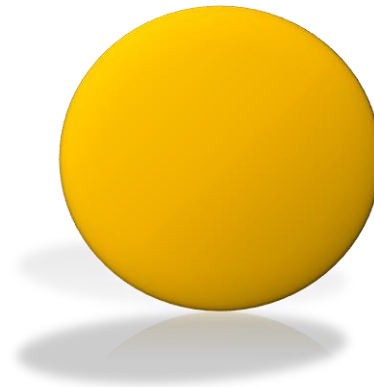
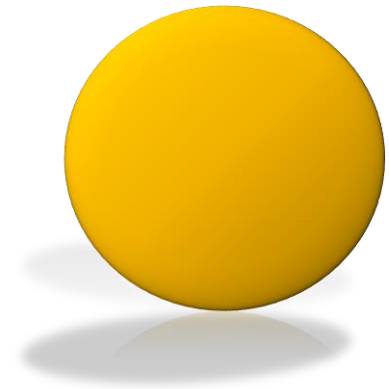


From “Knowing” to “Doing”:

**Implementing Effective Safety Training for  
Employees**



What information are we lacking to keep people safe in the workplace?



\*Tie off when working at heights

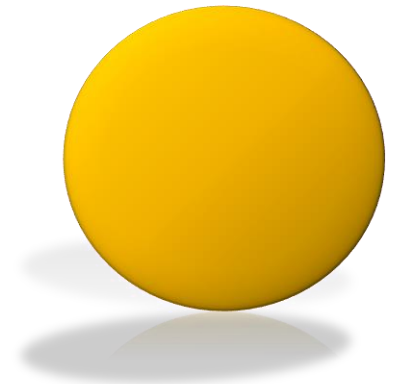
\*Wear protective gear

\*Lock out/Tag out Equipment

\*Double-check for hazards

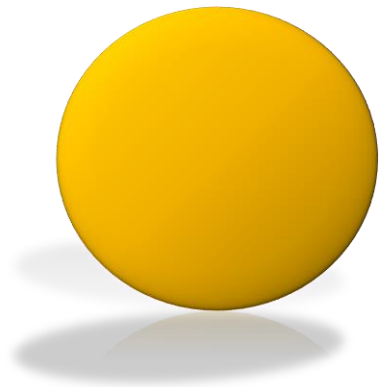
\*Ask for help

\*Follow Safety Procedures

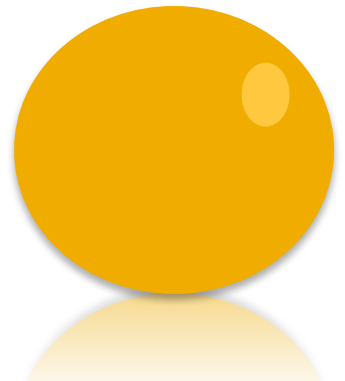


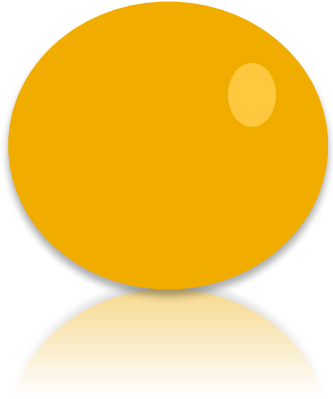
Information influences what people  
**KNOW** about safety....it doesn't influence  
how they **FEEL** about it...

It certainly doesn't influence  
what they **DO!**



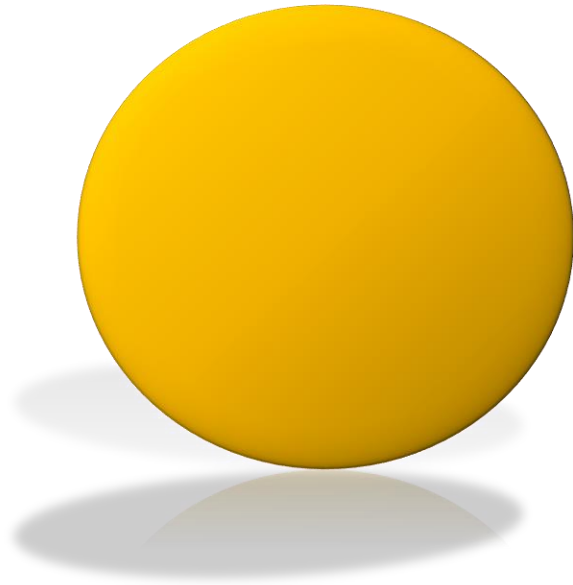
We're going to teach you how to protect your sight, your hearing, your back, your lungs and send you home safely to your family at the end of the day!





