

Figure 1.1

Figure 1.2



Things the rider pays attention to:

Information
Facts
Procedures
Rules
Logical arguments

Things the elephant pays attention to:

Personal experiences
Things you can touch,
taste, feel, etc.
Stories
Emotions



Figure 1.3

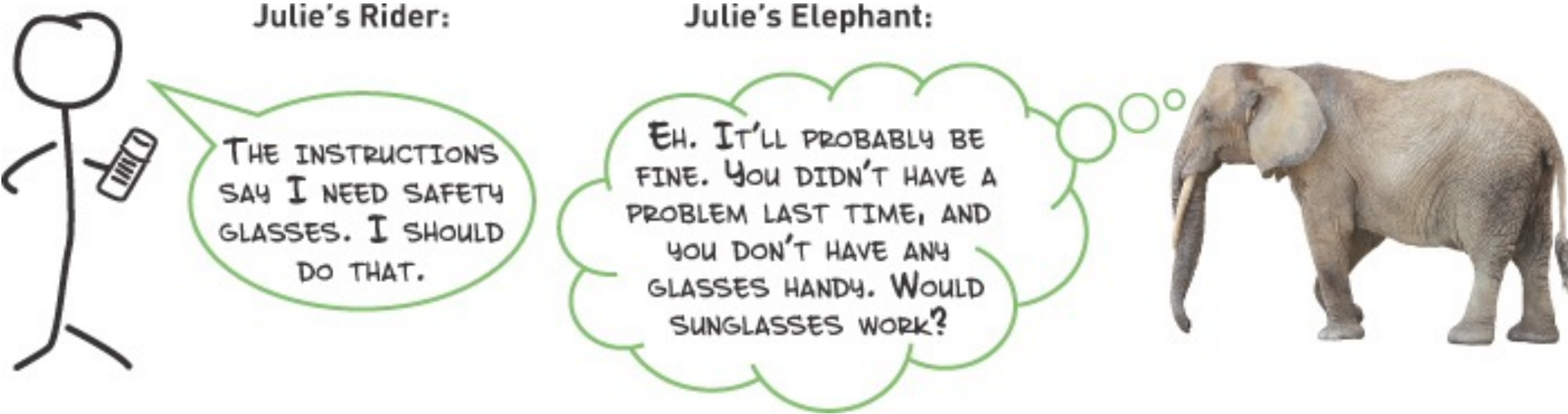


Figure 2.1

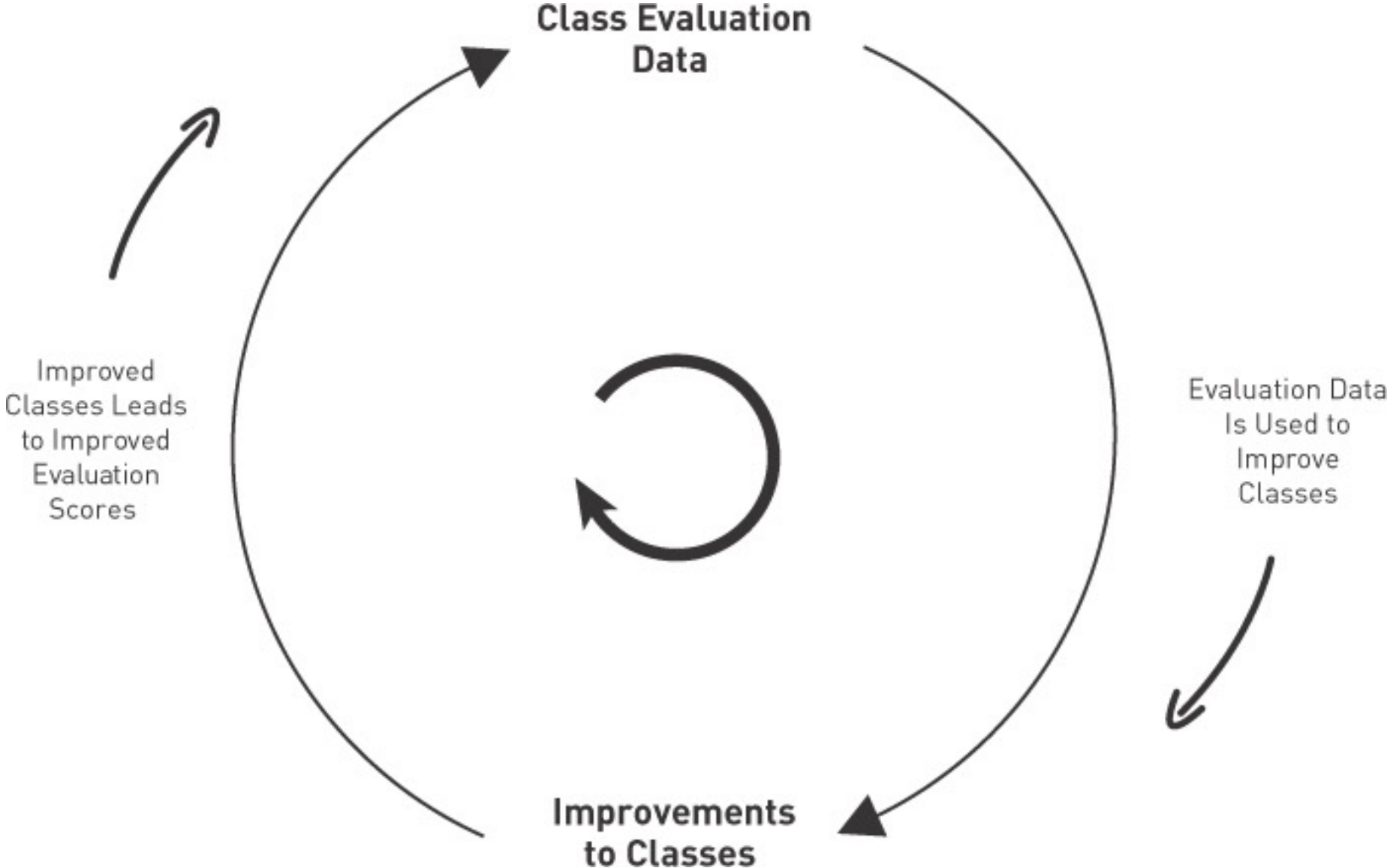


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Figure 3.1



