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

Presented by
Heather Bell - Sr Manager Transformation
Anita Blue - Sr Specialist - Sales Compliance, Altria
Karl Schneider - Sr Load Specialist - Sales Compliance, Altria
Marc Havener - CEO, Producer, Resonate Pictures
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 bear 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 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
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<th>ELEMENTS OF STORY</th>
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<td>• HUMILITY</td>
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<td>• EMPATHY</td>
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“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