The 5C’s of Safety Education: How to Build Effective Communication in the Workplace

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The Sad Facts
(according to recent studies, at least)

“If the world were perfect, it wouldn’t be.” — Yogi Berra
We’ve learned some things about communication over the years:
TODAY’S AGENDA

Learning Objectives

• Acknowledge Current Safety Statistics
• Expose latest employee engagement statistics
• Review hidden costs of miscommunication, and how to avoid it
• Reveal 3 drivers and 5 tips to enhance employee engagement
• Understand research to maximize retention of information
• Apply latest research to maximize safety communications
• Unveil 5 C’s of effective visual communications to start applying immediately
Acknowledge

Current Safety Statistics

“Safety is something that happens between your ears, not something you hold in your hands.” — Jeff Cooper, USMC
Workplace Injuries by the Numbers

Every 7 seconds... a worker is injured on the job.

540 per hour

12,900 a day

90,400 a week

4,700,000 a year

99,000,000 = Production days lost due to work-related injuries in 2014

Top 3 Workplace Injury Events → Lost Days

1. **OVEREXERTION**
   - Lifting or lowering
   - Repetitive motions
   
   - **35% OF INJURIES**
   - **Helpful Tips:**
     - Avoid bending, reaching and twisting when lifting
     - Take frequent short breaks

2. **CONTACT WITH OBJECTS AND EQUIPMENT**
   - Struck by or against object or equipment
   - Caught in or compressed by equipment or objects
   - Struck, caught or crushed in collapsing structure, equipment or material

   - **25% OF INJURIES**
   - **Helpful Tips:**
     - Store heavy objects close to the floor
     - Be aware of moving equipment/objects in your work area
     - Wear the proper personal protective equipment

3. **SLIPS, TRIPS AND FALLS**
   - Falls to a lower level
   - Falls on the same level

   - **25% OF INJURIES**
   - **Helpful Tips:**
     - Place the base of ladders on an even, solid surface
     - Use good housekeeping practices

Top 5 Occupations w/ Injuries → Lost Days

1. Service (includes firefighters and police)
2. Transportation/Shipping
3. Manufacturing/Production
4. Installation, maintenance and repair
5. Construction

Top 10 Causes & Direct Costs of the Most Disabling US Workplace Injuries

Total cost of the most disabling workplace injuries: $61.88 billion
Cost of top 10 most disabling workplace injuries: $51.06 billion

Source: 2016 Liberty Mutual Workplace Safety Index
Number of Fatal Work Injuries 2003-2016

Number & Rage of Fatal Work Injuries by Industry Sector

Time to Think About the Aging Workforce

**Change in Workforce Demographics**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 16-24</td>
<td>-7%</td>
</tr>
<tr>
<td>Age 25-54</td>
<td>+2%</td>
</tr>
<tr>
<td>Age 55-64</td>
<td>+37%</td>
</tr>
<tr>
<td>Age &gt;65</td>
<td>+84%</td>
</tr>
</tbody>
</table>

**Fatal Injury Rate Per 100K Workers**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age &gt;65</td>
<td>9.4</td>
</tr>
<tr>
<td>Age 55-64</td>
<td>4.3</td>
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<tr>
<td>Age 25-54</td>
<td>2.8</td>
</tr>
<tr>
<td>Age 16-24</td>
<td>2.4</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics
Why Do We Care?
It’s Saves Us from Fines ...

Avoiding OSHA Fines

OSHA fines for safety violations start at

$12,000 per incident

Fines can reach as high as

$124,000 for repeat incidents

With potential losses being this high, the need for an engaged and safe workforce is imperative.
But, It Is About So Much More ...

It is about

- Our families, friends & health
- Accident aftermath
- Psychological fallout
- Our communities
- Our future

It is about arriving home every night
with all of our fingers and toes

It is about arriving home!
Reflect with Your Peers

Turn to those around you and assess:

• What is going “right” in the US, in NC, and in your company in the area of safety?
• What has caused this success?
• What still needs to be changed/improved?
• Where does that change need to start?
• What can you do today to effect that change?
Expose the Latest Employee Engagement Statistics

“A great person attracts great people and knows how to hold them together.”
— Goethe

“As we look to the next century, leaders will be those who empower others.”
— Bill Gates
The Staggering Facts of Disengagement

70% of Americans Are Not Engaged at Work
Companies with Engaged Employees Outperform Those Without

A study by Dale Carnegie found that companies with engaged employees outperform those without by up to 202%
What a Percentage Point Increase can Mean

Why Employee Engagement Matters

In a study conducted by Best Buy, every percent point increase in employee engagement resulted in annual operating income rising by approximately $100K.
The Bottom-Line Effects of Getting Engaged

Employee Engagement Directly Affects Your Bottom Line.

