Chris: Hi everyone. I'm Chris, this is Charlie and Mike. It's good to meet all of you... Actually... I can't really say that - I don't know any of you. Let's get to know each other a bit.

First, tell me what you do. Who is involved in compliance program definition? Compliance officers? Who has some responsibility for compliance training? Either creating content, do training or the results. What about my favorite people - those of you doing the duties. EMS Teams. IT personnel. Operations Staff?

Awesome. A room full of interesting people solving tough compliance problems. On behalf of myself, Mike and Charlie, it's nice to meet all of you. This presentation is about compliance training. Final questions: Who has been through a compliance training event? Who enjoyed every minute of it? Did your audience enjoy it?
When we do workshops, we have people do an exercise where they share a feeling about their compliance training in 10 words or less. We get some interesting stuff.

<click><click><click><click>

Now picture in your mind your last compliance training. Remember the stacks of papers, the PowerPoint bullets, the fluorescent lights. Got it?

Now Imagine This. Imagine a training event that people look forward to. Actually, not just look forward to, but pester you on when the next training will happen. Imagine an event where everyone is awake, they fully participate, read and laugh and enjoy themselves. Imagine an event where you get a standing ovation from the trainees at the end. Where people elsewhere in the company who aren't involved in training ask to attend. And finally, imagine a training event where people take their learning to work and it impacts the bottom line.

Are you having trouble imaging this? That's OK. It does sounds a lot like a fiction. But this isn't the fiction in "Applied Fiction". This actually happened several times with several different companies.
Applied Fiction is how we've done this and we're going to give you an overview today of what it is through a case study and the process of how it works.

Before we move on, let's agree on our learning environment?
Before we go on, can we agree to a few things?

That this is a safe environment. I am aware that this is a very diverse audience with trainers, compliance doers, auditors, NERC members, SPP, etc. For any of us to accept a new idea, we have to accept that the way we've been doing things can be improved and that's uncomfortable because it makes us feel like we've been doing things wrong. There's no judgment in this room.

You will be open to new ideas. You will be presented with some things in this presentation that you may think are crazy, and possibly easily dismiss. So if you start to feel uncomfortable hearing something, think to yourself "That's great that I'm uncomfortable! It means I'm learning something new."

That you agree to leave with at least one idea or thought you can take action on. The purpose of this presentation is to equip you with better tools to enter the compliance battle and I want us to agree on the goal.

Are these reasonable, can we all agree to these ground rule?

We (MetaMythic) are here today because we have a passion and interest in getting everyone in this industry compliant, and we know everyone in this room does as well.
However, the challenge is that it is incredibly difficult to do.
And one reason it's so difficult is because it's complicated. Whether you're talking about a completely new compliance program, updates to the standards (CIP v5 anyone?), or integrating new employees into your program, we're talking about changing how people do things. And change is always a difficult prospect for people. <click>

It's complicated, because like this diagram there's a lot of moving parts right? There are a lot of organizational variables that need to be communicated to a variety of employees in order for a program to be successful. <click>

Standards, programs, technical systems, and of course, tying it all together is the most complicated thing of all, called people.

But we do it. We hand out the standards to the employees exactly as they are. Because, y'know it's our job. We put together a model of how things ought to work and we execute against that model. We often get dedicated staff and executive support, sometimes even with measurable goals and metrics. We develop training programs to teach people how important compliance is and what they need to do.
Because it's the people on the front lines that actually do compliance.

Understandably, at a glance all this information that needs to be communicated can be pretty daunting. I mean there's so much and it's so varied! So, to help make this more palatable we (MetaMythic) call them "truths".

(click)

Or, to be more precise, organizational truths that need to be communicated to people in order for them to change.
And this is critical.

There's a lot of research out there to support that how we communicate organizational truths is critical to the success of any program, compliance included. Harvard Business Review published a study that identified companies successfully implementing change. There were some expected factors like organizational structure and incentives, but they were at the bottom of the list.

The top factors for the success by a large margin are all about communication of truths.

