

Voici l'histoire d'un seau...

Communication narrative
dans le cadre de
l'indemnisation des
travailleurs



Qu'est-ce qu'une histoire?

Le début,

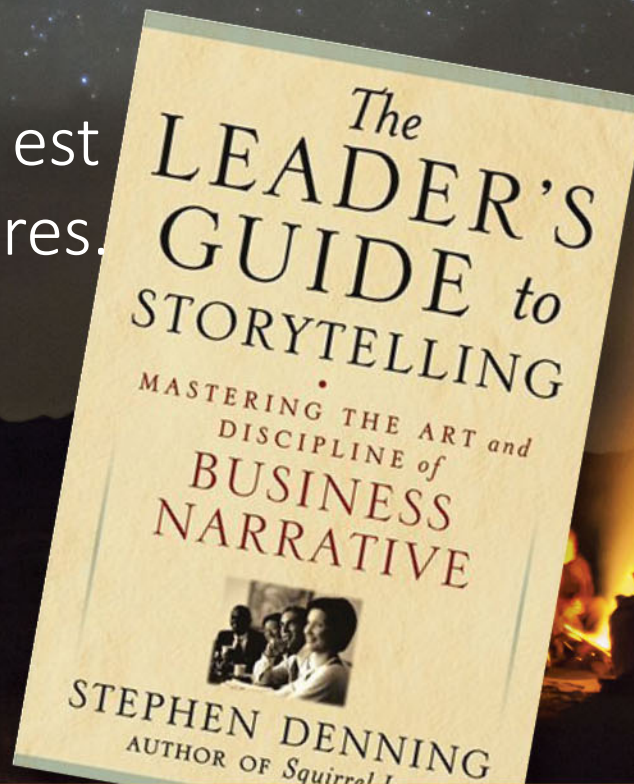
le milieu,

la fin.

Une histoire est synonyme de vie.

Une histoire
est synonyme de vie.

Toutefois, une histoire est
aussi synonyme d'affaires.



Le terme «communication narrative» est devenu un terme marketing à la mode.

Toutefois, avoir recours à des histoires pour nouer des liens avec des personnes est intemporel...et non « tendance ».



7 principaux types d'histoires

The screenshot shows the Adweek website interface. At the top, there are navigation links for HOME, JOBS, EVENTS, TALENT GALLERY, and NEWSLETTERS. The main header features the Adweek logo and a navigation bar with categories like THE PRESS, TELEVISION, TECHNOLOGY, ADVERTISING & BRANDING, ADFREAK, VIDEO, and SUBSCRIBE. A search bar is visible on the right. The main article headline reads: "7 Basic Types of Stories: Which One Is Your Brand Telling? Creatives explore humans' archetypal plots By Tim Nudd". Below the headline is a large photograph of a man with a beard. The article text begins with "You think you're being all clever and original with your brand storytelling. In fact, you're not. From Shakespeare to Spielberg to Soderbergh, there are really only seven different types of stories." A blue banner at the bottom right of the article area says "NOW ACCEPTING ENTRIES FOR THE".

[site](#)

7 principaux types d'histoires

1. La quête
2. La confrontation du monstre
3. La comédie
4. La tragédie
5. L'évolution de la pauvreté à la richesse
6. Le voyage et le retour
7. La renaissance



La communication narrative fonctionne dans le cas des indemnisations.

Nous avons tous des histoires touchantes à partager.

L'histoire d'un seau



[Lien :](#)



Nous appartenons tous au monde
de la communication narrative.



[Lien :](#)

ROGER TAYLOR B2 EVA HOARE D1 GAIL LETHBRIDGE E1 DEB NELSON H3
Saturday, November 23, 2013
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The ChronicleHerald weekend

Section 1-4 Section 5-8 Thursday 11-8



Safety is Job One

Welder who lost his arm
in a workplace accident is now
trying to keep others safe at work

BY PATRICIA BROOKS ARENBURG
NOVA SCOTIA A3



ve nature



Minister vows to make use of housing cash

NOVA SCOTIA A4



WORK SAFE. FOR LIFE.
WORKERS' COMPENSATION BOARD OF NOVA SCOTIA

Des fois,
notre travail
consiste à
nous retirer et
à laisser
l'histoire se
raconter seule.



RÉDACTION DE DISCOURS

Discours original, humain, narratif et personnel.

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The screenshot shows the WorkSafe Nova Scotia website. At the top left is the logo "WorkSafe NOVA SCOTIA" with the tagline "Work to live." Below the logo are navigation links: "Youth", "Employers", "Training", "Prevention", and "Resources". To the right of these links is a search bar with the text "Search ..." and a "Go" button. Below the navigation is a "News" section with a list of articles. The article "The painful cost of distraction: Work safety for young workers" is highlighted in red. To the right of the article title is an X-ray image of a hand with a nail embedded in the palm. Below the X-ray is a quote from Isaac, a 20-year-old construction worker, describing the incident and his feelings about it.

WorkSafe
NOVA SCOTIA
Work to live.

Youth | Employers | Training | Prevention | Resources

Search ... Go

< Previous

News

- > **The painful cost of distraction: Work safety for young workers**
June 25, 2014
- > **2014 WorkSafe Youth Video Contest Winners**
May 5, 2014
- > **Celebrate NAOSH Week May 4 to 10**
April 8, 2014
- > **2014 Safe Worker and Safe Employer Awards presented**
March 24, 2014
- > **The Importance of Leadership in Health & Safety**
February 11, 2014

The painful cost of distraction: Work safety for young workers

It was a sunny, afternoon. Isaac, age 20, was working his first construction job, using an air nailer to build concrete forms, when he shot a nail into his left hand. "I fired in one nail, and then the gun skipped and fired a second one – that's the one that went into my hand."

The 3.5" nail was embedded completely in his palm. The cuff of his sweatshirt was nailed to the base of his thumb. He could see the point of the nail through the skin on the back of his hand between his ring finger and his pinkie.

Isaac knows he was lucky not to have permanent damage to the hand. "I can't believe it didn't go right through my hand or hit a bone. It could have been a lot worse. A nail like that hitting someone's face or eye, I can't imagine what it could do."

Looking back on the incident, Isaac says, "I feel stupid. I was rushing. I should have had my board on a stable surface."



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STRATÉGIES COMMERCIALES

Œuvrons-nous dans le but de raconter la vie des personnes?

Ce qui compte le plus...



[link](#)

WORK SAFE. FOR LIFE.
WORKERS' COMPENSATION BOARD OF NOVA SCOTIA

« Raconte-moi un fait et je vais
apprendre.

Raconte-moi la vérité et je vais te
croire.

Raconte-moi une histoire et elle va
vivre en moi pour toujours. »

– *Proverbe indien*

Merci!

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