Every employee that crosses over from being disengaged to engaged adds an incremental $13,000 to the bottom line each year.
High vs. Low Engagement Effects on Operating Income

32.7% decrease in operating income for companies with low levels of employee engagement.

19.2% increase in operating income for companies with high levels of employee engagement.

Companies with low levels of employee engagement see an average drop of 32.7 percent in operating income.

...While companies with high levels of employee engagement reported an average improvement of 19.2 percent.
Engaged vs. Not Engaged:

- $500B: Cost to US economy from non-engaged employees (Gallup)
- 3.9%: Increase in EPS from highly engaged employees (Gallup)
- 1.3X: More likely to be high performers than less engaged (SHRM)
Engaged vs. Disengaged
Average Cost of Safety Incident

Engagement Directly Affects **Safety Costs**

Employees are engaged, positive, and more likely to be paying attention, which helps prevent safety incidents. This also makes them quicker to act appropriately if and when disaster strikes.

$63
Average cost of a safety incident for an **engaged employee.**

$392
Average cost of a safety incident for a **disengaged employee.**
Companies Scoring in the Top 25% for Employee Engagement have:

- 37% lower absenteeism
- 48% fewer safety incidents
- 41% fewer quality defects
- 21% higher productivity
- 22% higher profitability

Source: Gallup: The State of the American Workplace
Reflect with Your Peers

Turn to those around you and assess:

- Do you agree with the statistics?
- Is this what you see in your company? (better/worse)
- What are you/leadership doing to increase engagement since it does effect safety and the bottom line?
- What else could you be doing?
Review
Hidden Costs of Miscommunication, & How to Avoid it

“As usual, what’s urgent leaves no time for what’s important.” — Mafalda
“When people agree with me I always feel that I must be wrong.” — Oscar Wilde
Engagement’s Effect on Key Business Outcomes

When compared with business units in the BOTTOM QUARTILE of engagement, those in the TOP QUARTILE realize improvements in the following areas:

- Safety Incidents: 70% reduction
- Absenteeism: 41% reduction
- Turnover (High-Turnover Organizations): 59% reduction
- Turnover (Low-Turnover Organizations): 24% reduction
- Shrinkage: 28% reduction
- Patient Safety Incidents: 56% reduction
- Quality (Defects): 40% reduction
- Customer Metrics: 10% reduction
- Productivity: 17% increase
- Sales: 20% increase
- Profitability: 21% increase
The Benefits of An Effective Safety Program

Communication & Safety

Effective communication in the workplace and a team of engaged employees can create a safer work environment. An informed and engaged employee is more dialed-in to safety protocols and behaviors that perpetuate an effective safety culture.

“Having a solid safety and health management program not only saves on worker’s compensation, but also improves productivity and employee morale.”

— American Society of Safety Engineers

For employers who do not now have safety and health programs, implementing injury and illness prevention communications reduces incidents by 15-35%
Top Benefits of Effective Work Safety Programs

- Increased Productivity: 28%
- Reduced Costs: 43%
- Other / Misc.: 6%
- Better morale & job satisfaction: 16%
- Greater Employee Retention: 7%
Most Common Causes of Failure in EHS Efforts

"When do we focus on safety? When we have problems, when our incidents are high," Sehn said, adding that such focus is only short-term. "We focus on it until things get better or appear to get better then we forget about it." – Francis Sehn, Why Programs Fail and a Model for Success

- **Labeling safety efforts as "programs"** with a beginning and end that eventually fatigue and die, not a “process” that evolves and changes as needed

- **Looking to best practices, policies and procedures as the ultimate antidote** to failure. Compliance alone might not be enough.