Another study done by the Nielsen group found five factors critical to the success of new ideas. Three of them relate directly to how we communicate truths about a change story to our customers.

We summarize this by saying that truths must be understandable, memorable and engaging for a program to be successful.
This is great. We have a plan and resources and understand that it's important to communicate truths to our people effectively. So let's make some training.
And here's what it looks like!

Let's break out the PowerPoints <click>, put together a giant training manual <click>, or toss a PDF out there <click> to save a tree and people will be for-ev-ar changed, right? I mean this is a tried and true method?

Has anyone experienced this either planned one or been a spectator? No need to raise hands this time. Don't worry. We won't judge you. Remember this is still a safe place. Truly we're not poking fun here, because we work with the tools we have available.

However, we have give these training events a name.
We call them sheep dip training events. Ever been to sheep dip training? You know, line up unsuspecting employees, dunk them in a 3-5 day intensive event in an alien environment, devoid of connection to their day-to-day world and expect them to come out experts. Sounds like fun, right? I'm sure your companies have tried these and maybe still do. This is a safe place, right? No judgment. We've seen these in the past, we've all been a part of them:

One company we've worked with has an organizational story about this. The company hired a vendor to come onsite and perform compliance training for them. The training was one week long. It was sold that the trainer would review all the standards with the employees. So they did that. They read through the compliance standards with the employees and then gave thoughts on what those standards meant. I sat through this training, and since we're in a safe place, I'm gonna be honest with you, I can’t think of one takeaway I had. It cost the company $25,000 for the event. When you consider the time cost of labor (which most organizations forget to add), that adds another $50,000 to the cost. That's $75,000 of organizational cost for no effect. Even worse, there were still compliance violations following the training - so $75,000 bought little to nothing.
And this matches up with the studies. This was a failed change initiative and most initiatives have some level of failure. But don't take our word for it. Look at these numbers.

Did you catch what I just said because it's really important: most failures don't result in a tear of the space-time continuum. They're more insidious. They appear as waste in time, energy and money. Unmet or - even worse - unmeasured objectives.

And with spending on compliance programs going up and up and risks of non-compliance in our economy increasing, waste is even more a threat.

Let's bring things a little closer to home:
How many of you think your compliance program costs will actually be going down this year?
How many of you think that your risks are going up over time?

Now, let's get back to the company spending $75,000 on training - that's just the
beginning of their story. Now for the rest of the tale.
The company in the story is Associated Electric Cooperative. AECI is right next door to SPP, does a lot of business with you guys and has a long relationship. For those of you not familiar with AECI, they serve three states and about 4 million people with a relatively diverse portfolio.

Like you, AECI had a number of new compliance regulations to follow. However, after two years of implementing these standards, AECI was failing. Even worse, they weren’t learning from their failures. Employees were scared, management was trying all the classic ways to improve the situation. Discipline, punishment, and other ideas that don’t work.

We're deeply familiar with this story because Charlie ran AECI's EMS team at that time and the EMS team and several other compliance-supporting teams had just been assigned to Chris' department. So we call Associated’s turnaround story “How AECI Stopped Worrying and Learned to Love Compliance.”

As we go through AECI’s story, you’ll see this timeline at the bottom of the screen.

As we tell the story, we’ll highlight important events with dots like this
And because we love to point out mistakes we made and things we learned, we’ll highlight those with slides along the way that don’t have a timeline <click>
I mentioned in the story preview that AECI wasn't doing too well at compliance. Let’s recap the results of the early years of compliance, from 2008 – 2010. Did we have many near misses? Yes we did. Did we accomplish 7 self-reports? Did we excel in having compliance violations? I think the record attests to this. Did an onsite audit go poorly? Absolutely. Further, did that audit result in three embarrassing findings. Exceeded expectations. And did we accomplish all these results in a mere two years? Yes we did.

AECI was embarrassed, management was looking for people to blame and punishments to mete out and the results was that cycle of fear and hatred of compliance was spiraling.

