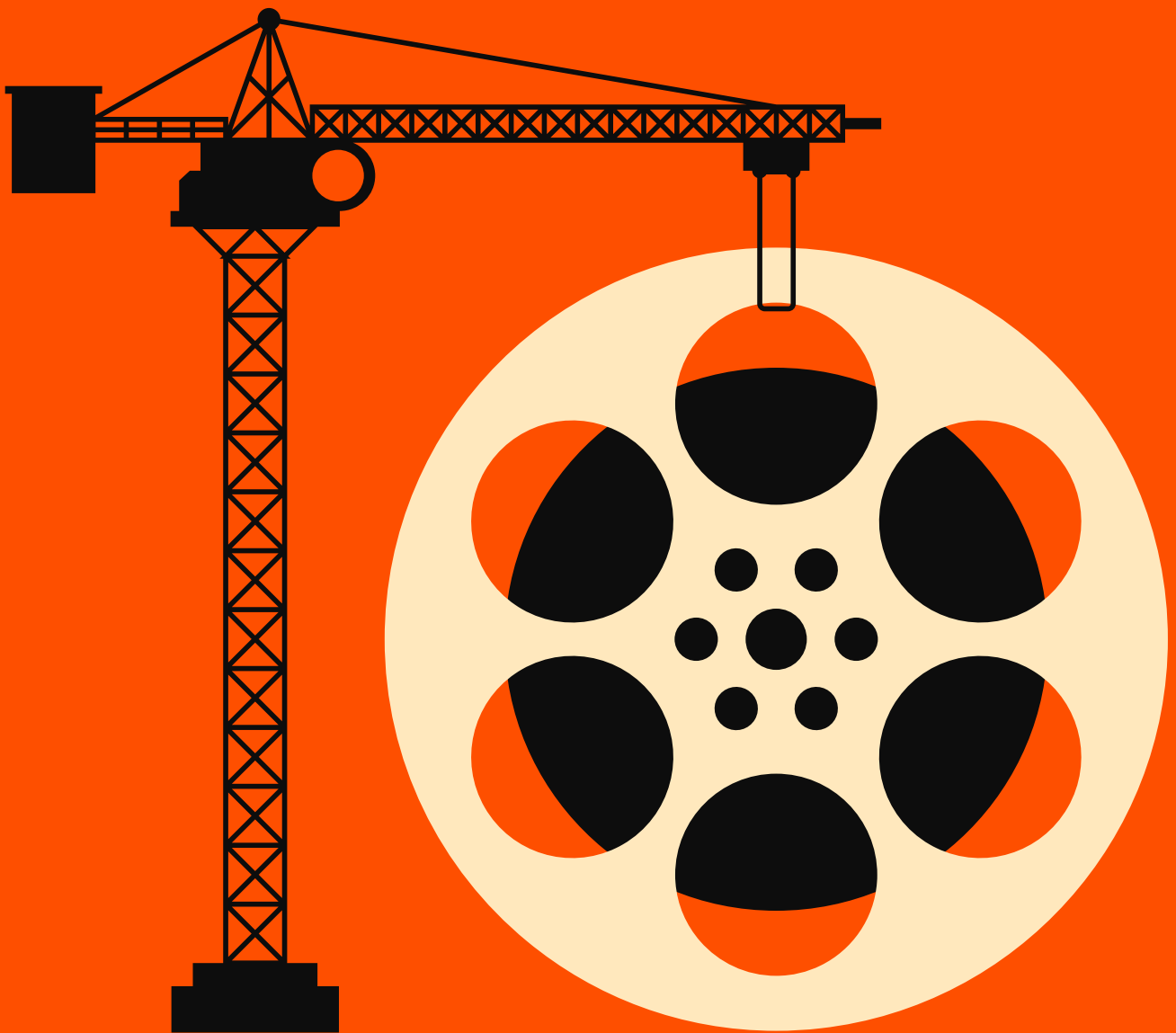


**RESONATE
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PICTURES

HOW TO
**TEACH SAFETY WITH
HOLLYWOOD MOVIE CLIPS**
(PLUS FIVE CLIPS TO GET YOU STARTED)



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How to Teach Safety with Hollywood Movie Clips

(Plus five clips to get you started)

By Bryan Belknap

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WHY YOU NEED TO SHOW MOVIE CLIPS AT WORK

Wait, what?