Figure 4.1

Effort

Value



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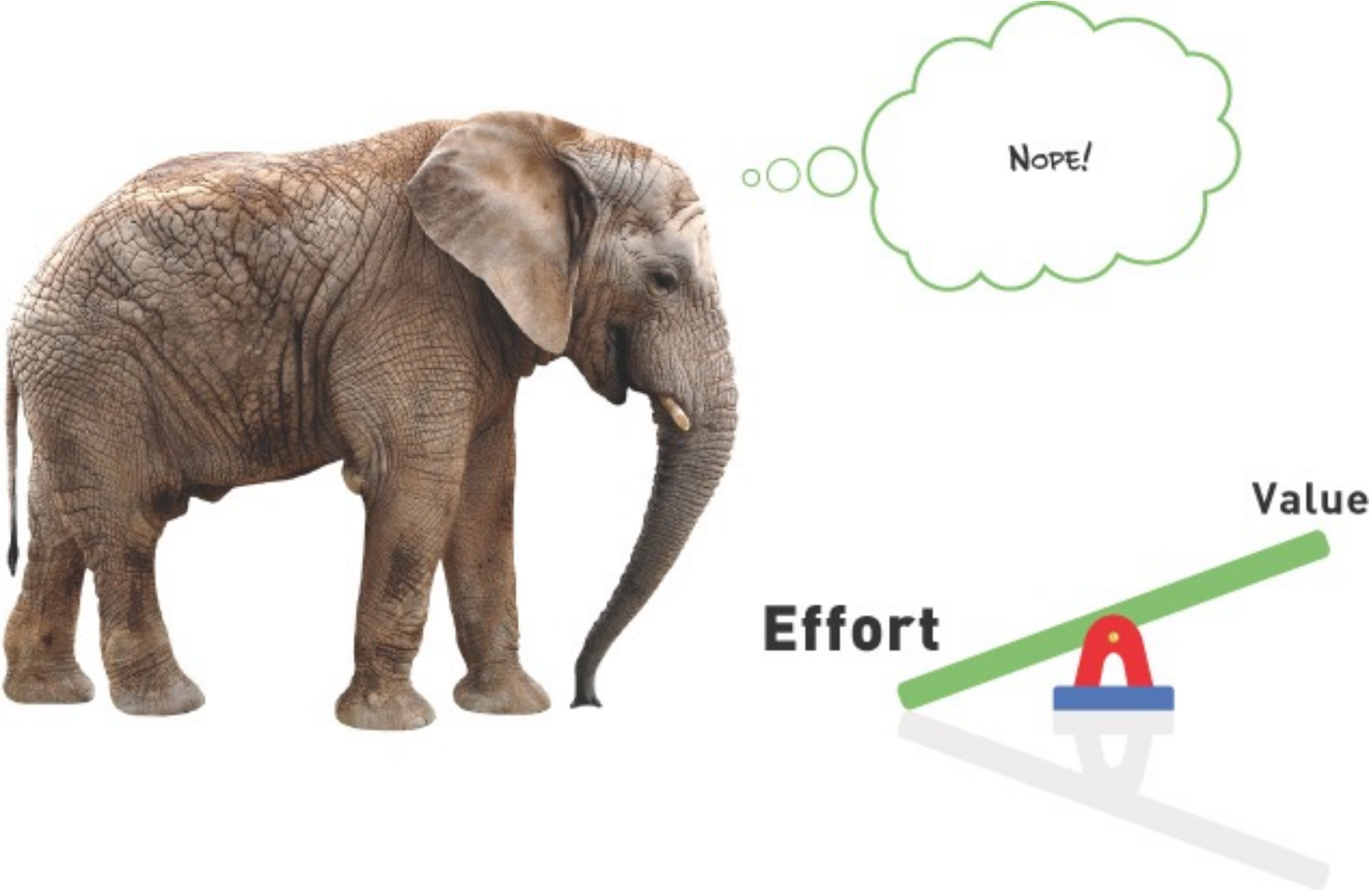


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Figure 4.3

EMAIL

Subject: SYSWORKSHOP 2876B -
Mandatory Performance Evaluation
System Training



THAT MEANS
NOTHING TO ME.

DID YOU HEAR
SOMETHING?
A DING OF SOME KIND?

