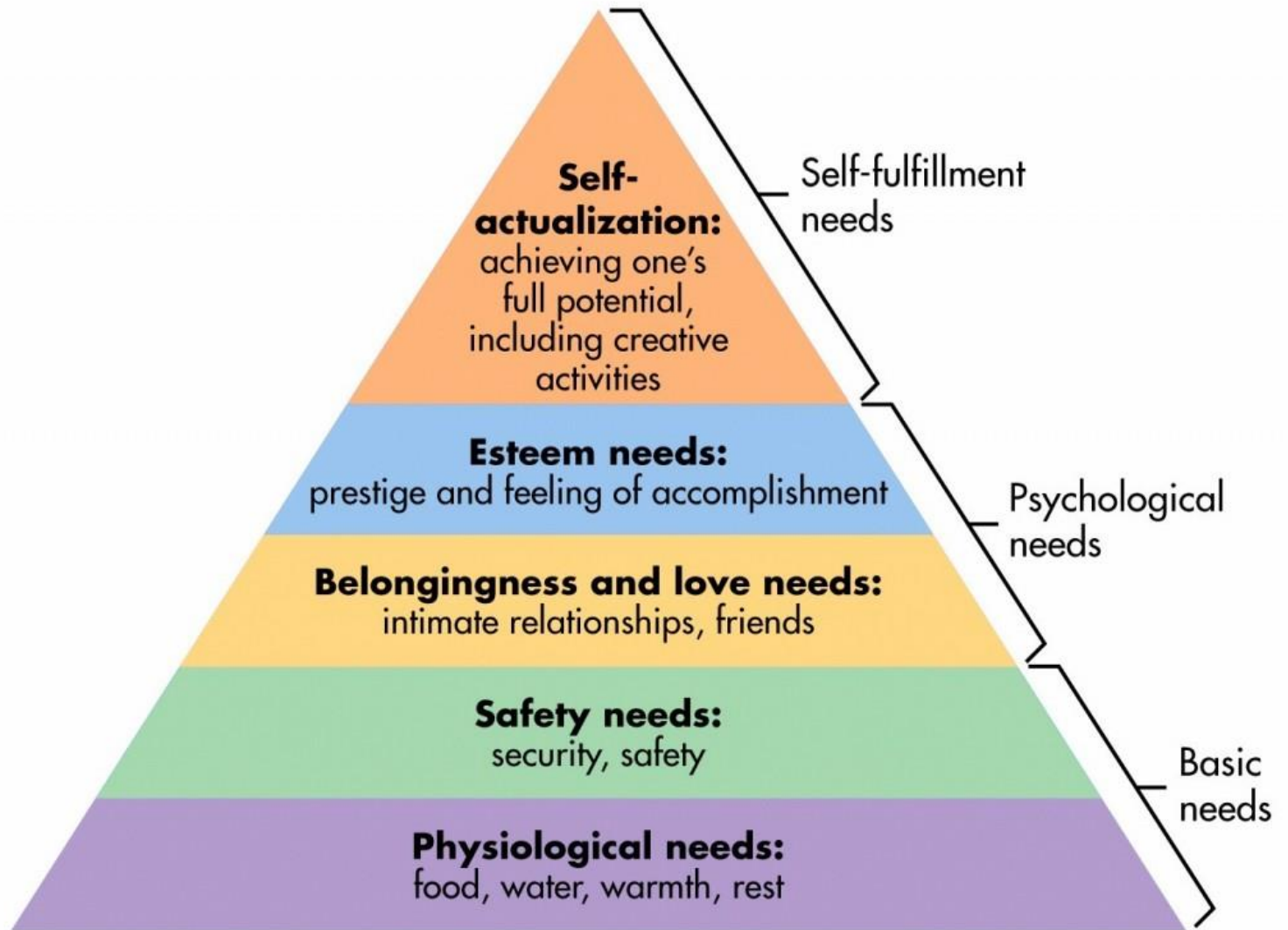
# Emotional





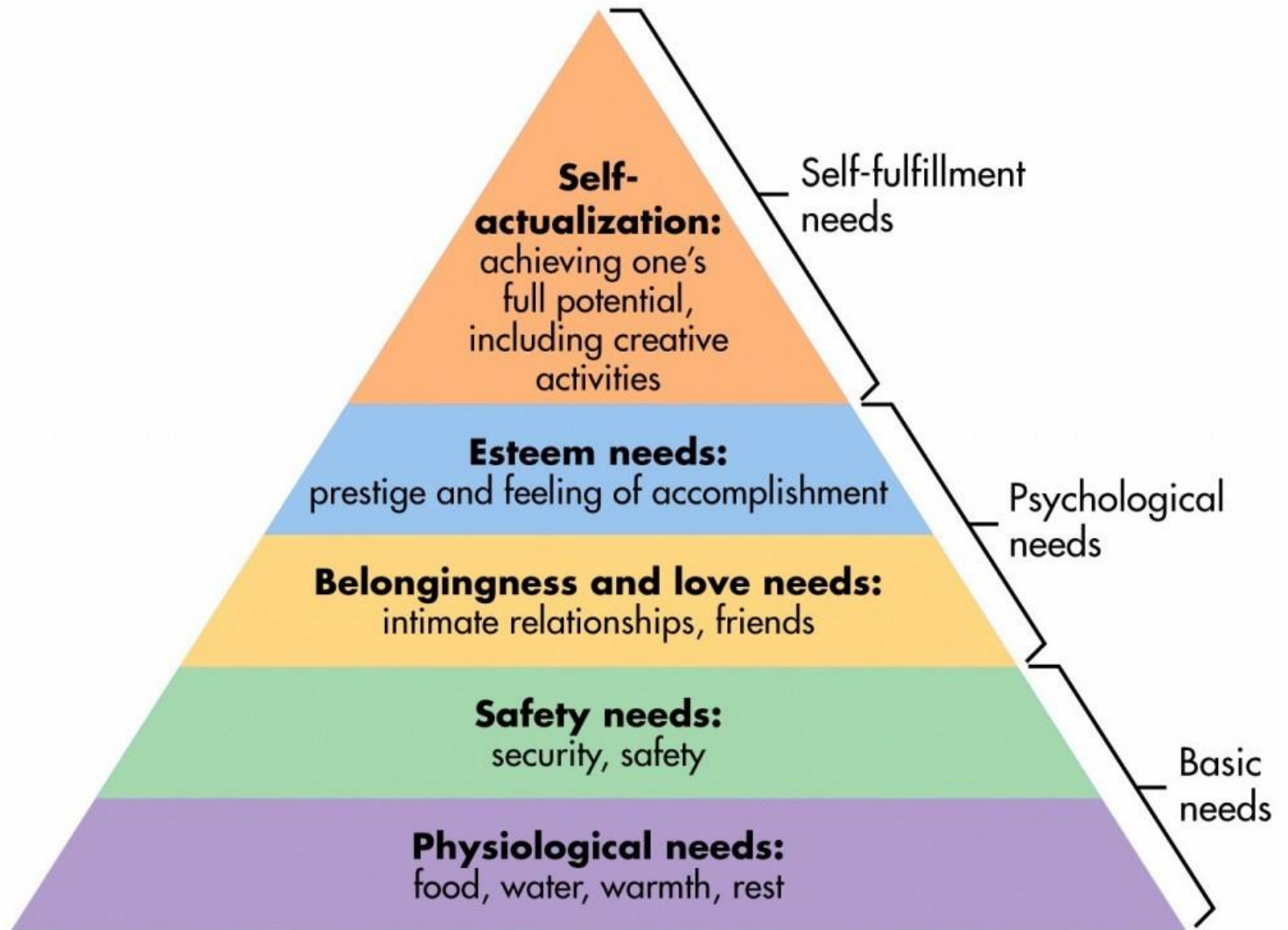
# Appealing to Self - Interest

- ▶ Retire at 55
- ▶ Give me 5 days & Ill give you a magnetic personality,.. let me prove it free
- ▶ Now you can improve your memory in one evening









