

**Day One: May 20, 2010**  
**CREATE A VIBRANT SAFETY CULTURE**  
**Lead the Way to an Accident-Free Workplace**

### **Part I – Learning From the Best**

During this lively introduction you'll learn what makes for the best safety programs. How do companies go for years without a recordable injury? What type of attitudes do employees have? Where does the leaders' influence fit in? During the start of the day you'll also get a chance to make a wish—one on what you want to gain from the session.

### **Part II – Increasing Your Influence**

During this topic everyone will learn insightful and practical techniques that set apart powerful leaders; common skills that influence humans. You'll learn ways to improve your ability to inspire and influence others. A few of the areas covered include:

- Ways to improve your Personal Impact
- Making sure you don't sabotage your messages
- Improving your listening skills—how to be an active listener
- How to "hang out" more efficiently to discover what's going on in the field
- Showing unique appreciation

As a final review to this section attendees will put together a personal action plan describing the improvements they plan to make based on the topics we covered during the session.

### **Part III -- Promoting Your Program**

Like it or not, you're in sales. Only instead of selling a consumer product such a potato chips or beer, you're selling safety--particularly safe behaviors. That's why we'll spend some time on marketing tips. We'll do some hot brainstorming and come up with a simple but valuable in-house safety marketing plan that you'll be able to use right away.

### **Part IV – Keeping Your Safety Team Alive!**

Like the basic needs you and I must have to stay alive such as air, food and water, there are some basic needs that every safety team needs to avoid becoming stagnant and fading into a boring worthless time stealer. As a participant or leader of a team there are many ways you can keep your team from losing its vital energy. That's what you'll learn during this section. A few main topics:

- Why have Teams In The First Place?
- Team Leader—How To Educate & Influence
- What Makes Teams Tick
- Skills The Team Needs
- Overcoming Common Problems

- ❑ Making Meetings Work
- ❑ Ways to Help The Team Market Their Safety Program
- ❑ Not Forgetting To Keep The Team Alive

## **Part V—When Havoc Strikes--Practical Ways A Leader Can "Attack Stress At Work"**

This final and practical section will include suggestions on ways to reduce stress—a common root cause to accidents and health problems. Besides learning how to enjoy their position as a leader, attendees will also find out about ways to:

- ❑ Handle complaints with tact and insight.
- ❑ Have more fun at work
- ❑ Helping employees feel more satisfied and productive
- ❑ Take short mental and physical breaks that will help them stay energized
- ❑ Stop worrying

Guaranteed at the end of this part everyone will have a fresh outlook on what it means to "Attack Stress at Work"

## **Day Two: May 21, 2010**

### **SPICE IT UP!**

***Practical Ways to Turn Your Safety and Health Presentations From Bland to GRAND!***

#### **Part I—“What People Like”**

*Assess your audience*

*Make your materials more varied and lively*

*Create an opening that grabs attention*

During this part, you'll discover what people enjoy. Working in teams, you'll create a list of topics and then tactics that high-powered marketers use to persuade us to do what they want us to do (buy something). Attendees learn what type of topics touch people emotionally.

This part serves as a creative opening that grabs attention. Throughout the course, you'll discover how to master various presentation skills.

Before we move on to Part II, each attendee gets up, recites a humorous poem and talks about their home and work life. This gives me a chance to watch and hear the person in front of an audience. It's also a cool way to loosen up the group and kill some inhibitions.

#### **Part II—Getting Attention**

*Present technical information in layman's terms*

*Control a crisis or hostile audience*

First we review what moves people to pay attention such as “curiosity,” “contrast,” and “proximity.” Then you'll learn things you can do during a safety and health presentation to increase attention and get your audience involved.

Attendees also learn ways to keep a session moving and what to do when your audience is out of energy. Part of this section includes tip on how to effectively (and tactfully) handle an audience member(s) who . . .

is angry and wants to prove a point.

won't stop talking to someone else or is disruptive in some other way.

tries to take over or wants to show he or she knows more than you.

isn't paying attention or “clowns around” too much..

#### **Part III—Inquiry and Perceptual Arousal**

*Select the appropriate visual aids*

*Present technical information in layman's terms*

No doubt about it, PowerPoint is overused and abused; during this section attendees will learn why and how. More importantly, everyone learns how to use PowerPoint so that it improves the focus on a topic rather than becoming the topic. Here are some other techniques you'll learn:

- How to use props to prove a point
- Ways to create anticipation with visual aids (including your hands, face and body)
- Using sensuous words rather than boring “zzzzzzzz” words
- What colors work best together and what they mean
- Innovative ways to use flip-charts, white boards, flash cards, etc.
- Ways to set up the room to stimulate eagerness

## Part IV—Painless Introductions

*Assess your audience*

*Create an opening that grabs attention*

*Establish a great first impression*

*Develop rapport with your audience*

Everyone will discover how to make introductions that arouse interest, set the mood, and create anticipation.

You'll learn how to eliminate palaver (small talk, which is a wimpy way to begin). We also deal with poise, posture and using powerful eye-contact to influence your audience.

## Part V—How to Screech Scratch and Growl

*Communicate competence and confidence*

*Convey credibility*

*Develop an attention-grabbing voice*

This part's mostly about the three things that make up your voice--pitch, power and pace. You'll learn and then practice the following:

- Pausing before important points
- Pausing to change topics
- Pausing to eliminate “word whiskers”
- Fluctuating the pitch of their voice to simulate various emotions
- Improving the resonance of their voice through breathing, posture and facial form
- Using vocal punctuations and varying speed to avoid droning

You'll also learn how to eliminate poor vocal habits, such as not opening your mouth wide enough to allow vowels to come through clearly.

## Part VI—Killing Conclusions

*Persuade an audience to action*

*Use closings that create a lasting, positive impression*

*Lead effective Q&A sessions*

Like your introduction, you should end with a bang, not a dud. Attendees will learn how to wrap up their presentation and then end with a call to action. We'll dissect ways to flow into a conclusion rather than using worn-out phrases such as "in conclusion." (Other hackneyed sayings like "once again," "as I've said earlier," "to repeat," and the ever-popular, "as you already know" are exposed and eliminated.)

## Part VII—Putting It All Together

*Define the goals of your presentation*

*Organize your thoughts and materials*

*Develop a central theme*

*Determine your major points*

*Use a logical progression of ideas*

Though this section is listed last, the topics are woven throughout the course. Not only will each person develop a theme for a five-minute presentation but they'll also learn how marvelous speakers such as Winston Churchill, Zig Ziglar, Helen Keller, and Les Brown use or have used themes to solidify their speeches and make them powerful.

You'll also learn how to use emotional impact to lead to a logical conclusion and how to section your ideas so they stand alone while still helping your talk flow. Included in this section are tips and tactics on how to research a topic and ways to use respected sources and stories to add impact to your safety and health presentations.