I know, encouraging your crew to watch movie clips might sound counterproductive. You're already combating their constant urge to check Facebook, Twitter, Instagram and whatever other social media life hack screams for their attention, right?

But hang with us here.

Movie clips can help you communicate your company's safety policies and objectives far more effectively than any meeting, memo, poster or powerpoint slide show.

Need proof? No problem.

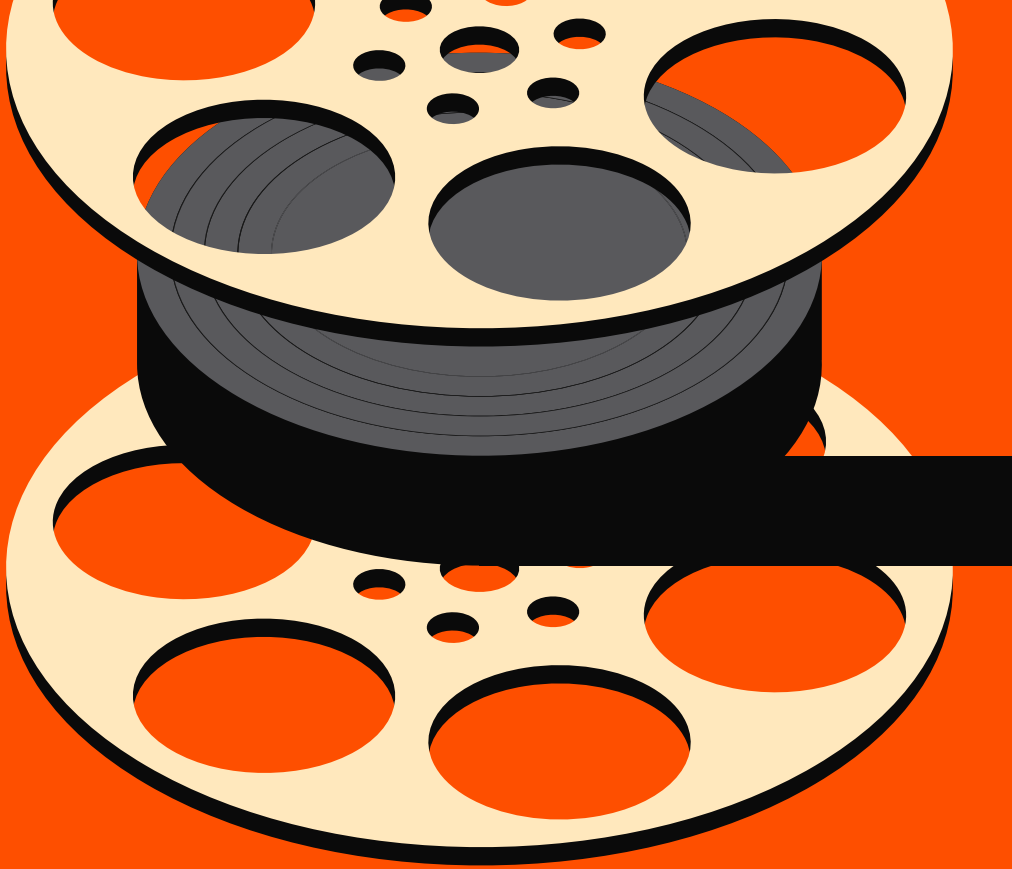
Jot down everything you remember from the last training session or lecture you attended -- doesn't matter the subject. (Probably won't take you too long.) Now sketch out the plot to the last movie or TV show you watched.

So... which list has more detail?

More importantly, which experience did you actually enjoy because it sucked you in? (You can be honest. No human outside the X-Men's telepathic leader Professor Xavier will know your answer.)

Most people learn best by "doing" because it engages the body, intellect and senses.

When hands-on learning is impossible, though, the next best option is learning vicariously by seeing the personal experience of someone they can identify with. For example, it's more impactful to watch someone actually tie their shoe, not read step by step instructions on how to tie a shoe. Scientifically speaking, watching something can kick on a person's mirror neurons, which activate the same part of the brain that lights up when physically experiencing an action. (More on the science of story later.)



That's where movie clips come in. Hollywood spends multi-millions hiring the world's biggest stars and creating the best special effects in bringing to life stories that tap into our emotions and deepest dreams.

