

BEST PRACTICE

LOCATION:	Company-wide	ARTICLE YEAR	2013
ACTIVITY:	Training	COMPANY:	CEMEX UK
SUB ACTIVITY:	Communications	COMPANY LOCATION:	National
BEST PRACTICE No:	BP884	COMPANY TEL:	07711 537523
COUNTRY OF ORIGIN:	United Kingdom		

TITLE

Persuasive Story Telling – Engaging our Workforce

ARTICLE

DESCRIPTION

CEMEX wanted a new way to help embed the crucial safety concepts with employees. After extensive research they have developed a “Persuasive Story Telling” training sessions. This has been achieved with “Cardboard Citizens” a charity working with the Homeless. It uses theatre to get messages across and help influence change in attitudes.

The goal is to improve the method of communication used when imparting information from Safety Alerts, Tool Box Talks, Incident Reports etc. Some Managers and Supervisors struggle to communicate the information in an effective way that is remembered by the audience.

“Persuasive Story Telling” takes the information and builds it into a memorable tale using personal experience or relating to relevant real life events. Giving people the full picture of what creates hazards or causes incidents and the consequences for individuals arising from their behaviour.

The approach is very different to the current safety training through drama which is being used widely across the industry. CEMEX UK uses theatre to enhance communication skills, rather than raising general health and safety awareness. Working with “Cardboard Citizens”, CEMEX UK will coach some key individuals to help deliver this as an in-house module across the workforce.

BENEFIT

- Better retention of key messages
- Improved engagement with workforce
- Reduction in behavioural related incidents

ARTICLE IMAGES

