

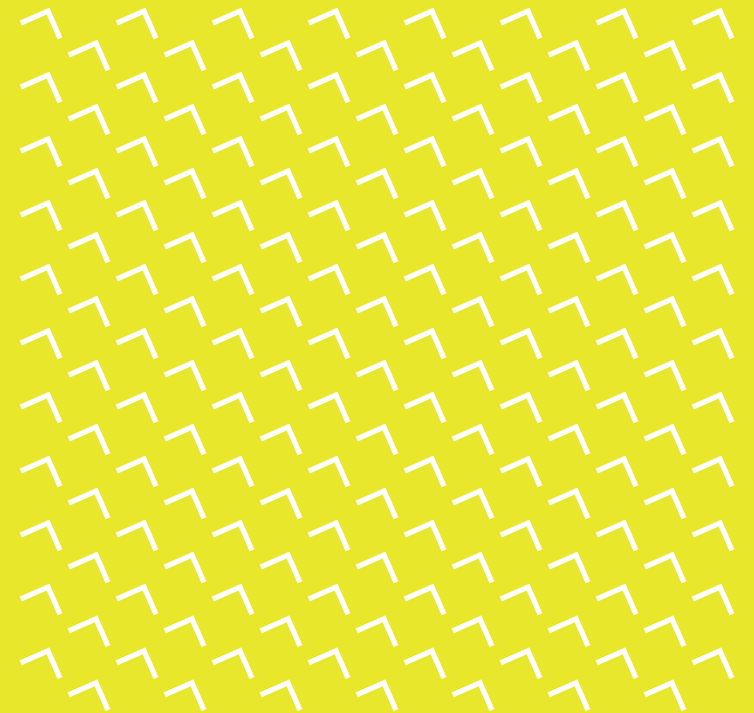
HOW DO WE EMBED SAFETY?



for



safety on tap



HOW DO WE EMBED SAFETY?

REDUCE COGNITIVE BURDEN*

Make it simple & easy

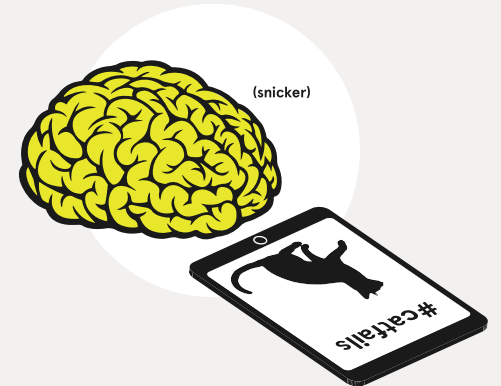
& BE F—ING INTERESTING

Make them care & earn their attention

So, how do we do that?

1. Empathy to understand our audience(s)
2. Break the patterns
3. A framework that works

* Life and work is fast-moving and increasingly complex, we're over worked and overwhelmed; expected to do more with less. So, how do we make things easier to understand? How do we remove the mental barriers to getting things done.



EMPATHY TO UNDER- STAND OUR AUDIENCE



There's one term in advertising and marketing used more frequently than any other. That term, is *target market*. Vaguely hostile-sounding, yet incredibly important.

Understanding our audience means delivering content that appeals, in ways they find appealing. Not just for niceness, but as the most effective way to gain attention and ease cognitive burden.

What are their drivers? What are their interests? What language do they use? What medium do they prefer content delivered in?

Regardless of the audience, one preference shared by all humans is a leaning towards *visual*.

Someone once said that a picture is worth a thousand words, and that sure is a lot of words to be saved from slogging through. We process images faster, and remember them more easily. They help us simplify complex content.

When it comes to easing cognitive burden and making things interesting – visual is the best way to do it.




Summary:

- » Understand our audience(s). We can use this knowledge to create communication that connects.
- » Make it visual. We process images faster, and remember them more easily. Visualising content simplifies complexity.

