How to Use Creative Non-Fiction Narrative to Improve Engagement, Student Benefits, and Learning Transfer Now!

Jonathan Klane, M.S.Ed., CIH, CSP, CHMM, CET
Bald-headed safety guy for Fulton Schools of Engineering & Risk Innovation Fellow for School for the Future of Innovation in Society Arizona State University

Imagine a tool, useful for articles, communicating, and training ...
... that truly engages people ...

... that can cause oxytocin to be released ...
... and that you already use?

Use creative non-fiction ...
... to tell them a story.

What does the research say?
It engages us ...

... we are biased toward it over info and data ...
... workers tell their own stories ... 

... self-reference plays a role when we’re in it ...
... attentiveness matters ...

... as does immersion ...
... and the emotional \textit{effect} must be \textit{affect} ...

... to release oxytocin ...
... and build trust.

A comparison of learning methods ...
Information-centered approach

Training needs assessments:

- Important
- OSHA mentions them
- Feeds into learning objectives
- Helps with approach and methods
Efficiently forgettable

Creative non-fiction approach
“You want me to teach what to whom?!”

Stories must have or be ... ?
A plot or story arc,

Interesting characters,
and a “what’s at stake”.

With heartfelt appreciation and credit to:
Prof. Lee Gutkind
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“Godfather of creative non-fiction”
Tell me a story ...

BaldSafetyGuy@asu.edu