- The paradigm of thinking that safety professionals are managers, not leaders and innovators.
An 8-Point Model for Transforming Safety

1. **Establish a Sense of Urgency** – analyze current situation / what works / gaps / share
2. **Create a Guiding Coalition** – key team for change / accountability areas / mgmt oversight committee
3. **Develop Goal~Strategy for Change** – leading indicators (100% PPEs) vs. lagging (15% reduction)
4. **Communicate the Goals** – all means possible / top mgmt visible and involved / model the behavior
5. **Empower Broad-based Action** – remove obstacles / welcome novel ideas / direct resources @ solutions
6. **Generate Short-term Wins** – base on data, audits, monitoring / communicate / reorganize / celebrate
7. **Consolidate Gains, Produce More** – hire & promote change agents / look for continuous improvement
8. **Integrate New Approaches~New Safety Culture** – connect behaviors with success / ensure succession

Continually communicate successes, changes, and goals
Reflect with Your Peers

- Turn to those around you and assess
  - Is your company doing anything that might lead to failure?
  - What of the 8-point model are you doing well?
  - Where do you see areas for improvement?
  - How have you innovated or thought out-of-the-box that has helped improve your safety efforts?
  - How are you communicating your wins and new approaches?
  - Has this been effective?
Reveal
3 Primary Drivers →
5 Tips to Enhance Employee Engagement

“You must capture the heart of a supremely able man before his brain can do its best.”
— Andrew Carnegie
3 Primary Drivers for Employee Engagement

From a recent study by Dale Carnegie Training

1. Relationship with one’s immediate supervisor
2. Belief in senior leadership
3. Pride in working for the company
Belief in senior leadership as role models that:

1. Encourage goal achievement
2. Contribute to positive engagement
3. Build better workplace environment

If Dissatisfied w/ Immediate Supervisor

20% Unengaged

If Dissatisfied w/ Immediate Supervisor

80% Unengaged

Company pride produces 4 value emotions:

- Enthusiasm
- Empowerment
- Inspiration
- Confidence

If Dissatisfied w/ Immediate Supervisor

80% Unengaged

Belief in senior leadership as role models that:

1. Encourage goal achievement
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Company pride produces 4 value emotions:

- Enthusiasm
- Empowerment
- Inspiration
- Confidence
“Employees said that it is the personal relationship with their immediate supervisor that is the key. The attitude and actions of the immediate supervisor can enhance employee engagement or can create an atmosphere where an employee becomes disengaged. *In addition, employees said that believing in the ability of senior leadership to take their input, lead the company in the right direction and openly communicate the state of the organization is key in driving engagement.* Other factors that drive engagement are that employees are treated with respect, that their personal values are reflected and that the organization cares about how they feel.”

Maximized Communications – the Payoff

Maintaining High Retention Rates

Organizations need to care about their team as much as their bottom line, and invest in improving workplace communications.

The cost to replace one $10/hr employee is over $3,300

50% Companies with effective communications are 50% more likely to have better retention.
Experts predict the current turnover rate may rise to 65%.

With recruiting costs currently running approximately 1.5X annual salary, the ability to engage and retain valuable employees has a significant impact on an organization’s bottom line.

Source: Dale Carnegie Training
5 Key Tips for Improving Employee Engagement

From a recent study by Dale Carnegie Training

1. Senior leadership must articulate a clear vision to all employees.
2. Employees should be encouraged to communicate openly and influence the company’s vision through their input.
3. Direct managers should foster healthy relationships with their employees.
4. Senior leadership should continuously demonstrate that employees have an impact on their work environment.
5. Managers should show employees that they are valued as true contributors, giving them a sense of empowerment.
• **Communicate the Vision**
  - Where you want to be and how you will get there
  - Long-term visions need short-term objectives and realistic milestones
  - Regular updates make the vision a reality
  - Communicate successes and failures and their impact on the timetable

• **Clarify the Roles**
  - Define and set benchmarks that can be measured and tracked statistically
  - Back with full confidence of management team and an open door policy

• **Build Consensus**
  - Ask for ideas, solicit feedback, encourage constructive debate
  - Treat as stakeholders