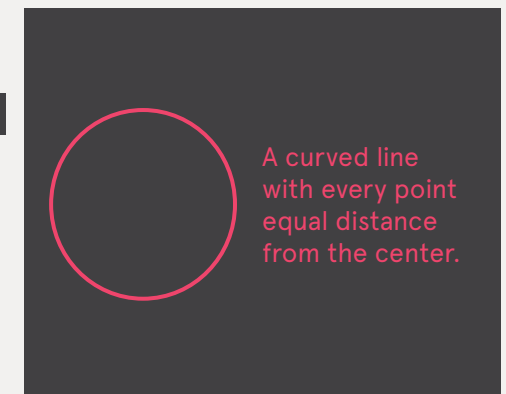
Read more:

oneslashfour.jaxzyn.com/unprofessional

The impact of images, colour & movement on recall:

text	+ image	+ colour	+ movement
<p>Tyrannosaurus rex was one of the largest meat-eating dinosaurs ever to stomp prehistoric soil. Everything about this ferocious predator, from a thick, heavy skull to a 4-foot-long (1.2-meter-long) jaw, was designed for maximum bone-crunching action.</p>	 <p>Tyrannosaurus rex was one of the largest meat-eating dinosaurs ever to stomp prehistoric soil. Everything about this ferocious predator, from a thick, heavy skull to a 4-foot-long (1.2-meter-long) jaw, was designed for maximum bone-crunching action.</p>	 <p>Tyrannosaurus rex was one of the largest meat-eating dinosaurs ever to stomp prehistoric soil. Everything about this ferocious predator, from a thick, heavy skull to a 4-foot-long (1.2-meter-long) jaw, was designed for maximum bone-crunching action.</p>	 <p>Tyrannosaurus rex was one of the largest meat-eating dinosaurs ever to stomp prehistoric soil. Everything about this ferocious predator, from a thick, heavy skull to a 4-foot-long (1.2-meter-long) jaw, was designed for maximum bone-crunching action.</p>
10% recall	65% recall	82% recall	> response

Comparison of text vs image:



BREAK THE PATTERNS

Even the most dynamic workplaces have patterns; businesses are built on systems, and we're creatures of habit and routine. Whether it's the way we begin each meeting, the format of safety posters, or the visual style of the safety signage... the repetition of these patterns leads to *habituation*. Our brains no longer notice repetition; we block them out as superfluous noise.

Ahh... but anything that breaks these patterns? Irresistible!

Let's begin with language — let's rage against stiff corporate bombast, ambiguous acronyms, and jargon. How do people talk when they're not at work? That preference certainly doesn't change when they walk through the door. Communications should be *human*. Our goal is for people to engage with our message, and people respond to other people being authentic.

Visuals matter too. Rigid brand guidelines and templates used for internal comms quickly foster habituation. Mix up the style and delivery to hold their attention.

Finally, no-one acknowledges the elephant in the room. This is madness! When we talk about it, we rob it of any power. Break the pattern. Don't hide from it — ride it!

Summary:

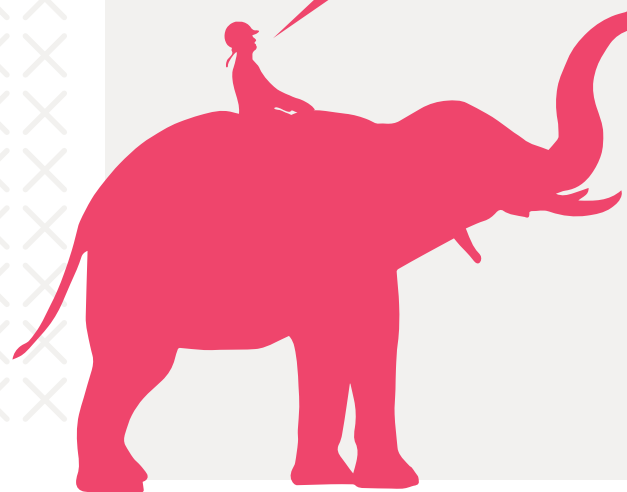
- » Find the things we do over and over... then do them differently.
- » Words matter. Rally against corporate gibberish; communicate like a human.
- » Dare to defy the style guide. Switch visual styles and mediums to grab attention.
- » What does no-one talk about? Talk about it! Ride the elephant in the room.

Read more:

[oneslashfour.jaxzyn.com/
from-invisible-to-influence](https://oneslashfour.jaxzyn.com/from-invisible-to-influence)

[oneslashfour.jaxzyn.com/
unprofessional](https://oneslashfour.jaxzyn.com/unprofessional)

*Do not avert your gaze! Revel
in his magnificent elephantness.*



A FRAME- WORK THAT WORKS



Whether it's embedding behaviour or increasing engagement, we can increase our influence by delivering content through 4 cognitive frames: curiosity, attention, action, and reflection.

It begins with curiosity. We become curious when there's a gap between what we know and what we want to know. Our need to close this gap triggers an emotional response – much like a cognitive itch that we desperately want to scratch. And the only way to relieve that itch is by finding out more.

Once they're curious, then we grab their attention. Given that the average person literally has an attention span shorter than a goldfish, holding it is actually the real challenge. We gain attention by breaking the patterns and making it interesting. We keep it by making it worth their time, and never, ever squandering it.