Figure 4.4

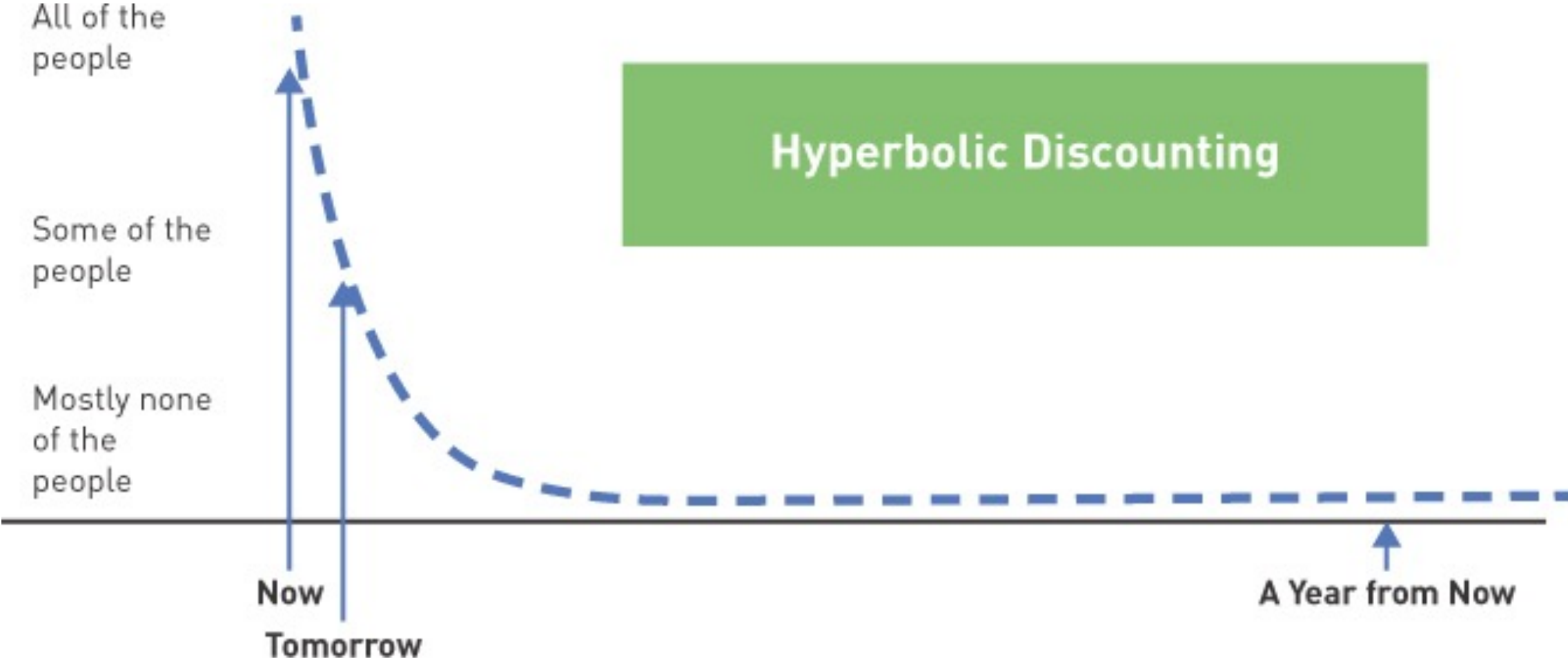


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Figure 4.5

When you quit smoking:



In Minutes
your heart
rate drops

In One Day
Nicotine
levels in the
blood drop
to zero

In Several Days
Carbon
monoxide in
the blood drops
to level of a
non-smoker

In 1-12 Months
Shortness
of breath and
coughing
decrease

In 1-6 Years
Risk of heart
attack drops
sharply and
added risk of
coronary heart
disease drops
by half

In 5-10 Years
Added risk of
cancers of the
mouth and throat,
drops by half and
risk of stroke
decreases