Is it Mandatory?

Much of safety is an invitation!



## Orientation

*Initially we become aware*

## Education

*Over time we learn*

## Training

*With practice we perform.....*

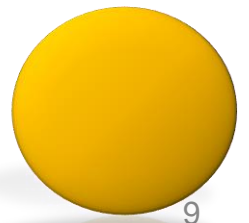


# R.E.P. The Rational, Emotional and Physical Approach to Effective Training

Does the information presented make sense to the audience?  
(Rational)

What is in it for the employees if they act on this information?  
(Emotional)

What do the employees need to experience to lead to an actual change in behavior? (Physical)



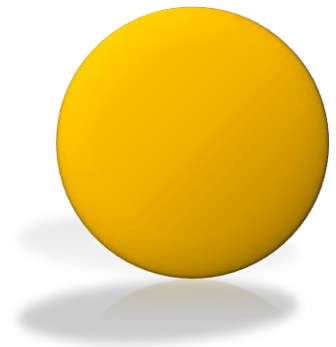
# What Do They Need To Know? (Rational)

In most cases, injuries are not the result of a lack of knowledge; they are the result of a lapse in judgment, a lack of attention, or a rush to get a job done



# The Lighter Side of Standing

- Staggered Stance
- Slight Bend in the Knees
- Get a Foot Up
- Move!



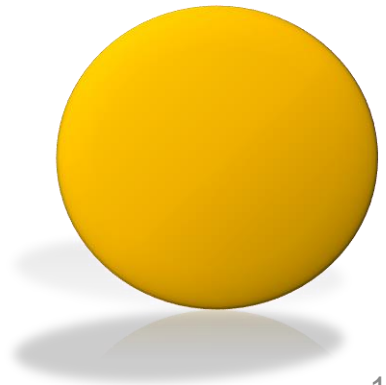
# Throughout the session....



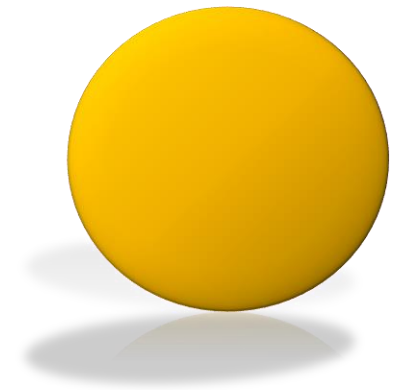
- What did you hear that made sense?
- Of what made sense, what would you like to hear again?
- How often do you need to hear it?
- What are the best ways for the company to deliver the information to you?
- What kind of environment needs to be created to support your use of this information?

# What Is In It For Them? (Emotional)

Do unto others as they would like done unto  
them (The platinum rule)



Would you do anything differently if employee attendance at safety meetings was voluntary and your salary was dependent upon 100% participation?