Attention is pointless if we don't do anything with it. This is the time that we want people to act. We can instigate action through a clear call to action, and ensure progress and motivation through a cycle of goals, rules and feedback.

Finally, it doesn't all stop when the action ends. This is the time for reflection – to take stock of the things that've been done and learnt, and continue to build and improve on them.



Summary:

- » Lead with *curiosity* – it primes us to pay attention and want to learn.
- » Once we've piqued curiosity seize their *attention* – break the patterns! Make it good!
- » When we've grabbed their attention, let's do something with it. It's time for *action* – a clear direction and motivation to inspire progress.
- » Finally, incorporate *reflection* – how can we continue to improve?

BUT, WHAT DOES THIS ALL LOOK LIKE?

What if we applied a healthy dose of empathy to discover that the majority of the 30–45 year old frontline workforce were in the midst of a Walking Dead Season 7 binge?...

What if we decided to break the usual pattern of stern safety messaging doled out in 100 page policy manuals stamped in the corporate branding?...

What if we applied this knowledge, and that decision, to a guerrilla marketing campaign to pique curiosity for an upcoming behaviour based safety program?...

What might it look like?*...

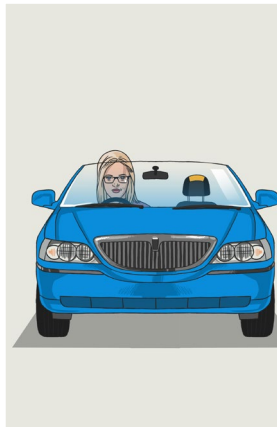
* Delivered with tongue-firmly-in-cheek. Oh, but could you imagine? We dare to dream!

SAFETY

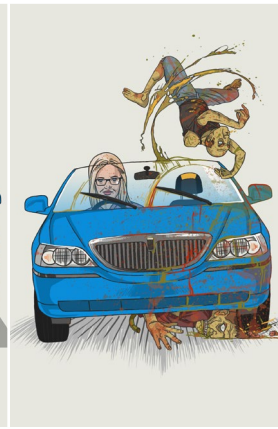
OUR
FIRST &
LAST
CONCERN



HITTING OUR TARGETS IS ESSENTIAL.



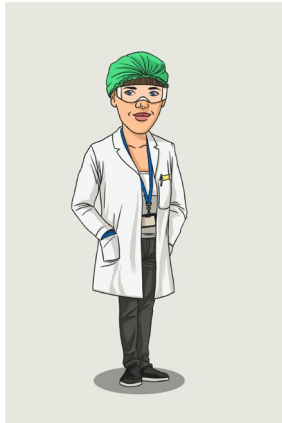
DEFENSIVE DRIVING WILL HAVE YOU PREPARED FOR ANYTHING AND EVERYTHING.



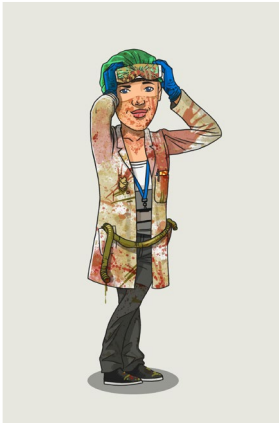
IF YOUR COLLEAGUE LOOKS LIKE THEY'VE HAD A ROUGH DAY, ASK THEM IF THEY'RE OK.



WHETHER IT'S ON THE JOB TODAY, OR THE INEVITABLE ZOMBIE APOCALYPSE AHEAD — THE VERY SAME BEHAVIOURS HELP US STAY SAFE TODAY, AND STAY ALIVE IN THE FUTURE.



PPE KEEPS US SAFE (AND CLEAN!).



RESOURCE CONSERVATION IS CRITICAL TO THE LONGTERM SURVIVAL OF OUR SPECIES.



ARE YOU PAYING ATTENTION? TYNES UP CAN INFLECT HORRIFIC INJURIES.



A CHANGE IS COMING 2017... SHORTLY AHEAD OF THE END OF THE CIVILIZED WORLD.



REGULAR TEAM HUDDLES KEEP US PERFORMING AS A COHESIVE UNIT.



ENSURE GOOD ERGONOMIC PRACTICES WHEN LIFTING, EVEN WHEN SPEED IS OF THE ESSENCE.



IDENTIFY RISKS AND CLEARLY SIGN HAZARDS.



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www.jaxzyn.com

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safetyontap.com/ep022



for



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