Figure 4.6

PerformStar



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Figure 5.1

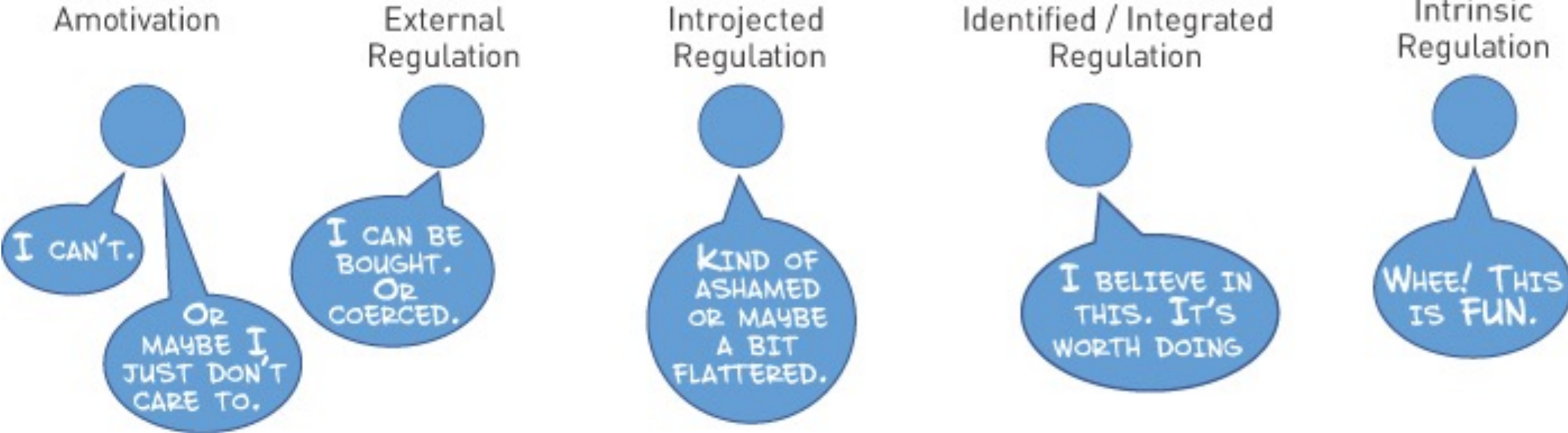


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Figure 5.5

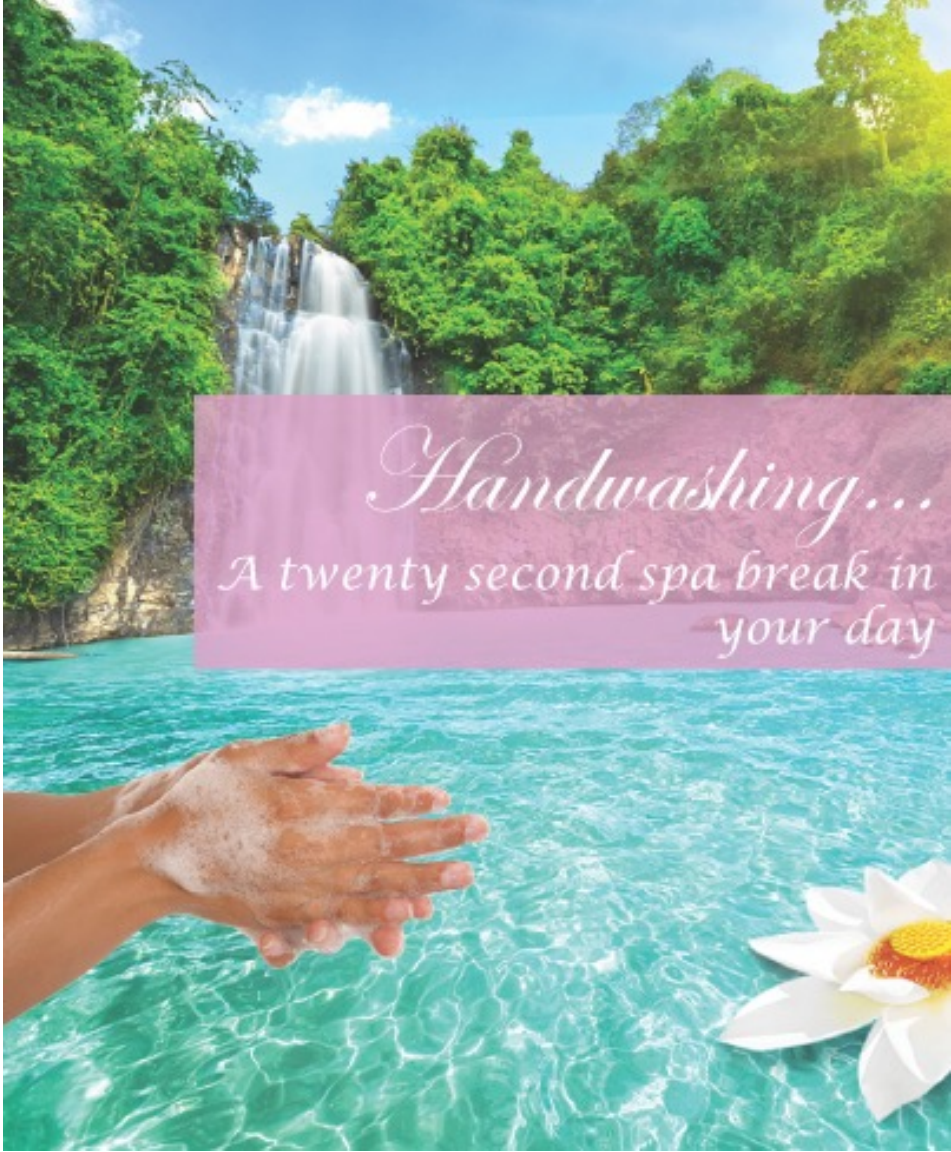


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Figure 5.6



Figure 5.7

Required Protection Measures

- PPE **must** be used and be worn correctly while in contaminated areas.
- **Do not** adjust PPE during patient care.
- If exposed, **move immediately** to the doffing area to remove PPE.



Strengths-based Language

You Can Protect yourself

You can:

- Wear protective PPE while in contaminated areas.
- Be careful to not adjust PPE while you are caring for the patient.
- Use the doffing area to immediately remove PPE if you are exposed.