You can co-opt all this craftsmanship to help create a healthy culture of safety on your worksites without boring your crew to tears. (The bad kind.)

Think about it -- safety training where your class is engaged, talking and taking the lesson to heart. This isn't some pie in the sky, let me sell you some beach property in Arizona scam either.

It's science.

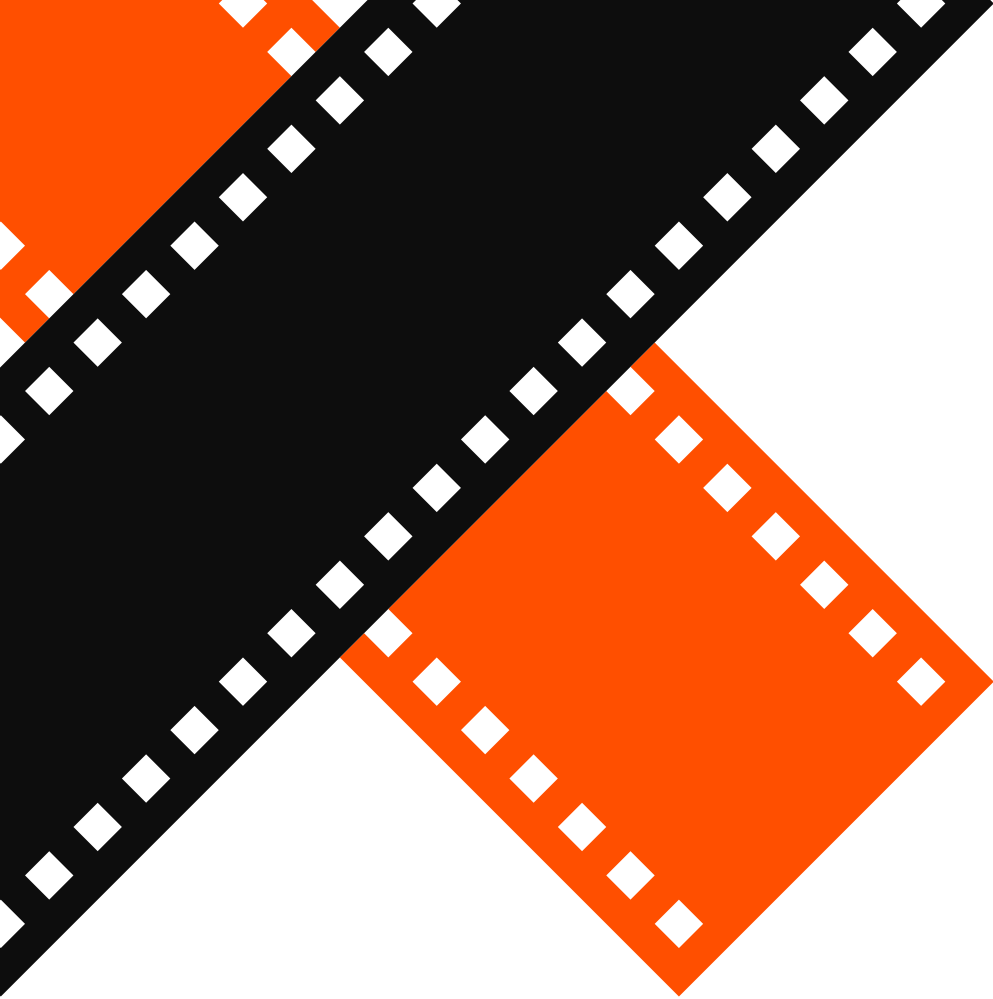
SCIENTIFIC PROOF THAT STORIES WORK

I get it. Movie clips sound like a too-good-to-be-true gimmick for avoiding the hard work of training

But scientific studies continue to support the fact that stories provide the most effective delivery system for deep, sustained learning.

Neuroscientists have discovered that the brain's sensory cortex reacts to stories like a "flight simulator" for real life situations, as if a viewer is actually participating in the action rather than spectating.

Stories also activate the neurochemicals responsible for encoding and recalling memory along with releasing oxytocin - the "empathy" chemical - which positively influences a person's motivation and actions while also strengthening their social bonds.



Gartner, the world's leading information technology research and advisory company, believes in the power of story, proclaiming that "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...that are recalled due to the power of their sensory associations."

