

## BEST PRACTICE

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

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