



Climate &
Renewables

Induction
Communication through
Emotional Engagement

Wednesday, 27 January 2010

Why we do an induction?

- To convey standards
- To explain rules/legal requirements
- Provided vital information
- To start and generate the culture we require on our sites
- Do we miss an opportunity?



Can we improve behaviour through Emotional Engagement?

- Can we make people think?
- Connect poor behaviour with consequences
- Effect outside the working environment
- The importance of family
- The things we hold dear to us

Stevens Croft Biomass Plant Induction film

‘Wouldn’t miss it for the world’

- Takes you on an emotional journey
- A story of right and wrong behaviour
- Also covers some basic Induction requirements
- How even the most conscientious person makes a poor decision
- Shows how important personal leadership can be
- Finishing with the worst consequence imaginable!











Does it work?

- Feedback suggests it does effect the people who watch it
 - We get to know the characters
 - We recognise things from our own lives
 - There is a connection
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- In our industry we need people to take on personal responsibility at remote sites and when working in small teams.
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- Would an emotional vehicle like this work for the wind industry?