<story about phone call of employee in fear of doing her job>

AECI's CIO knew the old ways of doing things wasn't working and was open to crazy ideas. So what did we do with that mandate? We did research.
We started with high risk industries because we considered the fines and ramifications on not sustaining compliance a high risk area. So who else has high risk areas where if someone makes a mistake with compliance or following policies they pay large penalties? The Health Care and Airline industries. If you make a mistake, people die. Great fit.

We packaged up all our learning and called it the Soylent Green Plan. Why? Because we learned that we needed to solve the problem at the people level.

Good compliance cultures are made out of people.

Three changes came out of the soylent green plan:
- We had to create a learning culture
- We had to manage behavior choices based on the decision, not the consequences
- We had to build safe systems.

As we started down our implementation of this plan, something immediately stood out to us. How we train people will be critical to how this works.
We reasoned, training would provide the foundation for the learning culture, teach people what choices they need to make and training is really the first safe system in the organization. Training applies to all three areas, so we put a huge focus on the training program.
So with this in mind we got out of the office, headed to our local coffee shop and spent several days poring over the compliance documents ourselves, re-writing them into our duty-based training format. When we came across something we didn’t understand or know we pulled in the experts - called our compliance department for clarification. In the end, we had taken the standards and distilled them into 30 pages of an understandable handbook.

So we had understandable down. But we had a problem. It was still boring. We weren't engaging or memorable.
So having the right facts is good, having those organized in an understandable way is better, but it’s still not enough if no one remembers the material after the training. What’s the missing piece? It’s story. Let’s think through this together.

Series on AMC about zombies? What’s the name? <click> Correct! The Walking Dead

Let’s go back a little further. There was a series of 7 books written about a young wizard with spectacles. What was his name? <click> Harry Potter! Very good. I had to write down the names of the people I met yesterday. I talked to some people for 10 minutes and I have to do this to remember their names? That’s important information. How can you remember this unimportant information?

Let’s go back farther. Who is Luke Skywalker’s father?
That’s amazing! You can remember plot points from 30 years ago. Why do you remember this useless information?

It’s because stories captivate us. The really great ones cross generations and cultures and help us remember information by connecting to it at an emotional level. Remembering and connecting is often the hardest accomplishment of learning and
preventative of doing.
s it turned out AECI had been telling several stories, but they weren't sticking. 
<click> #1 We had to protect AECI from hackers. Who are they? Chinese hackers? 
<click> Korean hackers? <click> Script Kiddies? <click> 
<click> #2 we had to protect AECI from financial loss from fines. <click> What does 
this mean? AECI will lose their independence? AECI will lose our customers because 
costs will be so high? 

All of these things are absolutely true. But they’re so abstracted and disconnected 
from day to day reality of following a visitor access procedure. It wasn't sticking 
because the story was just a veneer. The antagonist had no face. The story had no 
plot. 

This is a common problem. When the truth falls short, fiction lets us fill in the gaps.
The practice of this concept probably goes back further than you think.


How about this treatment? <click>

This picture tells a story. Not necessarily a real one. This is probably not biographical of a specific individual. But it grips at an emotional level that lets it resonate.
Let's go back 1000 years. If you have a child and want to teach them a challenging and complex truth like listen to your parents and stay away from strangers, because there are a lot of people who might entice you and harm you. Anyone know which fable this is?
So let's go back even farther. Does anyone recognize this truth?

<pause for feedback>

These were called parables. Stories told by the founder of Christianity to teach a truth through a fictional story.

And in fact, this practice is even older. We won't get into any more specifics but suffice it to say stories have been teaching us truths since we could tell them.
So what can we do with our compliance story? Here's the real truth <click>

However, with a little imagination we can create sometime more memorable and engaging for the audience.

Let's Imagine This.

Imagine that the government is engaged in a cover-up. Yes, there are hackers and such, but there's a more pressing problem. Imagine we're on the cusp of full scale robot invasion from outer space. They want to soften Earth up by infiltrating and disabling utilities first. That's why compliance exists!

