



Fred Schenkelberg

Let me tell you a reliability story...

History



Inform



Culture



Is story telling part of
reliability engineering?

3 Stories



First Project

3 Stories

an origin story

testing - value

being surprised



Upstairs/Downstairs

3 Stories

a comparison

many comparisons

where would you want to be?



Friday Call

3 Stories

value of listening

what really matters?



What do these stories

have in common?

Storytelling - a practice



Story Selection

storytelling — a practice

Not every story should be told

Every story told should be deliberate

Actual events are easier to remember and tell



Timing

storytelling — a practice

Tell a story when you have
permission

A pause can be effective

short, long, quick, slow, and pacing



The Point

storytelling — a practice

practice, practice, practice

adjust the emphasis to fit the
situation

let the story convey the point,
thus, do not state the point.



Do you have a

favorite story?

Reliability Stories



Decisions

Reliability Stories

Reliability occurs at the point of decision

Decisions that went poorly may provide cautionary tale

Decisions that went well may provide a guiding tale



Customers

Reliability Stories

Customers define reliability

From a customer's view

From a customer interaction

A series of great service stories...



Culture

Reliability Stories

Stories are the fabric of culture of an organization

Craft and tell stories to improve the reliability culture



Ready to tell a

story or two?

Tell the right stories
— change the culture.

Thanks

see more at AccendoReliability.com