

# Share your safety stories

Storytelling is a great tool for building a strong safety culture. By sharing real-life stories and personal experiences, we make safety easier to understand and remember. Stories help reinforce the WHY and make it easier to visualise real situations. They also encourage open communication and build trust among team members. Using stories makes safety feel more relevant and helps everyone stay committed to creating a safety culture.

An easy way to structure a compelling safety story is to use the OWL model.

## Outline The Scene



### I remember, heard or saw...

- Tell the most relevant details.
- Start with a statement and key facts: e.g. Where are you? Who is there? When did it happen? What is happening in the status quo?
- Choose words to hook in your listeners.
- Be descriptive.

## What Happened?



### But then...

- Use something significant, big, or hard that happened.
- Tell us what happened, why it happened and the consequences.
- Be clear and stay focused. Keep it relevant, personal, and suspenseful.
- Help the audience imagine the scene to paint the picture in their heads and create an emotional response.

## What Did You Learn?



### And so...

- Share what the experience helped you learn about safety.
- Trigger the audience to reflect through their own personal experiences.
- Promote a more thorough understanding of the issues. e.g. cause-effect, preventive actions that fall under audience members' full control.

## Tips to help you create compelling safety stories

- Use stories that link to the lesson you would like your team to learn. If you want to reinforce the importance of looking after your wellbeing, you could share a story about a time when you neglected yours and the impact it had.
- Make sharing safety stories a part of your daily routine. Start meetings or toolboxes with a story related to the day's work, or share stories in your check-ins with your team.
- Use the OWL template to help you structure your safety stories. You can download it from the Real Learning website