The government knows this and has involved NERC and other agencies in this. Up until recently, this has been a tightly held secret.

Our sources have identified several key types of robots used in the attacks.
First is the auditbot, who gains access to an organization posing as a NERC auditor and then uses that access to obtain intelligence. Some of the old models of auditbots are easy to detect because they start every conversation with the phrase “as you know, jim”. Newer models were given a briefcase, which strangely, fixes that software bug. Often paired with the auditbot is the mimebot who can disguise itself as anything. One of its favorite choices is to terminate your receptionist and take their place. It is rumored, mimebots are even looking to replace CEOs and directors at companies.

Once an organization is infiltrated and softened by audit and mime bots, the military units are engaged. Kettleheads are your ground shock troops, the grunts. They particularly like to attack PSP. This is why 6 walled enclosures are so important to an organization. Everyone knows that Kettleheads have arms and legs to attempt entry into a PSP, but they also have jetpacks and can dig to get over an under a PSP’s defenses.
Finally, they send in the bot-tron overlords. Once engaged they can really chew things up so your people need to be extra prepared for this threat. Imagine a walking garbage disposal with the grinding teeth aimed at you.

So now we've got that beginnings of a pretty decent fiction, so how do we encode this fiction into the handbook we created?
How do we get this content into the handbook? Our goal was that every paragraph had something enticing and delightful. But also strictly adhere to a principle that we hold very high: Nothing without purpose.

Because believe it or not, it’s pretty easy to make something confusing and it’s extremely difficult to take information and make it easily digestible. Everything in this manual has a purpose.

The information was broken up on the page so that it could be scanned for meaning at a glance. The color scheme and even the illustrations were kept relatively edited and simple so that the information driving their existence would seem easier to process for the viewer. Every piece and part was designed and placed to lead the viewer to the next with an ease that would allow someone to not feel overwhelmed by something that is often overwhelming—compliance. And every aspect of the fiction was tethered to fact, because there's nothing worse than leading someone down a rabbit-hole.

Let me take you through a sample chapter to let you know the thing worked on a real scale.
First we have a logical title and reference the compliance standards the chapter is based on. Then each chapter contains a quote from an employee. The idea was to make this personal by surprising people with their own robot-related quotes from their future selves. Each quote was humorous and personalized to the individual. Then we gave a layman’s terms definition of the standard. Then the specific duties of each team or job role. Then a list of what we can do or not do to cause a violation. Finally, we ended with any stories about near misses and violations.

Each page had diagrams and charts that used the fiction to teach concepts like why PSPs need 6 walls.

In fact, we always teach our employees that [All Together] when robots have you in a fix, run to a room whose walls are six.

I believe that if we'd just handed the books out, we would have considered the work a success. However, we don't stop at success, because it [just isn't good enough in multimedia saturated world that pulls our attention in every direction.] So we held a compliance training event.
The first year, we held a mandatory meeting, because who doesn't love a captive audience? But we told them nothing ahead of time, because there's something to be said for the element of surprise.

They filed in and we said "guys, this event is compliance training" and their heads dropped. I'm sure everyone in this room has had a similar experience. We told them the main theme.
<click>Earth depends on us
<click>And compliance is our best weapon
<click>

We told them the seriousness of our plight, how we gathered evidence of this government cover-up and needed to get them informed. We handed out the handbooks and walked through the material, chapter by chapter.

They read each chapter, laughed and enjoyed and after each chapter we engaged with Socratic dialogue. To ask questions and make sure they understood what they read. They actually enjoyed themselves. And of course we had some other surprises for them along the way.
We're a result-oriented group. We love number and metrics.

... review results here ...

Most importantly – not a single NPV or self report out of the trained group.

But we weren't done with just the handbook. Not by a long shot. We each believed that there were ways to improve this concept even further.
The first year was all about the question "can we get people to read and understand the content?" The second year dug further into learning psychology and tried to meet the needs of other learner types.

So we set out on another compliance adventure to push the boundaries even further.
One of the things we discovered is actually pretty straight-forward, if a teacher can't hold a student's attention, knowledge will not be deeply learned.

