

Leader safety storytelling: a qualitative analysis of the attributes of effective safety storytelling and its outcomes.

September 11, 2024

Benetti PJ, Kanse L, Fruhen LS, et al. Leader safety storytelling: a qualitative analysis of the attributes of effective safety storytelling and its outcomes. Safety Sci. 2024;178:106618.

doi:10.1016/j.ssci.2024.106618.

<https://psnet.ahrq.gov/issue/leader-safety-storytelling-qualitative-analysis-attributes-effective-safety-storytelling-and>

[Storytelling](#) is an effective way to engage workers in safety strategies. In this study, leaders and workers in safety-critical industries describe what effective storytelling looks and sounds like. Six story attributes (e.g., relatability, factuality) and three presentation styles (e.g., delivery style) were identified. Addressing each attribute in their safety storytelling, [leaders](#) may more effectively engage workers in maintaining and improving safety.