Controlling Language

Figure 6.1

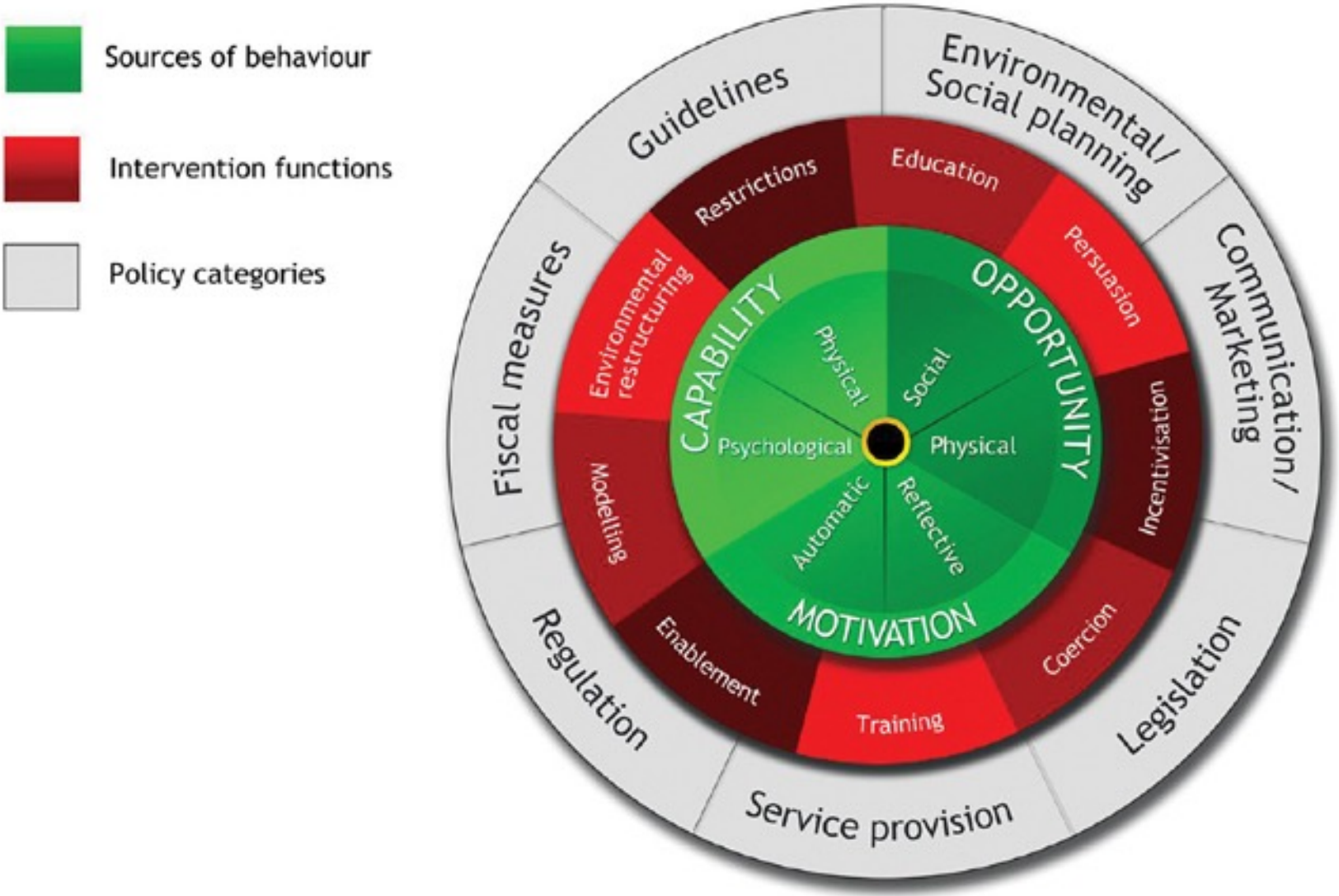


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Figure 6.2

Goal: More innovative cupcake toppers

Potential Behaviors:



Figure 6.3

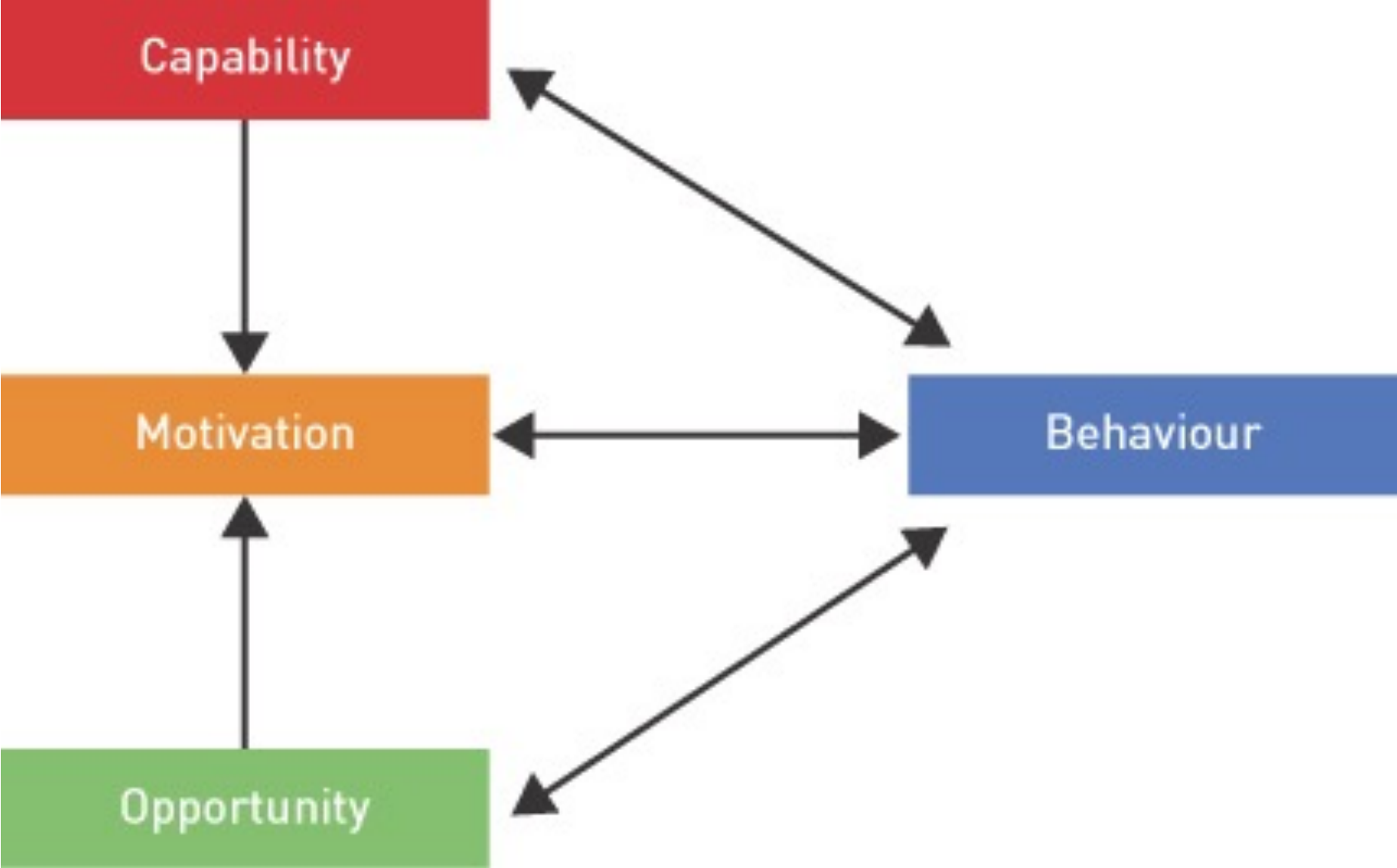


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Figure 7.1



Hand after moving the trash can to retrieve the tuna fish sandwich wrapper that fell behind it.



Same hand after washing in accordance with guidelines for healthcare workers.