Or, People don't pay attention to boring things. At about 10 minutes into any lecture, people lose focus so you have to regain their attention through an emotional and relevant action. 10 is the magic number.

Lecture design should be 10 minute modules with each module covering a core concept.

The core concept should be large and general and explainable in a single minute. The other 9 minutes should provide a detailed description of the general concept. Upon completion of a module, give the audience a break through stimuli that triggers emotion and is relevant.

This must go between modules.

Slowly revealing pieces of the story pulls the audience between sections.

So whereas the first training applied fiction to the handbook, we applied fiction in
these gaps between learning sessions. So we applied it here<click>, here<click> and here<click>
With the new lecture structure and deeper purpose for the fiction in mind, we sat down 7 months before the training and started to brainstorm new plot points, items, and interactions. First we chose our new theme. You may remember the previous year’s theme was “Earth Depends On Us And Compliance is Our Best Weapon”. This year we changed it to “Earth Depends On Us Now and in the Future Because All of Us Are Compliance Heroes”.

We needed a lot of stuff to make this fiction-in-the-gaps happen. Here’s our shopping list ...

The Brainstorm Session

Earth depends on us.
now and in the future.

And compliance are our best weapons.

The Shopping List

- a hero
- one big gun
- a bad guy
- a script
- five or six movies
- one glove of power
- a new handbook
- a bunch of artifacts
You might have noticed, one of the items on the shopping list was a hero: Brit Beacon, leader of the Royal Highlands Robot Repulsors from the year 2040. Brit Beacon would be the hero from the future who would come back in time to help us give the training.
The first year we introduced the robot horde as our enemy. This year we gave the enemy a face, Nemitrus, the robotic overmind who attacked us in the early 80’s with his battleship, the Annulus Ship. He was previously thwarted by one of the trainees Kenny Tillman, but is back to regain control of his battleship through use of the Glove of Power which Kenny hid somewhere in our building. You can see the design concept of Nemitrus, the Annulus Ship concept art and Nemitrus’ logo – he’s all about his personal branding!
It all started when a mysterious crate appeared in AECI’s lobby a few weeks before the training. The crate looks suspiciously like the crates from that secret government warehouse where the Ark of the Covenant is stored. What was in it? The huge lock on the crate prevented people from getting in, but they tried.
Brit (the embodiment of repetition, voice of authority, the unexpected, the source of entertainment, the savior of the training) was the person who appeared from the future that tied all of these pieces together - bridging the story with last year and informing everyone in that room that they were compliance heroes.

In the middle of our opening presentation, the screens went dark and then switched to this live video feed showing a man time traveling back. We watched as he teleported around our facility and interacted with past and present employees. It was soon evident that he was getting closer and closer to our training room. As the video finished, he burst into the room in person.
During the day long training, Brit was our guide and protector. He created interactions throughout the training breaking it up in smaller chunks. Nothing without purpose.

Telephone games
Gifts (nuts from robots he had recently dispatched)
Shadow puppets
Stories of the future
Stories of the past
Termination of a mimebot
Karaoke
Training Videos
Artifact Hunts
Defeat of the robot Overmind – Nemitrus

These served to keep the attitude light, the audience engaged, and the memories recording.
A successful story as well as a successful training should have a satisfying resolution. For our training, this was the destruction of Nemitus’ ship – the Annulus presented through video.
So how did the training fare the second year? No NPVs in the audit. In fact, Associated received praise for their commitment to an innovative compliance culture. We have been invited to speak at SERC, NERC, and now of course the best group - SPP.
All departments at AECI this year will participate in Compliance 3.0. The culture is changing and spreading. This year we are planning on handing off the development of the training and world to a new set of leaders. In fact, Applied Fiction is not just growing at AECI, it is growing in Springfield, MO.

