LIGHTS, CAMERA, COMPLIANCE
How Making a movie changed our culture

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THE CHALLENGE

CLIP
Cameron interacts with store owner.
CLIP
Establishing the conflict. Employees are told about the lawsuit.
THE STAKES

- Litigation History
- New employees lack experience
- Litigation impacts everyone

CLIP
Deposition practice run through. The stakes are raised.
Employees have to know we understand they are human.

There’s more to life than work.

They must the weight.

CLIP
Home invasion. Impact on home life.
CHANGING CULTURE STARTS WITH CHANGING BEHAVIOR

CARROT
STICK
STORY

When a story can touch the base level of our identity, it becomes more than just a story. It becomes an idea we must wrestle with.
“Because a well-told story wraps its telling around emotionally charged values, it’s meaning becomes marked in our memory. These become matrices for future actions.”

- Robert McKee, Storynomics

“…give us practice in dealing with the big dilemmas of human life.”

- Jonathan Gottschall, The Storytelling Animal
Statistics and Story on opposite sides of same continuum.

Once personal relevance is apparent, generalized information can be used to promote a more thorough understanding of the issues.

- Mitch Ricketts, Ph.D., Northeastern State University

“Memories are encoded most strongly when we are paying attention. When we’re deeply engaged and when information is meaningful to us.”

Catharine Young - TED Talk

CLIP
Cameron shares struggles with her dad.
NEUROSCIENCE OF STORY

SENSORY CORTEX
FMRI machines have shown the brain on story doesn’t look like a spectator, it looks more like a participant in the action.

MIRROR NEURONS
Observing an action activates the same part of the brain that lights up when physically experiencing the action.

THEORY OF MIND
The imaginary world serves as a proving ground for vital social skills, becoming a “flight simulator” for real life situations.

NEUROCHEMICAL EFFECT
Stories change our behaviors by actually changing our brain chemistry. By activating neurochemicals, they affect areas of the brain responsible for encoding and recalling memory. The release of OXYTOCIN - the “empathy” chemical - positively influences actions, motivation, and strengthens social bonds.

NARRATIVE TRANSPORT
Properly structured stories focus viewer attention and inextricably tie their emotions to the characters, which leads the viewer to internalize the story’s lessons.
“Neuroscience is proving that even when we think we are making decisions based on ‘logic’, we are often unconsciously being driven by our emotions.

And if emotion rather than logic is really the driving force of so many of our decisions, then stories are the most effective structure to share information, connect people emotionally to a cause and build commitment.

While facts and figures engage a small area of the brain, stories engage multiple brain regions...”

– Gartner
ELEMENTS OF STORY

• MYSTERY
• SUSPENSE
• STAKES
• DESIRE
• DISCOVERY
• UNPREDICTABLE
• COMPLEX CHARACTERS
• CAR CHASE & EXPLOSIONS

IMPACT OF STORY

• HOOK
• TIME DISAPPEARS
• VALUES SHIFT
• EMOTION
• HUMILITY
• EMPATHY

“Don’t give them 4. Give them 2 + 2.”
Andrew Stanton, Pixar

EMPATHY

CLIP
Cameron takes call from her boss.
CONTINUED ENGAGEMENT
Karl Schneider

- Who is the audience
- How we guide them
- Why we still use it
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