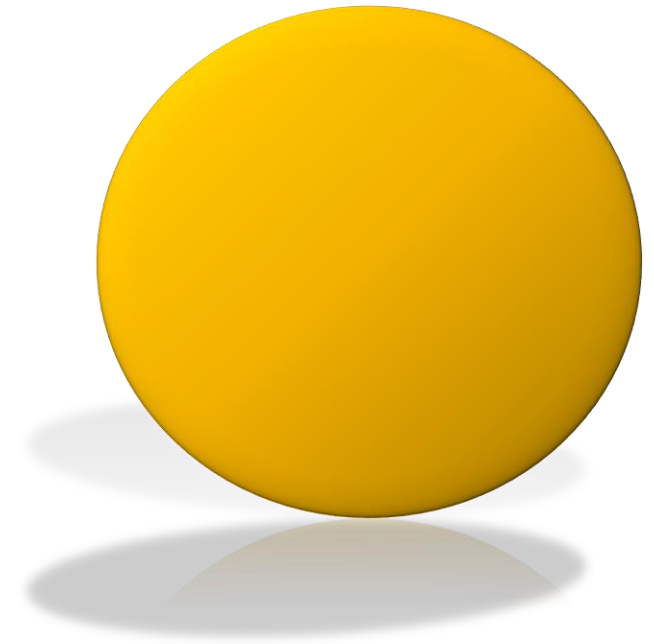
# It's all about the Packaging

\*The Location

\*The Spread

\*The Schedule

\*The Content



# What Do Employees Need To Experience?

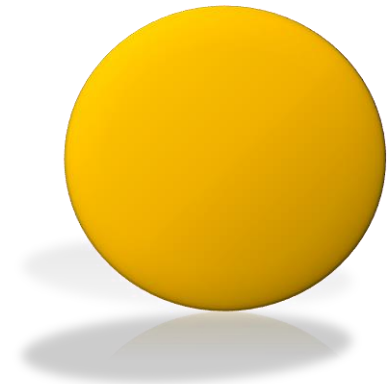
(Physical)

Education becomes training once it leaves the  
classroom and enters the workplace



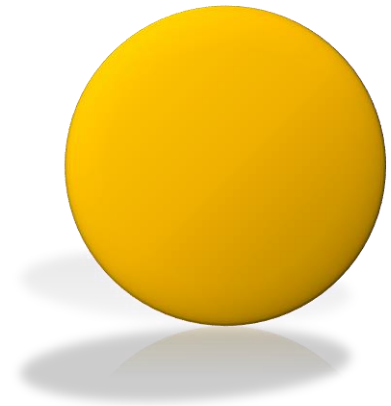
**What influences your diet the most.....the pyramid poster or what you have in your refrigerator?**

**What needs to be present in the workplace to drive the behaviors you present in training?**



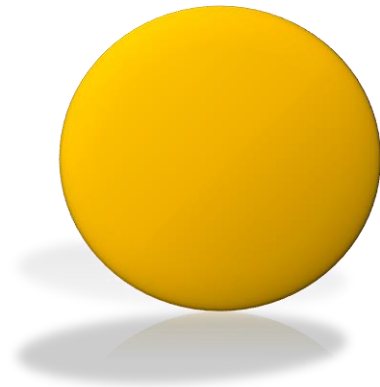
# The Sales Process

Safety Training is a Product! How are  
you selling it to employees?



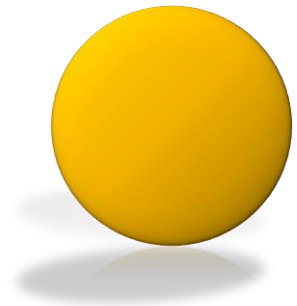
# Successful Product Launch

- Product Development
- Product Marketing
- Product Sales/Delivery
- Ongoing Customer Service
- New Product Introduction



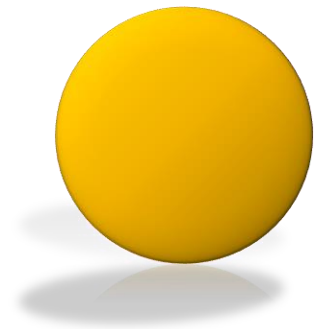
# Product Development

How is your company developing the content for the training sessions and determining the best ways to deliver this content?



# Product Marketing

What's the “pitch” and why would an employee want to buy what you're selling?



# Product Delivery

Is the product delivered in a way that demonstrates its' value?



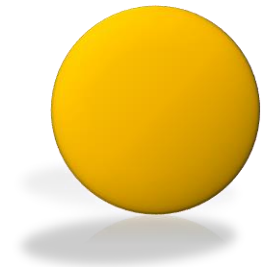
# Customer Service

What happens after  
the training?



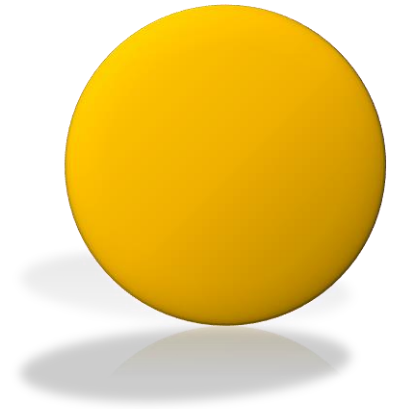
# New Product Introduction

Ride the wave!





# From Words To Action



Combine the Rational, Emotional and  
Physical aspects of learning for the greatest  
ROI from your training efforts