

**Pulling at the Heartstrings of Safety
or Emotionally Charged Safety**

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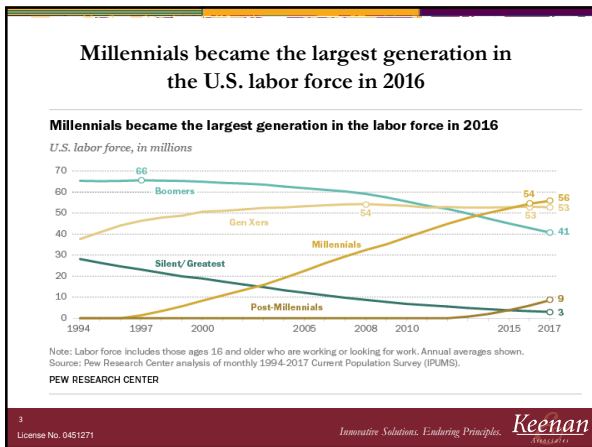
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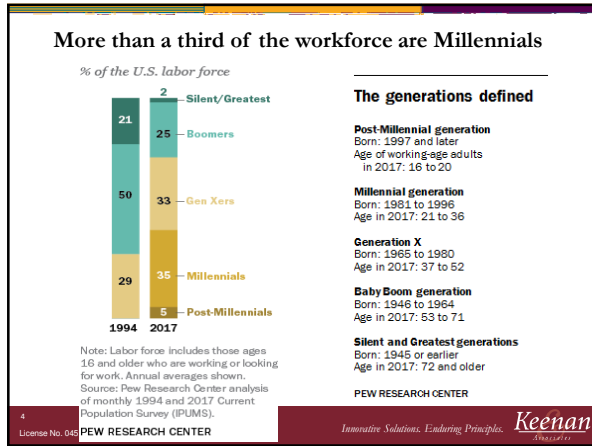


**The Workforce
Has Changed...**

**Has Your
Safety Training?**

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Millennials and Gen Z

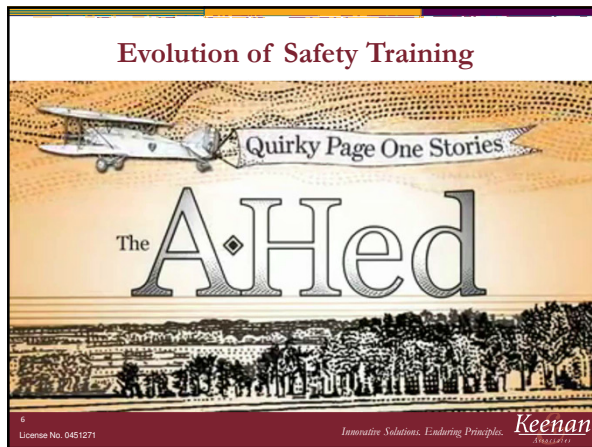
Millennials:

- Technology: iPods/Nintendo
- Multi-tasking
- TEXT everything
 - I am sad ;-)
- Blast 'fantastic' lives on Facebook-eating, drinking
- Multi-Cultural and Accepting

Gen Z:

- Technology: Smart Phone
 - Phigital generation
- Multi-tasking: Takes info instantaneously... Loses interest just as fast.
- IMAGE focused
 - Selfie, Surface tablet
- Privacy/Anonymous
 - Secret, Whisper (disappear)
- Multi-Racial
 - Mixed race kids

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Safety Training Targeting Millennials



CH3
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Training Effectiveness and Millennials



**Engage,
you must...**

- Positive, enthusiastic – Listened, I have
- Personal, supportive – Understand, I do

Gifted at spotting a FAKE...



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Training: Providing the Information

How to take it from “Knowing” to “Doing”
Emotionally Charged Safety

Human Nature:

- It only matters when it is directly related to them
- Your job is to make it matter to them
 - They already know the information.
 - How are they influenced?
- Give them an emotional reason to care
- Eric and the BBP

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Training: Give them a "Reason" to Care

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**Self Reflection:
Why are you providing
Safety Training?**

- **Compliance?**
 - Cal/OSHA required
 - Annual
 - BBP, PPE, IIPP
 - Because you **HAVE** to provide training?

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**Self Reflection:
Why are you providing
Safety Training?**

- **For Corporate?**
 - Less Injuries, WC
 - Less lost time
- **Employees**
 - So they return safely to their family each night

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Think, Pair, Share...

**Why are you
providing Safety Training?**

**Was it different when you first
started your career?**

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Make Safety Training Matter

- **If it matters to you**
 - Have music playing and food available
 - Ice breakers, mentoring
 - Team bonding
- **If it matters to Corporate**
 - Have senior management kick off the session
 - In person, in video clip
 - Have senior management influence on all safety messaging.
- **If it matters to the employees**
 - Make the information relevant to them.