# Stories

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

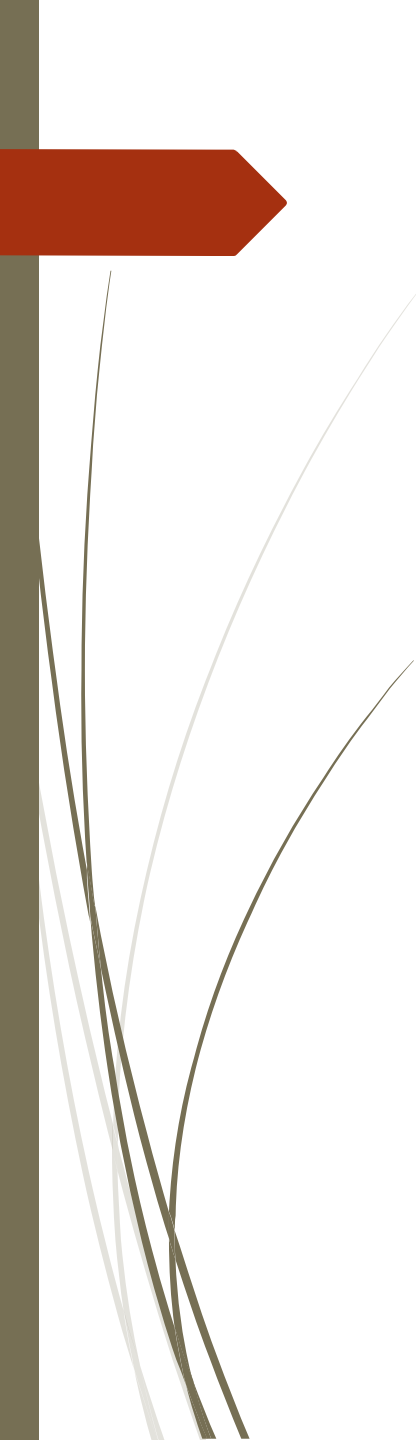




# Stories



- That is how we have passed down information for generations – tell stories.
- Mentally rehearsing a situation helps us perform better when we encounter that situation,
- Stories are told & retold because they contain wisdom - effective teaching tools
- Stories are able to move beyond the barriers people create, to touch not just our minds, but our hearts.
  - Provides simulations – knowledge about how to act &
  - inspiration – motivation to act

- 
- Credible idea makes people believe,
  - Emotional idea makes people care,....
  - Stories make people act,....
  - That is what we want – to go beyond caring & believe, but to act,...

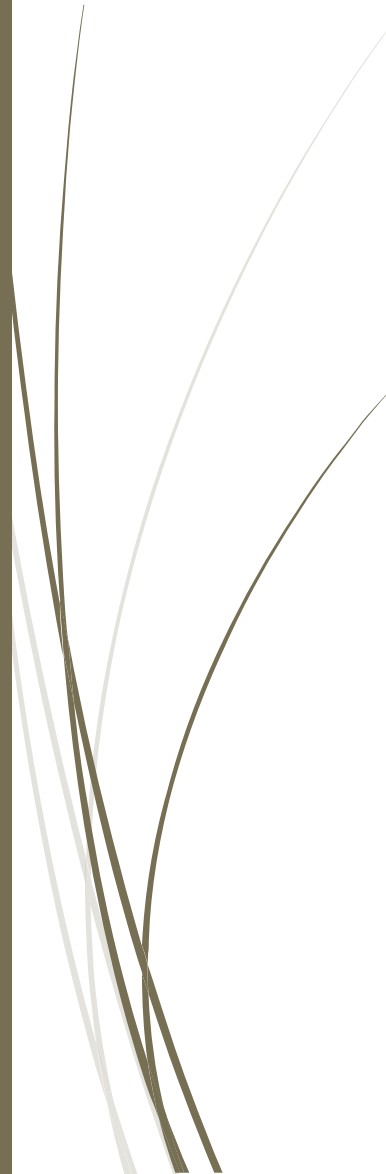


# What sticks

- Simple
- Unexpected
- Concrete
- Credible
- Emotional

# Story of Jared





## SUCCES(s) Checklist

**S**imple


**U**nexpected

**C**oncrete

**C**redible

**E**motional

**S**tory



## SUCCES(s) Checklist

**Simple**

Eat Subs & Lose Weight

**Unexpected**

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

**Concrete**

oversized pants, massice loss of girth

**Credible**

anti-authority truthfulness - guy who wor 60 inche pants is giving us diet advice