“Whoever tells the best story shapes the culture.”
– Erwin Raphael McManus
We called the practice of adding story to our learning experiences and augment the truths with fiction we call applied fiction.
There might be a lot of questions in your mind about how this would work. Well that's what the second half of this presentation is for. I mean, we've got so many examples to pull inspiration from these days. So it seems logical that when you start creating an Applied Fiction, obviously it's important to start with a great story. Right?

Nope.
We always start with the business problems first. If we start writing fiction first, we’ll get in trouble. The fiction must map to the truth that we’re trying to communicate, so we always start with the truth.
Plotting progress over time. What does that look like, we start somewhere and we move them through training. We start, we Grow, we mature.

Now what's another way of looking at that: take someone from Ordinary World, to Improved World. And that world is the Big Goal, what does that world look like? We understand CIP 5 and have 0 violations. But there's a problem.
In order to accomplish the Big Change, we must learn those little truths. Visitor Escort Procedures. Then we do grouping so there's a logical placement and presentation of these truths to the people.
But how do those truths get to people. Well those are called pipelines. Could be as big as a CIP training event. Could be as small as a leadership meeting. We collect those pipelines into a path to the big change.
The Hero’s Journey ... In Three Parts

**Setup**  
A relatable and likeable hero

**Confrontation**  
encounters roadblocks

**Resolution**  
and emerges transformed

| Theme | Hero | Sage | Villain | Conflict | Environment |
When choosing your fictional theme, it is important to ensure that it connects with your audience. What type of fiction do they enjoy? What will work for a group of IT employees will not necessarily work for a group of coal plant employees. So what do we need to consider in the fiction?

First is the fiction hard like Game of Thrones? Lots of death and a gritty storyline or is it soft like Neverending story where those that fall come back in the end.
Every story needs to have a degree of humor since humor is an emotion that encourages participation and retention. Does your audience connect better with slapstick or with something a little more witty?
Finally, is your fiction grounded in reality or completely fantastical. Here we have two super hero movies. Batman has no super powers and could be occurring right now in New York City. Whereas, on the right we have the god of thunder doing battle with ogres on a different planet. This is completely fantastical.
Where do we get the inspiration for these themes? Well you are surrounded by inspiration. Every movie, tv show, book is a possible aspect of the theme that you are crafting. The goal is not to simply copy a story line, but use these works as inspiration on connecting with your audience. If your audience enjoyed Lord of the Rings, you have a good basis for a fantastical fantasy.
Consistency is critical. Remember our pipelines. If you start out at one event talking about robot space marines, and then at the next event you follow up with a fiction about cloning North Koreans, and you finish up with an email campaign about zombie dinosaurs – you will completely lose your audience. Your theme has to stay consistent across events.
What did this look like for Associated?

The theme was slightly hard since we had robots trying to kill us, it had Monty Python style humor sprinkled in, and it was completely fantastical since there were robots from outer space!
Once a theme is established, it's time to start putting characters in the mix. Otherwise, there's no subjects for the story. So we begin with the Hero. Many of you are probably thinking, sweet, I always wanted to be a hero. Well, we hate to disappoint you, but you mostly aren't. No, it's the people you're teaching that are. After all, remember, you're capturing their attention and wanting change from them.
What that looked like for us doing Compliance training was the employees being heroes in the present day and the future. We featured them in the materials, gave them hero titles, and then solidified this mythology with physical artifacts. The concept worked so well that many of them today still go by their nicknames.
But back to you. You actually get to play a pretty incredible role in the whole thing: that of a sage, just like Yoda here. You guide the heroes on their journey, pass on knowledge and insight, bestow artifacts upon them, and basically grow them into the agents of change that are desired.

"We should [help] people see themselves as the hero of the story ... whether beating bad guys or achieving some great business objective."

