



**Sentry**

**How to Deliver  
More Engaging  
& Effective  
Safety Training**

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**Speaker Introduction**

**'Hello. We're Sentry.'**



**Craig Van Aten,  
MS, CSP**  
Safety Services  
Manager - National  
Accounts



**Jake Keeser,  
MBA, CSP**  
Sr. Safety Consultant

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**The scope of our success—and yours**

Our National Accounts client base consists of large corporations with operations located countrywide.

We have the jurisdictional understanding and expertise to serve clients coast to coast.

This map shows the breadth of our clients' headquarters and locations. Our nationwide service network supports them well, as confirmed by our strong customer retention.



● Client locations ● Client headquarters

\*Data accurate as of September 12, 2025.  
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### Learning objectives

- Recognize the breadth and scope of safety compliance training
- Understand key adult learning concepts and tactics
- Discuss the importance of engagement that drives ownership
- Review and discuss a systems approach to compliance training
- Recognize

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### Breadth and scope of safety compliance training

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### Annual Compliance Training Plan

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### Activity (15 minutes)

#### Using the provided handouts:

1. Develop a list of all required compliance training topics for your facility
2. Develop a 12-month schedule to ensure all required topics are covered for the year

*\*Note: only focus the required [safety compliance topics](#).*

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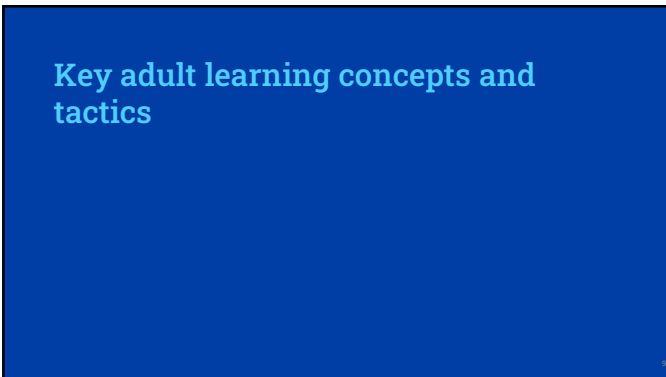
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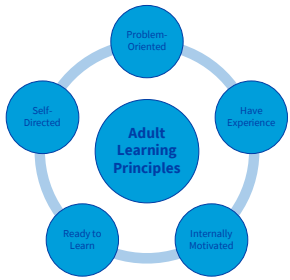
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### Introduction

- **Malcolm Knowles – Andragogy**
  - The art and science of adult learning
- **Five assumptions about adult-learners that are different from child-learners**



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### Styles of learning

**Auditory**

- Effective learning occurs when listening to a process being described
- Benefit from traditional lecture and Q&A

**Visual**

- Prefer to see a process demonstrated
- Benefit from watching teacher perform a task



**Kinesthetic**

- Learn best by performing tasks
- Project-learners
- Become bored quickly when not doing something

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### Training session must-haves



- OBJECTIVES DEFINED**
- SIGN-IN SHEET, TRAINER, TOPIC, LENGTH, AND STUDENT NAMES/SIGNATURES**
- INTERACTIVE CONTENT – DISCUSSION, Q&A, OR OTHER CLASSROOM ACTIVITY**
- A CHECK FOR UNDERSTANDING – ON-THE-JOB OBSERVATIONS, 1:1 COACHING, OR QUIZZES**

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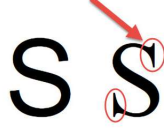
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### Training presentations: Effective use of PowerPoint

- Font size – no smaller than 24pt
- Font type – no serifs
- Labels
- Consistent backgrounds
- Clean and simple
- High quality images
- 7x7 Rule (as much as possible)
  - No more than 7 bullet points and 7 words per bullet point

The small decorative pieces on the ends of each character are called Serifs.



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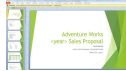
### It's all about design

To engage learners, you need to care about slide design.

What to avoid:



Cue carding



Default slide templates



Bad clip art



Pointless animation

HELLO!

Font crimes



Walls of text



Not using videos or demonstrations

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### What's wrong with this slide?