• **Enumerate the Benefits**
Institute a Transparent Workplace
- Share as much info as possible (meeting notes, customer feedback, key data, fundraising, new hires)
- Get Rid of “Us vs. Them” Mentality
- Foster strong culture of open feedback and communication
- Use open office layouts, group lunches, team outings, retreats, etc.
- Make your OKRs (Objectives & Key Results) Public
- Lay out clear roles, responsibilities, and deadlines
- Establish quarterly OKRs framed within larger company goals
- Communicate these OKRs throughout the organization
- Ask Specific Questions
- In team meetings, through automated feedback tools, and face-to-face
- Ask pointed questions that demonstrate genuine concern, “Hey, I noticed that X is happening,
When a Culture Does Not Communicate

Reasons for Workplace Failures

- 85% Lack of collaboration & poor communications
- 15%

Reasons for Project or Task Failure

- 97% Lack of alignment within a team
- 3%

Source: Salesforce.com
5 C’s of Fostering Strong Working Relationships (NOTE: NOT the 5 C’s of Effective Communication)

1. **Communication** – in any relationship, communication is everything

2. **Collaboration** – working together produces better and faster shared results

3. **Culture** – organization/structure matter – encourage strong work relations and team building

4. **Creativity** – emerges when diverse groups bring their perceptions and experiences to the table

5. **Commitment** – acknowledge importance of each project and all team members that got it done.
Foster frequent discussion about the meaning of the organization
- Purpose and impact on the business and greater communities
- Clarify company goals, plans, values and vision

Clarify their personal contributions to organizational meaning
- See work as part of bigger picture
- Explain how every role impact greater organization and contributes to mission

Provide vision about cultural and community meaning, and value of their work
- Help them feel connected to those who are connected with products and services
- Show how their products are helping customers

“It’s communication. That’s how leaders can help their employees to find their meaning.”
-- David Williams, Forbes Contributor
Managers should show employees that they are valued as true contributors, giving them a sense of empowerment.
According to Accor Services 90% of organizations say employee engagement impacts business success, but 75% of organizations have no engagement plan or strategy.
Reflect with Your Peers

Turn to those around you and assess:

• Share your thought about the 3 primary drivers
  1. relationship with immediate supervisor
  2. Belief in senior leadership
  3. Pride in working at company

• How are you doing with the 5 tips for engagement?
  1. Clear vision
  2. Open communication
  3. Healthy relationships
  4. Continually show impact
  5. Value and empower
Understand Research to Maximize Retention of Information

“[I hear and I forget. I see and I remember, I do and I understand.]” — Confucious

“Do not seek for information of which you cannot make use.” — Anna Brackett
WHEN I AM BORED, I SEND A TEXT TO A RANDOM NUMBER SAYING:

“I HID THE BODY ... NOW WHAT?”
Visual Content & Its Influence on Comprehension and Retention

65% of the population are visual learners

Source: Social Science Research Center
Visual Content Sticks in Long-Term Memory

Illustrated text is comprehended 83% more effectively than text alone.

Source: SHIFT Disruptive Learning
Visual Content Transmits Messages Faster

Our eyes can register **36,000** visual messages per hour.

90% of information transmitted to the brain is visual.

Visually processed is **60,000X** faster than text.

40% of nerve fibers are linked to the retina.

Source: SHIFT Disruptive Learning
Visuals Improve Comprehension & Trigger Emotions
Visual Content Motivates Learners

Simply seeing a picture allows people to recreate the experience in their mind.

Source: SHIFT Disruptive Learning
Humans absorb info faster with graphics. Images triggered viewers emotionally.

Progressively shorter attention spans

Thanks to

Source: Infographic World
Reflect with Your Peers

Turn to those around you and process this info:

• What research surprises you?
• How do you see this research reveal itself in your daily lives?
• How are you, or your company, currently doing at applying this research?
• What is one thing you will now do differently?
Apply Latest Research to Maximize Safety Communications

“Good communication is as stimulating as black coffee, and just as hard to sleep after.” — Anne Morrow Linbergh
First, a Few More Needed Statistics

**Attention Span of Average Person =** 8 seconds!

**Attention Span of Goldfish =** 9 seconds!

Source: Microsoft Corporation
**COLOR is Key**

Color

- Dramatically increases comprehension

- Lengthens our attention span

- Aids in recall

Source: Xerox Corporation
A Brief Recap to Get Us Started

- **Understanding the brain:**
  90% percent of the information transmitted to the brain is visual

- **We’re visual learners:**
  65% of the population is made up of visual learners