I know, I know. Your crew isn't a bunch of touchy feely poets circled up at a tool box talk singing "Kumbaya" and comparing their wounded inner children. Don't confuse being emotional with having emotions. Every human being has emotions even if they choose not to wear them on a proverbial sleeve.

Don't miss the important point that Gartner's research has uncovered:

People may think they make decisions based on facts and their head, but they're really operating under the control of their feelings and heart.

It's absolutely important and necessary for employees to know the rules. But if your safety training is nothing but a list of rules and regulations, it runs the risk of bouncing off the hearts of your employees. No, they aren't hard-headed or rebellious troublemakers.

Stories just happen to be the key that unlocks a person's heart and mind... which influences their actions

Kendall Haven writes about this extensively in his seminal book "Story Proof: The Science Behind the Startling Power of Story" which lays out his compelling case for why our brains are hardwired to respond to storytelling.

Mitch Ricketts, Ph.D., CSP, assistant professor of safety management at Northeastern State University, wrote in Professional Safety (May 2015) that “People argue less with story-based messages, in part because stories comprise a more subtle form of persuasion and also because it is hard to argue against an event that has already happened (or a plausible incident that could happen).”

That’s what it’s all about, right? Persuading the hearts and minds of your team to follow safety guidelines that have been put into place for their own protection (as well as the benefit of the company).

So if your boss bursts into your office demanding why you showed your crew a clip from a Lethal Weapon movie, you can simply quote Ron Burgundy when you reply:

“It’s science.”

Of course, it’s more than that. Movie clips get the point across and help your crew make safe decisions internally while also giving them a common vicarious experience and shorthand language. That’s all nice, but the best reason for using movie clips in your safety training is people flat out love them.

FIVE WAYS MOVIE CLIPS IMPROVE TRAINING

How many times have your eyes drifted to the restaurant television playing some astounding action sequence? Or you're suddenly paralyzed after a casual flip through the channels yields one of those must-watch-at-all-costs classics? (I'm powerless against a Sean Connery era Bond film. My wife's kryptonite is "Pretty Woman.")

The only rational explanation for why people fork over \$50+ (when you factor in popcorn and a babysitter) to sit in a dark room with a bunch of strangers is that people flat out love movies.

Need more proof? We typically arrange the largest room in our home around TV sets so we can comfortably watch our favorite "stories." In fact, we now binge no matter where we are on our mobile screens, unable to wait until we get home. (That cartoon "WALL-E" looks more like a prophecy every day.)

Never wanting to be apart even for a second? If that isn't love, I don't know what is.

I want to help you use this national addiction to your advantage.



Movie clips will turn your surly crew -- the one that has reverted into eye-rolling teenagers when forced to sit through a lecture -- into alert, emotionally and intellectually engaged employees.

Better yet, they'll enjoy learning about safety!

The people you train will be intrigued by a scene or completely blindsided by an emotion that engages their brain and heart. Expecting boredom from yet another memo (that they probably delete without reading), they'll be captured, an audience with undivided attention that willingly follows your lead.

Movie clips will achieve five things.

1

Create unforgettable teachable moments.

Instead of giving your crew forgettable instructions on the proper placement of ladders, they'll be shocked and thrilled by the scene you shared of a star like Tom Hanks learning the hard (and painful) way what happens when you set up a ladder incorrectly.

2

Place safety concepts in tangible situations.

Some people just don't get it until they see it in action. For instance, you'd think they'd understand "don't put combustible materials near open flames," but they might be thinking, "well, how "near" is near?" or even "what's the worst that can happen?" When they see that movie clip with the explosion that demolishes half a building, they'll get the picture in Hi Def.

3

Create a common language among employees.

I'm not talking the English language, here, but a cultural language. You see, back in the dinosaur days, we shared a common pop cultural language because there were only three channels with new TV shows each night. If you said, "What you talkin' about, Willis?" or "yada yada yada" or threatened to call in the A-Team to solve a problem, everybody knew what you were talking about.

Nowadays, about the only thing you can be fairly confident that people will know is A) who won the Super Bowl and B) who died on The Walking Dead.

By showing your team the same movie clips, they will begin to create a shared language, a shorthand for safety behavior that references the clips they've seen, having them hum "Everything Is Awesome" to each other, or warn someone not to pull a Murtaugh with that nail gun.

4

Provide a vicarious learning opportunity.