**How Rivers Are Formed**

- Rivers start as very small streams and gradually get bigger as more and more water is added. Heavy rains and spring meltwater add so much water to some rivers that they overflow their banks and flood the surrounding landscape.
- The water in rivers comes from many different sources. Rivers can begin in lakes or as springs that bubble up from underground. Other rivers start as rain or melting snow and ice that slip off the mountains.
- Most rivers flow quickly in the steep, sloping sections near their source. Fast-moving water washes away gravel, silt and mud leaving a rocky bottom.
- Rivers flowing over gently sloping ground begin to curve back and forth across the landscape. These are called meandering rivers.
- Sometimes rivers form small channels that continually split and join. These are called braided rivers. Braided rivers are usually wide but shallow. They form on fairly steep slopes and where the river bank is easily eroded.
- Many rivers have an estuary where they enter the ocean. An estuary is a section of river where fresh water and sea water mix together. Tides cause water levels in estuaries to rise and fall.

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### Training day

-  Arrive early
-  Test all technology and equipment prior to training start
-  Prepare - do not wing it
-  Utilize evaluation forms to gauge success and modify as needed
-  Utilize facilitator's checklist

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## The Learning Pyramid

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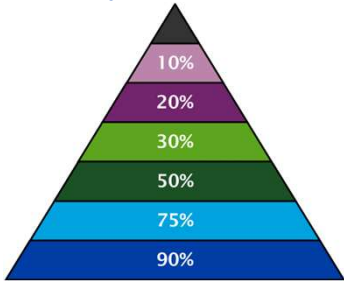
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### The Learning Pyramid activity

Retention %



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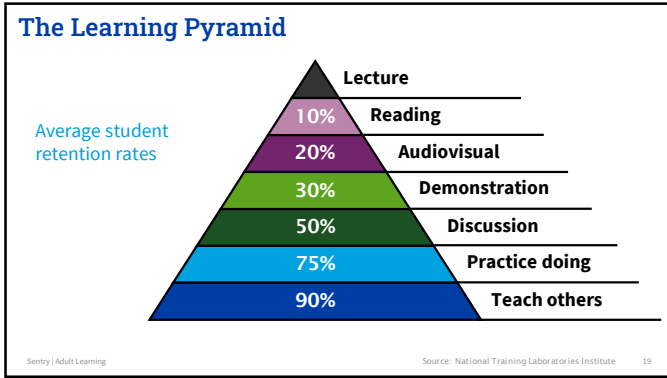
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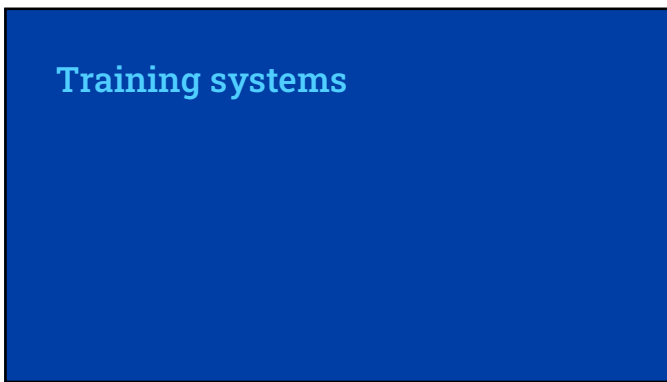
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### Learning management system – Organizational benefits

<b>Centralized efficiency</b> 	<b>Automated Administration</b> 	<b>Scalability</b> 
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### Learning management system – learner advantages

<b>Flexible and accessible</b> 	<b>Personalized</b> 	<b>Increased engagement &amp; retention</b> 
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## Verification of understanding (VOU)

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### VOU

**Kahoot**

- <https://play.kahoot.it/v2/?quizId=9a51b6f2-44a4-4421-9723-5969a7023693&hostId=73232808-6267-465f-83a7-d98748bfb9d>

*Let's work together.*

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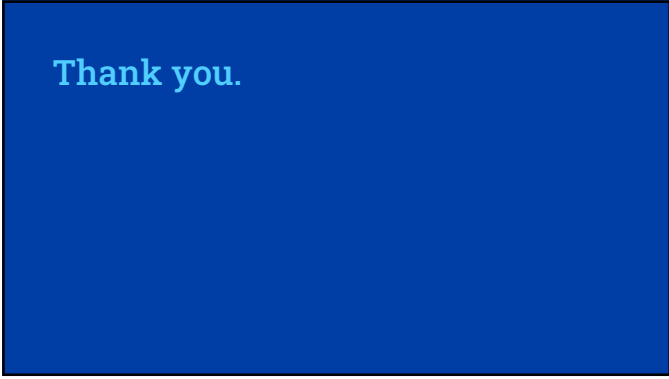
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