

FROM “KNOWING”... TO “DOING”

Maximizing the Impact
of
Your Safety Training



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“Safety Training at 3:00”



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“IS IT MANDATORY?”



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WHAT INFORMATION ARE EMPLOYEES LACKING TO STAY SAFE?



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What employees already know....



- FOLLOW POLICIES/PROCEDURES
- LIFT SAFELY
- EAT A BALANCED DIET
- EXERCISE 3 - 5 TIMES PER WEEK



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INFORMATION INFLUENCES WHAT EMPLOYEES KNOW ABOUT SAFETY AND HEALTH....IT DOESN'T INFLUENCE HOW THEY **FEEL ABOUT IT...**

It certainly doesn't influence what they DO!



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Ask Employees Two Questions:

1. Do you understand the information presented in the training?

$$\begin{aligned}
 P_3O_2 &= P_1O_2(PB - PH_2O) - P_2CO_2\left(\frac{P_1O_2}{R} + \frac{1 - P_1O_2}{R}\right) \\
 &= P_1O_2 - P_2CO_2\left(\frac{P_1O_2}{R} + \frac{1 - P_1O_2}{R}\right) \\
 &= P_1O_2 - \frac{P_2}{R} - \frac{P_2}{R}(P_1O_2 - P_2O_2) \\
 &= \frac{P_2O_2 - P_2O_2\left(\frac{P_1O_2}{P_2O_2}\right)}{1 - \frac{P_2}{P_2O_2}}
 \end{aligned}$$

2. How do you FEEL about this information and its relevance to you?



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R.E.P. THE RATIONAL, EMOTIONAL AND PHYSICAL APPROACH TO EFFECTIVE TRAINING

The Rational

Does the information presented make sense to the audience?

The Emotional

What's in it for the employees if they act on this information?

The Physical

What changes need to be made in the workplace that support the desired change in behavior?



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THE 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.



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The Rational

ORIENTATION


Initially we become aware (classroom training)

EDUCATION

OVER TIME WE LEARN (ONGOING COMMUNICATION)

TRAINING

With practice we perform (coaching and reinforcement)




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The Rational

THE ART OF STANDING

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




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The Rational

THROUGHOUT THE SESSION....

- What did you hear that made sense?
- Of what made sense, what would you like to hear again?
- How often would you like to hear it?
- What would be effective ways for the company to deliver the information to you?
- What do you need in your environment to support this behavior?



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THE EMOTIONAL

WHAT'S IN THIS FOR EMPLOYEES?

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



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The Emotional

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Maya Angelou



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The Emotional

What would you do if employee attendance at safety training was voluntary, but your salary was dependent upon 100% participation?



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The Emotional


IT'S ALL ABOUT THE PACKAGING!

THE LOCATION

THE SPREAD

THE SCHEDULE

THE DELIVERY




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The 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?



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The Physical

What do employees need to:

- **Hear?** (meetings, casual conversations, etc.)
- **See?** (equipment, role models, posters, videos, handouts)
- **Feel?** (expectations, recognition, consequences)



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THE SALES PROCESS

Safety Training is a Product!

How are you selling it to employees?



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SUCCESSFUL PRODUCT LAUNCH

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



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PRODUCT DEVELOPMENT

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

- Employee Input Solicited (and acted on)
- Early Feedback and Tweaking
- Plan in Place to Act on What is Discussed



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PRODUCT MARKETING

What's the "pitch" and why would an employee want to buy what's being sold?

- Marketing creates a "buzz"
- Will the training be fun, interesting, engaging and personal?
- Tap into internal marketing team for ideas



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PRODUCT DELIVERY

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

- Location that is Conducive to Learning
- Effective Presenter
- Interactive



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CUSTOMER SERVICE

**What happens after the training?
How is the company "servicing" the participants?**

- Continued Discussion
- Plan in Place for Follow-up
- Periodic Evaluation of Training Effectiveness
- System in Place for Participant Questions
- Recognition for those Acting on Information Presented



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NEW PRODUCT INTRODUCTION

Ride the wave!



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Thanks!

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