Those are just fancy words for “people can learn by watching someone else.” This is especially crucial because it means people can learn to avoid the bad/incorrect behavior they witness by another person and make the safe move when they personally face a similar real life choice.

5

Create mental markers.

Whatever lesson you teach with a movie clip will live on beyond your classroom. If your students ever see that clip again, your lesson will pop back into their minds, reinforcing your point. Sprinkling in movie clips helps move your training outside the classroom and into employees’ everyday lives.

Eventually, they won’t be able to watch TV without spotting all the safety moments in their favorite shows.

WHY MOVIE CLIPS WON'T GET YOU SUED

Great debate swirls around what constitutes “fair use” of a copyrighted work in public. Movie studios say you can NEVER show even a second of their movies without forking over some cash. The courts (and law) says, “Hold up there, bucko. People can show clips in certain situations free of charge.”

Which leaves you stuck in the middle, wanting to save your company money without getting sued.

That leaves you three potential routes for using movie clips in your training.



1

The Easy Route

Only use scenes you find on [MovieClips.com](https://www.movieclips.com). This site has studio sanctioned movie clips that they encourage you to, and I quote, “Find, watch and share your little heart out...” You can screen or send anything on this site to your employees free of charge or mortal fear of a lawsuit.

2

The Safe Route

The best way to ensure compliance is to purchase an Umbrella License from the Motion Picture Licensing Corporation ([mplc.org](https://www.mplc.org)). This license grants you the legal right to screen, stream or send clips and entire movies within your company. The only hitch? It ain’t cheap and feels like overkill if you’re only showing a couple clips each year.

(NOTE: We’ve found it very difficult to find pricing, get a quote or even pay this organization despite repeated phone calls... which is baffling since church pricing is cheap and clear at [us.cvli.com](https://www.uscvli.com).)

The Risky Route

Court precedent says you're more than likely safe when using clips to teach safety since:

- a. it is "transformative" because you are turning a scene into an educational moment not intended by the original author.
- b. you are only using a small piece of the whole (the main reason we recommend clips under 3 minutes).
- c. it is educational/instructional in purpose and not intended to make a profit.
- d. it does not damage the market value of the original work. (You could argue it actually increases the market value by promoting a movie.)

Ultimately, this is not legal advice, so consult your attorney for clarification.

For more details, check out what [YouTube](#) has to say about Fair Use.

HOW TO SET UP MOVIE CLIPS FOR SUCCESS

We've saved you the hassle of digging around for your Blockbuster Video card (SPOILER ALERT! Blockbuster is gone.) by including the best construction-centric movie clips available for viewing and sharing on the internet. (You're welcome.)

Two things to consider before unleashing these teachable cinematic moments on your unsuspecting crew members.

1

Provide some context.

Whether you send these clips out via email, show them on a tablet to an individual or screen them in a meeting, you'll want to provide some context. Dropping a movie clip in someone's lap without any explanation will at best surprise them and at worst leave them utterly confused... and completely missing your point.

Context is easy to establish. Simply alert your class that they'll be watching a clip that illustrates your topic up front. No, you won't be spoiling anything by declaring the topic. Providing this little mental hook will ensure their minds are focused in the right direction and not chasing a rabbit down the wrong hole or stuck trying to guess what you're communicating.

If you send the clip via email (as in, you won't be there in person to provide context), you'll need to copy and paste the company policy outlining proper behavior into the same email so it's crystal clear. (You don't want anyone thinking you want them to pull a James Bond and free run through your worksite.)

2

Allow them to share some stories.

If you show clips in a group setting, you can maximize the memorability by allowing participants to share true stories on the topic from either their own lives, incidents they've witnessed, or something that has happened to a friend or colleague.

In that same May 2015 issue of Professional Safety, Mitch Ricketts, said, "...a growing understanding that people tend to change their safety-related behavior after hearing compelling stories about others who have suffered injuries and illnesses. Indeed, safety stories seem to have a remarkable power to convey the personal relevance of this information."

That's it! Now you're ready to increase your worksite safety with movie clips.

These real world safety stories will drive home your point with the longest lasting force.

FIVE CONSTRUCTION SITE MOVIE CLIPS

You don't have to show movie clips set exclusively on construction sites. Any clip that gets your team working more safely is perfect. (Besides, on a practical level, not that many scenes directly involve construction.)