Figure 7.1



Figure 9.1



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Figure 10.1

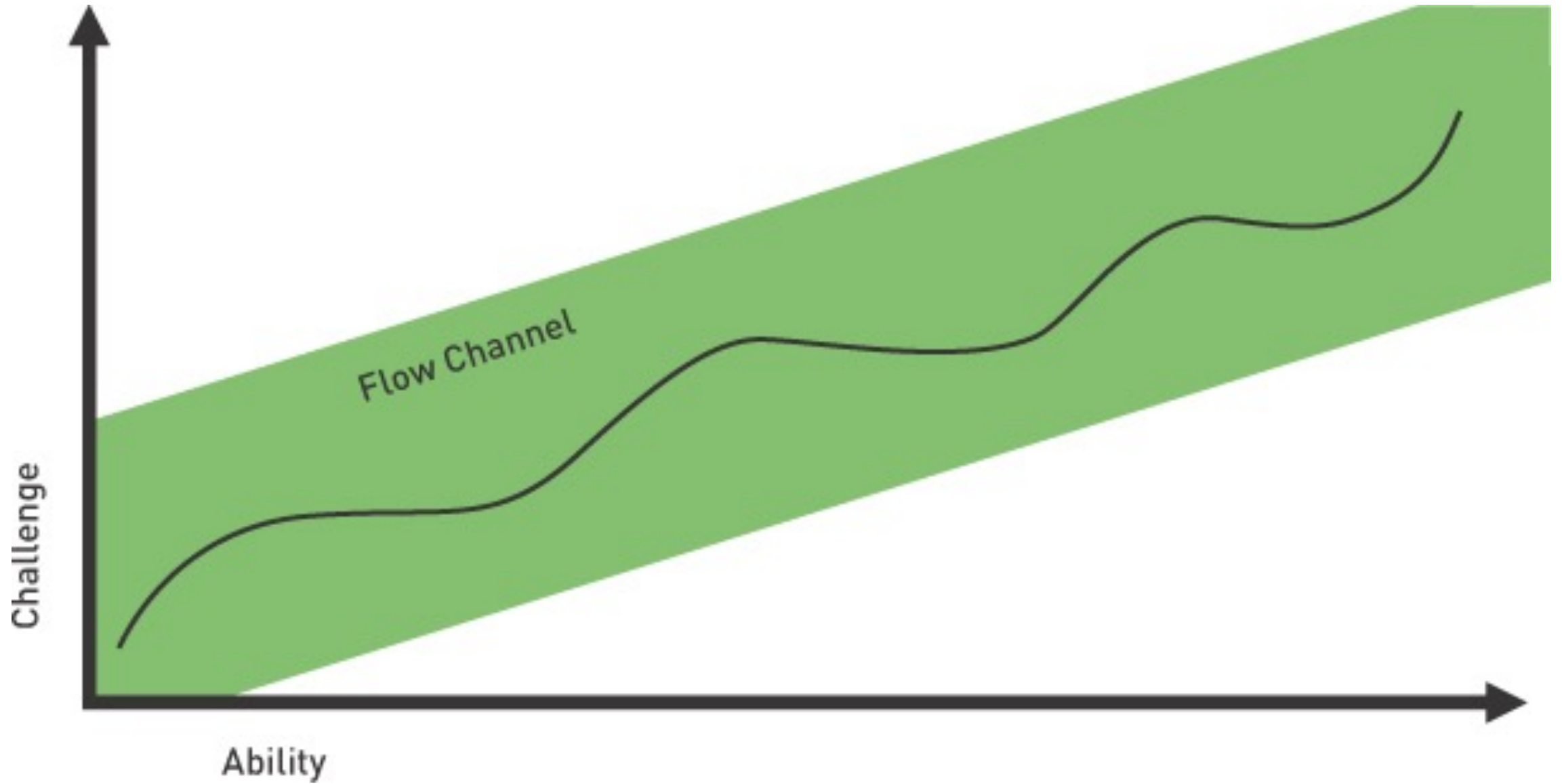


Figure 10.2

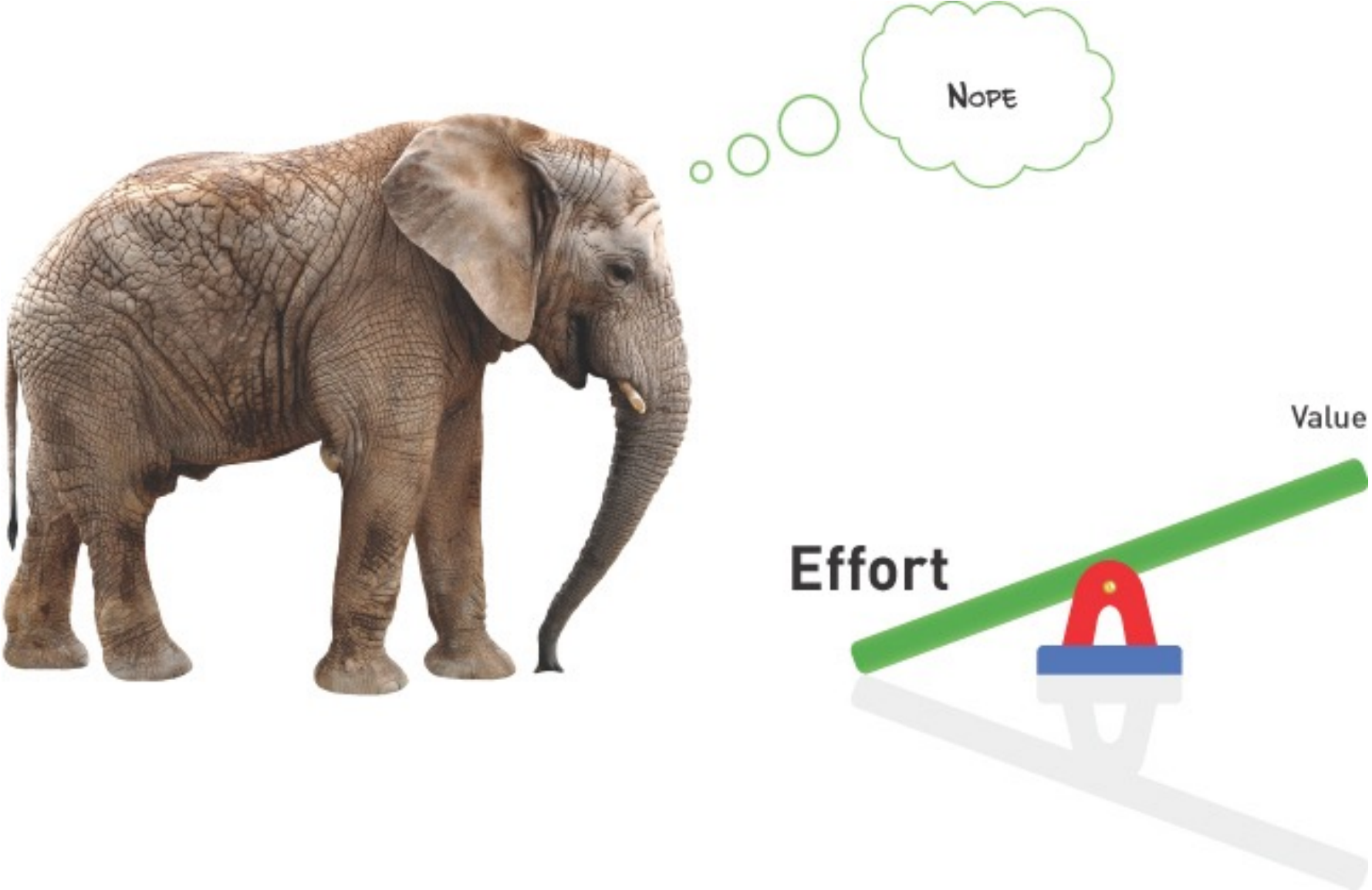


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Figure 10.3

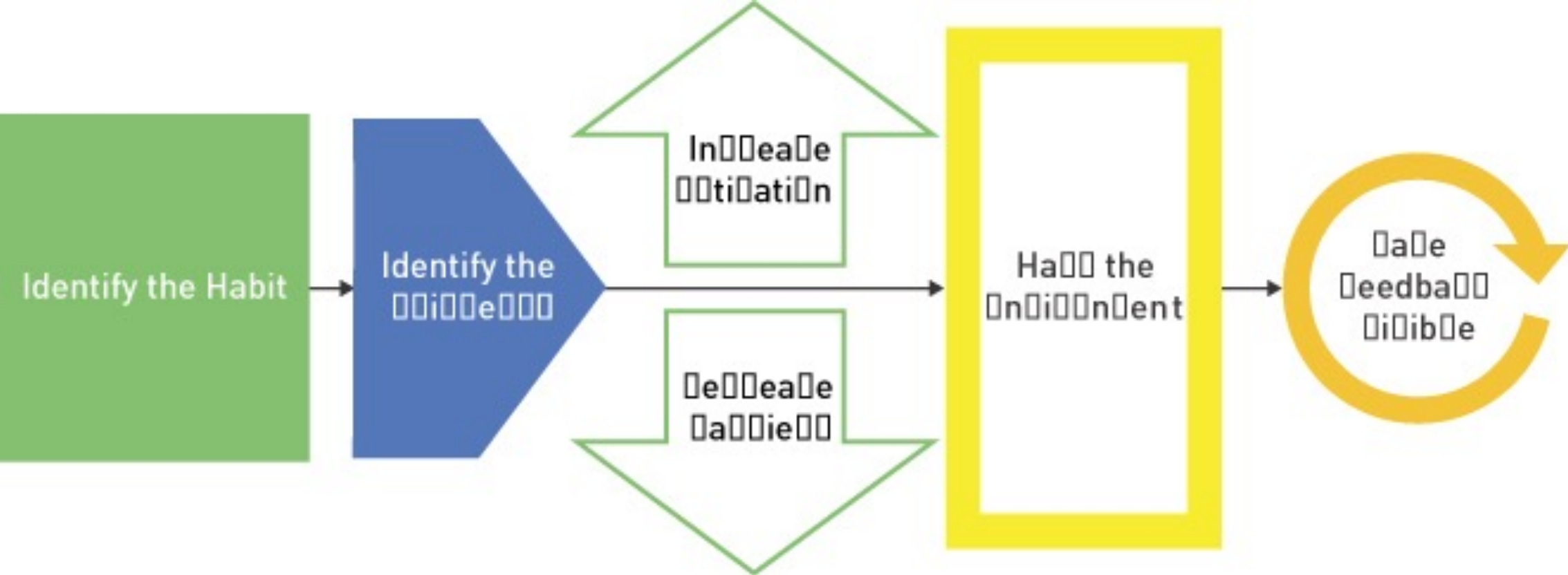