**Emotional**

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

**Story**

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





# Farm Hazard - Moving Parts

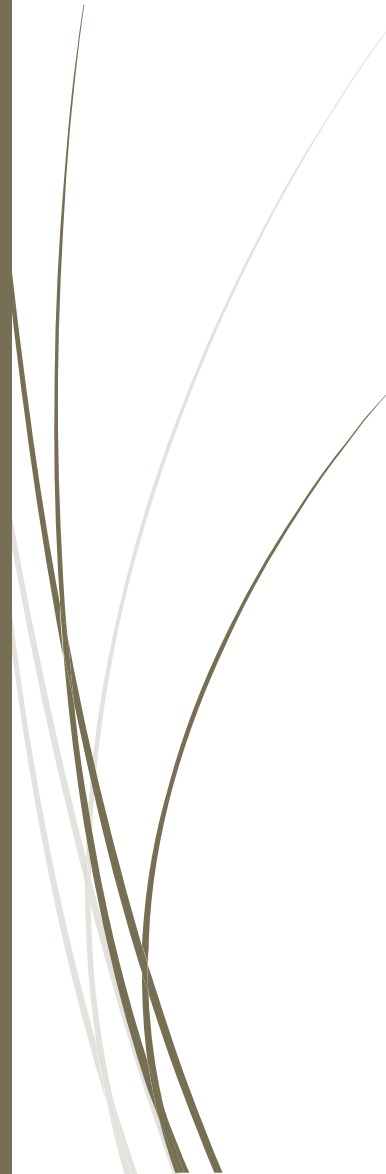


Belts,...



PTO's,...





## SUCCES(s) Checklist

**S**imple

**U**nexpected

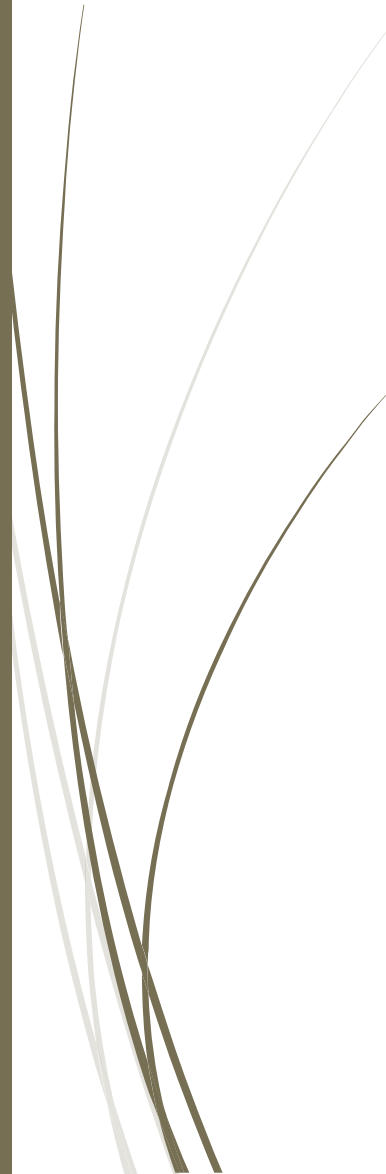
**C**oncrete

**C**redible

**E**motional

**S**tory





## SUCCES(s) Checklist

**S**imple

**U**nexpected

**C**oncrete

**C**redible

**E**motional

**S**tory



# Dramatic plots



- ▶ Challenge plot – David & goliath – have a challenge and succeeds – Zoey war am,...., Jared
- ▶ Connection plot – good Samaritan, chicken soup for the soul – if your telling a story at the kickoff party for a new project, go with the challenge plot
- ▶ Creativity plot – involves someone making a mental breakthrough or attaching problem in an innovative way – MacGyver,.... Experiment with new approaches,...

# HEROES + VILLAINS







**STAR WARS**

THE FORCE AWAKENS

# Meet Zoe!

An effective spokesperson for  
War Amps Canada!





THE WARRIORS

GRAM

waramps.ca



# Hazard Identification is the Key!



Even Zoe knows:

“Spot the danger before you play...  
play safe!”

*Spot the danger before you work . . .*  
work safe!



# Safety Velcro







# Problems getting people to pay attention to a message

## Symptom

- No one is listening
- They seem bored
  
- I lose them halfway through – attention wavering

## Solution

- 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



# Problem getting people to understand & remember

## Symptom

- ▶ Nod heads when I explain it, but never seems to translate into action

## Solution

- ▶ Make message simpler, use concrete language
- ▶ Build from known to unknown or new
- ▶ Tell a story to how applies to them
- ▶ Use specific problem solving examples – discussions,... to solve a problem







# Problems getting people to believe you or agree

## Symptom

- Not buying it
- They argue with them about this

## Solution

- Use more anti-authorities – make it more real to them
- Use springboard stories switching them into creative modes,....



# Problems getting people to Act

## Symptom

- ▶ They agree, even care,... but no action

## Solution

- ▶ Inspire with a challenge plot story (Jared, David & Goliath)
- ▶ Ensure simple call to action
- ▶ Concrete enough to be useful

# My Wish for You,....





# My Wish for You,....





# Be the Difference,...





# Questions? More Information?



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