COMUNICATION
AND BRANDING

DuPont’s new approach to using feelings and emotions to sell safety

DuPont Sustainable Solutions
BEHAVIORAL CHANGE: IT’S ALL ABOUT THE HEART

We know that rules and regulations along with policies and procedures are not only important but they are essential for running an efficient, productive, and safe organization. However, research shows that alone they are not enough to transform safety cultures.

We need to give the workforce a reason to use these rules and regulations and follow the policies and procedures. DuPont Sustainable Solutions is now helping clients communicate by design.

Advertisers have long known that emotions play a huge role in influencing people’s decisions and behaviors. And the last 25 years of neuroscience research has shown that emotions are intimately tied to and interact in complex ways with thought- and decision-making processes; and that ultimately, to change people’s behavior you must change how they feel.

When it comes to safety and operational risk, are your leaders communicating with employees in ways that connect with emotions and inspire lasting improvements in behavior?

FROM AFFECTIVE THINKING TO EFFECTIVE ACTION

How can organizations develop this kind of emotive and effective communication? DuPont Sustainable Solutions’ Communication and Branding Service mobilizes the insights of affective psychology to help businesses think “affectively” and develop safety messages that tug at the heart of and resonate with employees.

Working in partnership with our Communication and Branding consultants, organizations can develop memorable multimedia safety communications that cleverly combine DATA, NARRATIVE, and IMAGE to reach the “Impact Zone,” change attitudes, and transform behaviors.
FROM HOLLYWOOD TO YOUR WORKPLACE: MEET OUR BRANDING CONSULTANTS

DuPont's Communication and Branding consulting team boasts years of experience in entertainment, marketing, and advertising. Deploying the tricks of these trades combined with DuPont's safety expertise, they can help organizations design and develop a diverse range of affective and effective safety communications. Many of these campaigns have won awards in the categories of safety, training, and employee communications.

From engaging posters and moving videos to persuasive speeches and catchy tent cards, our team can help organizations increase employee engagement and commitment to safety. These messages will help employees embrace and take ownership of safety and operational excellence, where safety is no longer just about rules and compliance but a way of life entrenched in the organization, a safety culture integrated into how and why organizations do business.
About DuPont Sustainable Solutions

DuPont Sustainable Solutions (DSS) is one of 8 DuPont businesses. Bringing customers the benefits of an integrated global consulting services and process technology enterprise, DSS applies DuPont’s real-world experience, history of innovation, problem-solving success, and strong brands to help organizations transform their workplaces and work cultures to become safer, more operationally efficient and more environmentally sustainable. For more information, visit our website at: www.sustainablesolutions.dupont.com

For more information on DuPont Sustainable Solutions call us at 1-800-532-SAFE (7233)
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