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Figure 11.1



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Figure 13.1



Brainstorm Behaviors

Figure 14.1

**Goal: Improve accessibility
of materials**

Potential Behaviors:

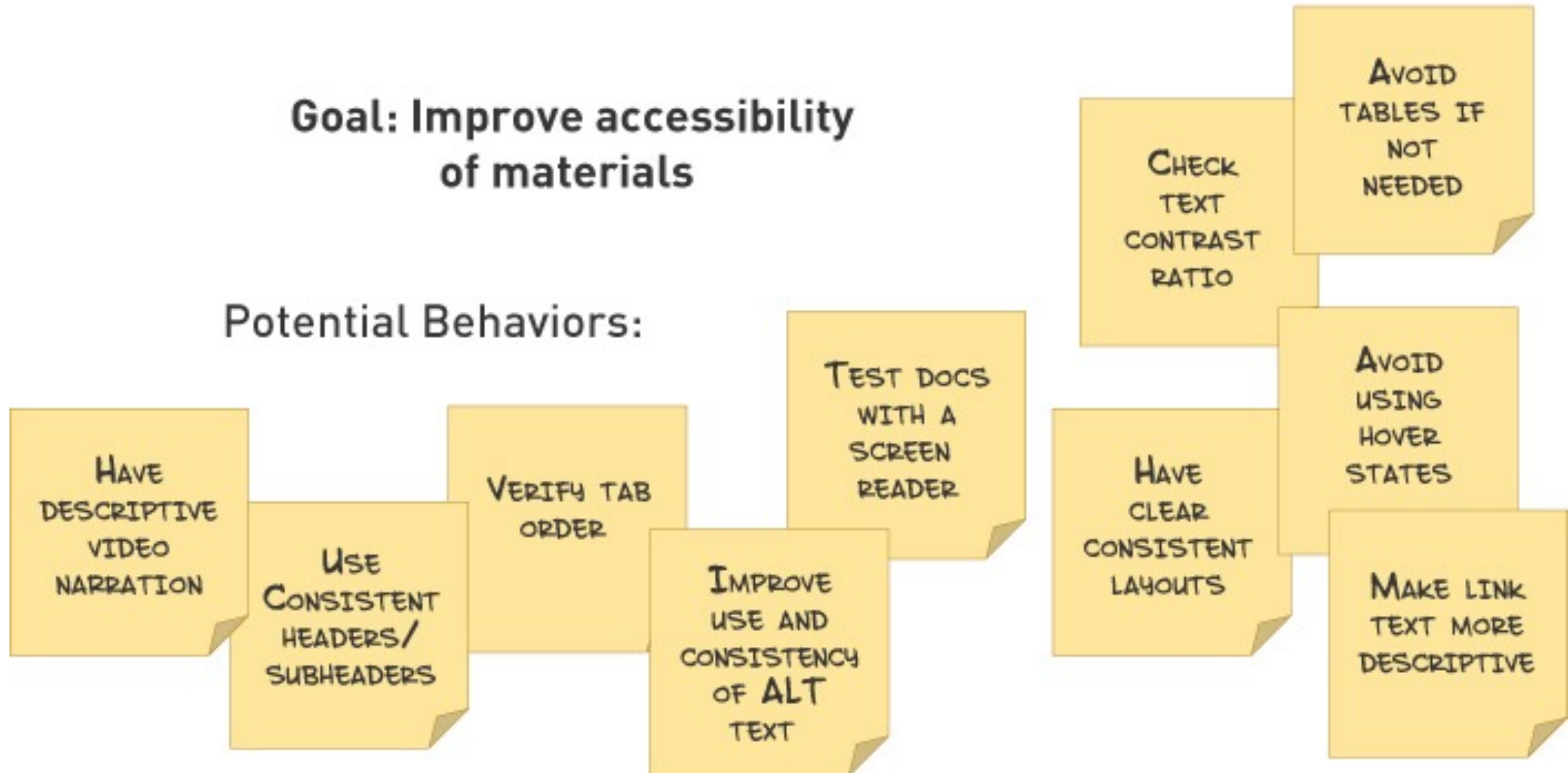


Figure 15.1



Figure 15.2



Good-bye!