That said, it never hurts to start your grand movie clip experiment with some scenes that DO take place on construction sites. This will help your crew make easy connections between what they're seeing and the safety nuggets you'll be talking about once they end.

That's why we've compiled some great film clips that take place on construction sites. (Every week, we post a new movie clip that can be used in training for business on ResonatePictures.com or by signing up for **Movie Clip Monday**, so check it out.)

Don't forget to preview all clips before screening!

Every worksite is different, so make sure the action and values of each scene aligns with your company's culture.

One last thing!

As you share movie clips with your team, you should begin noticing new "compliance" scenes in your entertainment viewing. If you discover something that really works with your employees, please let me know! I'd love to spread the word about your find. Email your favorites to: bryan@resonatepictures.com

UNSAFE BEHAVIOR: CASINO ROYALE

Obviously, your employees won't be chasing after terrorists. And while I doubt they see co-workers jumping between cranes or intentionally destroying property, they have definitely witnessed co-workers taking safety risks by cutting corners.

Use this adrenaline pumping scene from an active construction site as an unforgettable way to start a conversation about common unsafe behavior. Don't use this opportunity to shame or browbeat your team into submission, but rather challenge them to dig deep and get behind the root desires and causes people have for cutting corners so they can uncover the deeper need for safety

QUESTIONS

What unsafe behavior did you see in this clip?

What are some real world examples of unsafe, corner cutting that you have seen on the worksite?

What might motivate someone to take these risks?

What possible consequences come with those risks?

What practical things can we do to make our worksite more safe?

LADDER SAFETY: THE MONEY PIT

Proper ladder safety might be the most difficult to enforce on site since people feel so comfortable using them. But that familiarity often breeds risky behavior, from improperly carrying loads on them to repositioning by literally hopping and walking ladders across sites.

Use this simple scene of men dragging a mattress up a ladder while Shelley Long pretends to hold it steady. While the clip itself doesn't run deep, it should ignite a discussion about ladder safety.

NOTE: For our purposes, the lesson ends at :30, when Shelley Long says, "I wasn't really holding it anyway."

SIDE NOTE: You can also use this scene to address sexual harassment issues if you wish to play the entire clip, since a contractor makes overt advances on Shelley Long.

QUESTIONS

What time-saving or even dangerous behavior have you seen on ladders?

Why do people feel "brave" on ladders?

Do you think time-saving ladder "tricks" are worth potential injury? Explain.

What are the proper procedures for using ladders on this site?

TEAMWORK: THE LEGO MOVIE

Crews often overlook the importance of teamwork in keeping a worksite safe. From following instructions to clearly communicating what you're doing and what you need, a worksite is a unified organism (not loners working solo) where everyone relies upon one another to get the job done correctly and safely.

While this scene is an obviously light-hearted and idealized version of modern construction sites, it can get your crew talking about ways they can become a more conscientious team and how that camaraderie might increase worksite safety so everyone gets home safe. (At the very least, it should put a smile on even your gruffest crew member's face.)

WARNING! This scene includes the song "Everything Is Awesome." Be prepared to have it stuck in your head all day.

NOTE: For our purposes, the lesson begins at 3:08, after Emmet buys overpriced coffee and enters the construction site.

QUESTIONS

How can good teamwork increase safety on a worksite?

What specific examples of teamwork did you notice in the scene?

What are some hurdles we have to working as a unified team?

What are some practical ways we could improve our teamwork that would also improve safety?

FALL PROTECTION: THE HAPPENING

This shocking PG-13 scene is potentially disturbing for construction workers because of the grim possibility it depicts. That said, there is nothing more sobering you can show a group of men and women that you want to convince of the dire importance of fall safety.

“The Happening” is a supernatural thriller where a mass of people inexplicably start committing suicide together. This scene, on a construction site, shows the horrific reaction of a crew finding the broken body of a co-worker who fell from the top of their structure.

NOTE: For our purposes, the lesson ends at :50 after the man says, “Give him some room.” You may show more falls if you think it will benefit your team.

QUESTIONS

Has anyone been on a site when someone fell or know someone who has fallen? (Allow them to share stories.)

What reasons might someone have for cutting corners when using fall protection?

What is the proper fall protection procedure on this site?

Is there anything that could prevent you from speaking up when you see someone failing to follow the fall protection procedure?

