

# HOW DOES AN EHS PROFESSIONAL ENGAGE THEIR AUDIENCE?

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# WHAT IS AN EHS PROFESSIONAL?

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- Environment, Health and Safety
- Educational degree
- Certification
- Experience
- Why enter the field of EHS?



# CHARISMA

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- Speak with a strong vocal power.
- Engage the audience with eye contact.
- Control your posture.
- Gesture with purpose.
- “Burst” with energy at key points.
- Pay attention to pacing.
- Listen to your pitch.



**Exhibit confident posture and stand still.**

# KNOW YOUR AUDIENCE

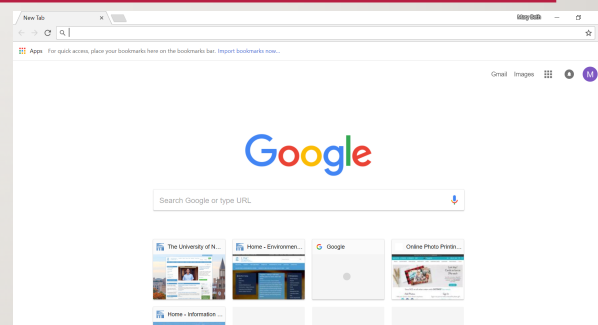
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- Research!
- Ask questions of your host!
- Tailor to your audience!
- Know your organization!

## The Springboard to Your Career

If anything characterizes the career of a chemist, it is change. A chemistry degree is a powerful springboard, which can launch you into a fascinating and rewarding career.

<http://www.chem.unc.edu/undergrad/program.html>



# MESSAGE STRATEGY

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- Purpose
- Importance
- Preview
- Key Points & evidence
- End with a clear call to action





# STORIES

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- Confirm some truths!
- Affirm who we are.
- Connect past, present and future.
- Help us learn!



Good stories have the power to transform  
our perceptions of the world

# STORYTELLING

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- A theme should always running through your story.
- Can you invoke wonder?
- Strive to be good at what you do!



# WHY USE A STORY?

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- Abstract and complex ideas are easier to understand through the lens of a story.
- Helps people to connect and act.
- Creates relationships.

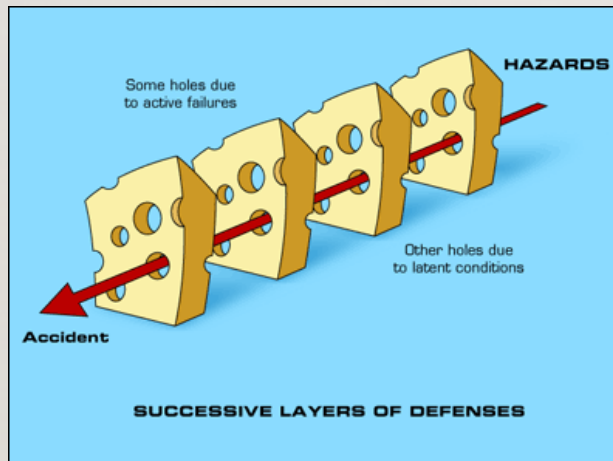




# ACCIDENT CAUSATION

## ■ Reason's Swiss Cheese Model

- Cheese Layer = Safety layers (system defenses) capable of preventing incident
- Holes = Gaps within each system where failure could occur





If failures align then an incident or accident will occur!

# GOAL OF STORY

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- To spark action
- Communicate who you are
- Transmitting values
- Fostering collaboration
- Sharing knowledge
- Leading people into the future

DATA SATISFY THE ANALYTICAL PART OF OUR BRAINS.   
BUT STORIES TOUCH OUR HEARTS. 

## Safe Science – Culture of Safety

A Letter from Chancellor Folt



### Dear Carolina Research Community:

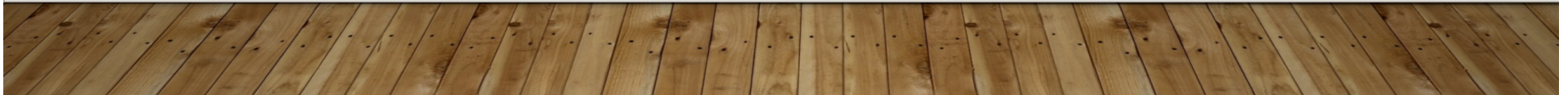
As an environmental biologist and aquatic scientist, my research and teaching has focused on environmental safety as I studied dietary mercury and arsenic toxicity in human and natural ecosystems. I am a first-hand witness to the environmental devastation and toll on human health created by unsafe handling of dangerous substances.

This same environmental damage – particularly to the health of our people – can occur if we overlook the preeminent role safety plays in our daily work as scientists. Developing and maintaining a Culture of Safety is a critical component of scholarly excellence and responsible research as well as an important element of our research and teaching mission.

At Carolina, we have excellent resources that can assist you with the training and education of your research teams. The Department of Environment Health and Safety (EHS) is your safety resource ready to assist during every phase of your work. EHS experts are most effective when brought in as a partner during your planning phase so all members of a team well understand hazards, protective measures and controls.

Thank you for your engagement as we continue to enhance our Culture of Safety at Carolina.

**Carol L. Folt**



# BEST PRACTICES

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- Tell your story in past tense
- Tell your story with natural conviction
- Micro to Macro
- Tabasco Sauce
- Add humor or fun



# THE POWER OF STORYTELLING

01

MRI scans reveal that when we read words like "perfume" and "coffee", our primary olfactory cortex activates.



02

Individuals who frequently read fiction seem to better understand other people and display greater empathy.



03

When someone listens to a character-driven story, their brain immediately floods with oxytocin, a love hormone.



04

Our brain will ignore clichéd words and phrases – a phenomenon that scientists theorize is caused by loss of storytelling power.



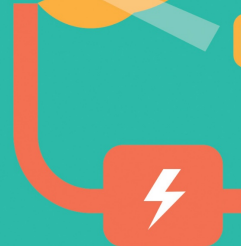
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The "hero's journey" story model is the foundation for half of all Hollywood movies and the majority of the most-watched TED talks.



06

The hormone cortisol is released during the rising arc of the story, prompting a powerful emotional reaction even when the listener knows the story is fiction.



echostories.com



# ANDREW STANTON -AMERICAN FILMMAKER

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- Use what you know and draw from it
  - Capture truths from your experiences.
  - Express values you believe it!
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- Listen to his TED talk
    - [https://www.ted.com/talks/andrew\\_stanton\\_the\\_clues\\_to\\_a\\_great\\_story](https://www.ted.com/talks/andrew_stanton_the_clues_to_a_great_story)