- Chad Hodge, Screenwriter
It should be noted, that there doesn’t need to be just one sage. We had several, Brit Beacon included. And this is important because it reinforces the truths from multiple sources, gives the audience a break from one sage monologue-ing too much, and gives credibility to the fiction overall.
And now for possibly my favorite part, the villain, and really Repplier says this so well: read quote. There must be a foil to the heroes, a palpable and imminent danger to excite their action. When you get it right, there's nothing more engaging, so take the time to craft your monsters. Think Darth Vader, think Kaiser Soze, think the Terminator.
I won’t spend too long on the case study for this one, only reminding you of what our villains looked like. And as you can see, they are not only a foil to the heroes, but also serve to reinforce retention of the truths. They’re real, they’re visceral, they’re memorable, which is important, because they are the ones bringing about conflict.
“Again we see there is nothing you can possess which I cannot take away.”

- Belloq
Subject

What are we having conflict over?

Theme  Hero  Sage  Villain  Conflict  Environment
What weapons did Indiana Jones have to defeat his enemies? Bullwhip, Pistol, Brains? What weapons do we have? It is important that the methods that we are training in real life are the same ones that we use in the fictional story.
“That belongs in a museum.”
- Indiana Jones

Indy’s resolution was always - Objects of power belong to their good and rightful owners ... or in a museum. Our resolution needs to reinforce our big goal – compliance.
That brings us to setting, or environment. You may be saying, wait, really this sounds like stuff I learned in college lit class. Do I really need to worry about this? The answer is a resounding yes. Because, every story would be another story if it happened somewhere else. Now, to some degree, with applied fiction the majority of the story that people interact with will be where they are right then, but environment serves as the bedrock for everything else, all the little details that make the whole thing believable and tie the plot points together.

It’s also really important because...
It determines scope. Or how big your playground is. Now to a certain extent this will be determined by how much you want to invest in this world. That’s time and money. But it’s also really contingent on your audience. Some will need a smaller world, especially to begin with, as you begin to trickle details in.
Does your story take place then. Or now. Or sometime later? Or all three?
What does the world around look like? If part of your story takes place in the future, is the land remarkably changed by major details that need to be presented to the audience.

Why are all of these things important?

This level of planning and detail is required to maintain consistency. If there is a plot hole, conflict, or inconsistency the fiction unravels immediately and your audience has an excuse to disconnect.
What that looked like for AECI was a sprawling sci-fi adventure that was set on earth, but referenced nearby planets and space and took place in the present, recent past and distant future. Basically enough to ground our story and world in interesting detail that people could inspect if they so desired, but wouldn't hurt their experience if they didn't.
After those two pieces are firmly in place it's time to take those pipeline experiences and apply the fiction. We call this amplifying the experience because it's the visible way of transitioning the tellers and receivers to Sages and Heroes. We're still passing truths through the pipeline but we're doing so through story, scripted events, sometimes even involving outside actors, all to draw the audience into this universe that's been created and further enable them to fill the shoes of the hero...because they believe they are.
Typically, these amplified experiences look a whole lot like a script you'd see for a television show, or a movie, except, not only is filmed before a live studio audience, that audience is part of the script.
And the reason we do that is to <click> Make the usual boring times that we communicate truths into remarkable and memorable experiences that everyone wants to tell people about.
Today's presentation focused on the success that the concept of Applied Fiction has had in the Utility industry. However, we have also had the opportunity to use this concept in other areas.

1) We used Applied Fiction to help an advertising company better communicate the value of a new Employee Stock Ownership Program to their employees
2) We created an Applied Fiction based miniaturized power grid themed in Middle Earth to help train new EMS employees
3) We crafted a fiction for a safety initiative at a utility
4) We have also created multiple day workshops teaching how to do an Applied Fiction by using an Applied Fiction
We are MetaMythic - our goal is to use the power of story to enhance your organizations learning

Remember our three agreements from the beginning of this presentation – what will you walk today that you can apply? Maybe its thinking of your audience as the hero, maybe it is using story to tell your message, maybe its simply our phone number.

What is your story. Imagine this...

Thank you to SPP for having us. Also SPP was very generous and printed a copy of our Applied Fiction CIP manual for everyone in the room. You can flip through it, enjoy, smile, and imagine. Test us to see if the truth doesn’t become stickier and more interesting woven into the fiction. Finally our business card is in there if you would like to have followup discussions.

Let’ go make some heroes together!

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