POWER TOOL SAFETY: LETHAL WEAPON 2

I know, you don't have workers shooting each other with nail guns, but this clip will definitely have them thinking twice about the when, where and how of using these powerful tools.

This over-the-top action sequence from the '80s action classic "Lethal Weapon 2" provides the perfect attention-grabber for you to lay out the proper safety procedures for using nail guns on your worksite, as well as other power tools.

NOTE: For our purposes, the lesson starts at :30, when Murtaugh is knocked into the construction site.

QUESTIONS

How have you seen a nail gun or other power tool used incorrectly?

What common mistakes have you seen or heard of people making with power tools?

What power tools do you commonly use?

What are the proper safety procedures for those tools?

How can you use power tools more safely in the future?

Bonus Clip!

COVERING OPENINGS: COVERED

Keeping openings, especially in the floor, covered is of paramount importance on a worksite. Issues of speed, convenience and simple distraction, however, can easily create moments where openings remain... open and potentially dangerous. Even life-threatening.

This scene from "Covered," written and produced by Resonate Pictures, shows the dramatic real world consequences of leaving openings uncovered. Showing this clip to your team will definitely keep this basic safety issue front and center in their minds.

QUESTIONS

What frustrations did you see in this clip that you can relate to?

What reasons might convince someone to leave an opening uncovered?

What types of openings need to be covered? Why?

When is it appropriate to leave openings uncovered?

We hope you found this eBook a helpful resource for communicating safety to your team. Every week, we post a new movie clip that can be used in training for business on ResonatePictures.com or by signing up for **Movie Clip Monday**. Also, if you find any great construction movie clips, please email us or post them to the **Resonate Pictures Facebook page** so we can spread the word (and give you props).

We create story-based videos for business and would love to help turn your company's stories into films that capture

attention and transforms behavior. Watch how we increased safety at JE Dunn Construction with "**COVERED**".

Help us improve by emailing hello@resonatepictures.com with any suggestions or questions. Remember, we aren't lawyers, so consult your attorney about using movie clips in your company.

Section one of this ebook is the intellectual property of Resonate Pictures and cannot be used outside your personal development without our written consent.

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Author, speaker and filmmaker Bryan Belknap worked 15 years in Hollywood before helping craft successful viral campaigns for Subway, M&M's and NRG Energy. He has written, produced and/or directed 100+ videos for businesses (some award-winning) and teaches how to use storytelling principles in business training around the world. He loves his wife, son and all things Texas.

RESONATE PICTURES

Resonate Pictures launched in 2007 when international consulting company BearingPoint asked founder and filmmaker Marc Havener to develop sitcom-style ethics and compliance training (read about it in Fast Company). Since then, Resonate Pictures has helped guide employees by translating corporate training into story-driven videos covering multiple topics and genres: legal drama, faux documentary, animated comedies, etc. Resonate uses lessons learned while working in Hollywood to help clients move beyond training videos that simply check a box to uncover human moments that capture hearts and minds in order to inspire and change behavior.

Working with clients like JE Dunn, Altria, Anheuser-Busch, Lionsgate, M&M's, Subway, NRG Energy and SONY, Resonate has produced work that has won numerous industry and film festival awards. Our close network of creatives we tap for projects have played integral creative roles in film and television for HBO, Showtime, Disney, Netflix, CBS, Sony and FOX.

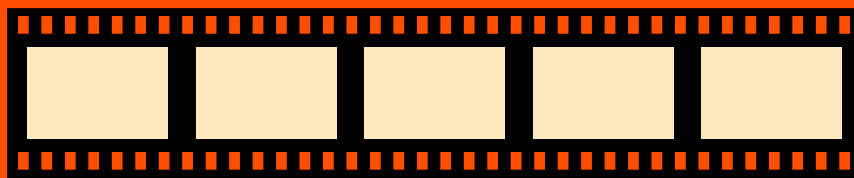


MOVE YOUR TRAINING FROM THEIR HEAD AND INTO THEIR HEARTS

Hollywood spends billions bringing stories to life that tap into our emotions and deepest dreams. Stories that you can use to teach safety.

Think about it – training where your class is engaged, talking and taking the lesson to heart.

It's imperative for employees to know the rules. But you're missing out if your training doesn't also tap into the power of story. Scientific studies have discovered that stories provide the most effective delivery system for deep, sustained learning.



"...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...that are recalled due to the power of their sensory associations." CEB Global

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