Come Home Safe ~ Come Home Soon

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Think, pair, share...

**Which is the biggest driver
to behavior change?**

- Pain (Dentist, Back pain, etc)
- Understanding the information
- Feeling it & finding a reason to do it safely

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**Safety training needs
to influence the way they feel**

1. **Rational**
✓ Does the information make sense to the group?
2. **Emotional**
✓ What's in it for ME?
3. **Physical**
✓ Is the workplace conducive to what was just presented and learned in the training?

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Rational Safety training

1. **Rational / Relevant**
✓ Does the information make sense to the group?
Ask group: **Do you agree with this information?**
- Most accidents are NOT the result in the lack of knowledge.
(Ex: Accident when pushing a cart)
- Accidents happen from:
 - Lapse in judgement
 - Lack of attention
 - Rush to get the job done

Action: Aim training at the right thing. Cart pushing training?
No, were they rushing? Were they distracted?

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Rational Safety Training
In Life, There are No Second Chances

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Rational Safety training

1. Rational / Relevant

- ✓ Classroom training is orientation and awareness. A place to gather knowledge.
- ✓ Taking that knowledge out to the job site, we practice.
- ✓ Ask group: **Is reinforcement of this material needed?**
 - How do they want it? Verbal, nudge, throat clearing?
 - How and how often do they want to hear it?
 - Ask a Millennial:
What do you need on your site to practice safety?

Action: Tailgate topics to MicroLearning modules to tweets

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Safety training needs to influence the way they feel

1. Rational
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2. Emotional
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Rational Safety training

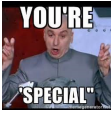

2. Emotional -
What's in it for ME?

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Millennials Run on Emotion, Positive Energy, Creativity



- This generation is *SPECIAL*...
 - ...Or so they've been told all their life
 - ... All 75 million of them...
- Used to getting immediate feedback
- Constant feedback
- How SOON do they want it???

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Strongest Emotion: TRUST



- Immediate response to questions/requests
 - Texts, emails...no phone calls
 - ANSWER them! Develops **trust**.
 - Calendar your follow up with them (to email or text)
 - Deliver on promises
- Everybody gets one (“team” safety)
 - What you do for one, consider doing for all
- Think, pair, share...
 - Give safety concept, ask Millennial to ‘interpret’



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Emotional Safety training

2. Emotional – Does your team ‘feel’ it’s important?

- ✓ Does “MANDATORY” mean they will do it?
 - Speed Limit is 65...
 - **That only applies to everyone else!**
- ✓ Ergonomics: People don’t ‘buy in’ until they hurt
- ✓ How do you convey that the information coming from you is important?

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Think, Pair, Share...

**If employee attendance at your training was voluntary,
But...
Your SALARY was 100% dependent on 100% employee participation...**

WHAT WOULD YOU DO DIFFERENTLY?

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**To influence the way they feel,
training needs to:**

- ❖ Feel like it's for THEM
- ❖ The location
- ❖ The spread (Claim is \$27,000; spread is \$27)
- ❖ Sensitive to their schedule (end of night shift)
- ❖ The delivery

Yuba – New Superintendent “Family breaks bread together”
PARMA – Did you wonder about the free coffee?

The better the package, the better the experience

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They need to FEEL the message you give



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Physical Site Safety training

3. Physical Site –

- ✓ Education becomes training once it leaves the classroom and goes INTO the workplace
 - Create a workplace conducive to what was learned
- Corporate Safety Messaging – What’s the Message?
 - Come Home Safe ~ Come Home Soon
- Learning doesn’t stop at the end of session
- Reinforcements:
 - MicroLearning – POST, 5 min trainings, Safety Shorts
 - Social Media – Tweets, Texts
 - Walk throughs, rewards, coaching, Role playing
- Overtime

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Physical Aspects of the Job

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1. KNOW YOUR AUDIENCE


- Millennials learn differently
- Reinforcement is different
- Know why are you training?
 - ✓ Compliance? For Corporate? For them?
- Don't FAKE it (be sincere in your efforts)
- Keep the session moving along (Poll Everywhere)
- Take it from knowing to doing

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2. IN THE CLASSROOM


- Is the information rational / relevant?
- Did they hear it last year? Think, Pair, Share?
- Does it connect emotionally?
 - ✓ when the pressure is on... will it stick?



3. AFTER CLASSROOM

- What does reinforcement look like?
 - ✓ Tweeting Safety? MicroLearning?
- **How are you 'connecting' with them?**

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