

Day One: September 22, 2011
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: September 23, 2011

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.