- **Comprehension is key:**
  Illustrated text is processed 83% more effectively than text alone

- **We process visual cues faster:**
  We process visual cues 60,000 times faster than it takes the brain to decode text

- **Color captures attention and helps comprehension:**
  Color increases attention span and recall by 82% and increases comprehension by as much as 73%

- **Images are more effective:**
  Content with relevant images gets 94% more views

- **Short-term to long-term memory:**
  Seeing a visual 4-5 X in < 7 days moves it from short-term to long-term memory ... we act on long-term memory
How to Create a More Engaging Workplace

The goal is an organization
• Fueled with transparency and effective communications
• Effecting a huge impact on the bottom line

But it is a challenge to
• Removing barriers
• Implementing the right systems
• Encouraging and nurturing

Some of the best engagement solutions have historically included

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Town Hall Meetings

A More Engaged Workplace

Company Intranet

Internal Newsletter
Other Ways to Attain Passive Engagement & Reach

Digital Signage

With one of the lowest barriers of entry, Digital Signage is a great solution to solving your workplace communication challenges. Equipped with the ability to reach your entire team and the option to add your own custom content, you can ensure the important company information will be seen, absorbed, and retained. From safety training messages to performance incentives and everything in between, a digital signage platform helps foster an inclusive environment where staff feel valued, appreciated, and in the know.
What people remember:

10% What we hear
25% What we read
80% What we see & do
What Does The Research Say About Verbal Communication?

75% of what you tell someone will be forgotten within 48 hours!
The power of proper visuals:

Visuals are processed 60,000x faster than text.
Information Retention Rates

Simple Text & Visual: 65%
Visual: 30%
Text: 10%

Source: John Medina, Brain Rules
Making visual communication work for you:

- Efficient
- Effective
- Easy
- Passive Engagement & Reach
Reflect with Your Peers

Turn to those around you and assess:

• How will this information change the way you communicate?

• What is one thing you currently communicate that you will not do differently?

• How could this research effect safety communications for you in your company?
Unveil 5 C’s of Effective Visual Communications to Immediately Apply

“The problem with communication is the illusion that it has taken place.”

— George Bernard Shaw
Why are TV Networks in Business?

- TO MAKE $$$$ 
- HOW DO THEY MAKE $$$$?
- ADVERTISING!!!!!!!
- In 60 minutes of programming, how many are advertising?
- 22 minutes!
- Why not more? = more $$$$ 
- No one will watch!

Employers need to do the same:

Give your employees what they want ... and they will watch your advertisements!
Repeated Visual Exposure embeds things into our long-term memory ... and we act on them.

Research says:
Most learning & attention happens between the 3rd & 5th exposure; then levels off.
We Agree on the Need; How Do We Maximize It?
#1 - **Consistent Communications**

- **Metrics**: KPIs, Production reports, daily scrap %, down time, loss time, etc.
- **New**: New Initiatives, New Employees, New Equipment ...
- **Corporate**: Mission and Vision Statements, Changes, Management, etc.
- **Dates**: Birthdays, anniversaries with the company, retirements, etc.
- **Meetings**: results, inputs, next steps
- **Goals**: targets, yearly, monthly, daily, hourly, etc.
- **Updates**: projects, construction, initiatives
- **Milestones**: product shipped, stock valuation, awards,
- **Schedules**: shutdowns, changes, modifications
- **Count-ups, Count-downs**
- **Where is it hurting?** (See next slide)

**NOTE**: When the event ends – be consistent in taking it down!
Here is Where it is Hurting Our Employees

Fatal occupational injuries by major event, 2016

<table>
<thead>
<tr>
<th>Event</th>
<th>Number of Fatal Work Injuries</th>
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</thead>
<tbody>
<tr>
<td>Transportation incidents</td>
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</tr>
<tr>
<td>Roadway incidents</td>
<td>1,252</td>
</tr>
<tr>
<td></td>
<td>831</td>
</tr>
<tr>
<td></td>
<td>2,083</td>
</tr>
<tr>
<td>Violence and other injuries by persons or animals</td>
<td></td>
</tr>
<tr>
<td>Homicides</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>366</td>
</tr>
<tr>
<td></td>
<td>866</td>
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<tr>
<td>Falls, slips, trips</td>
<td>697</td>
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<td></td>
<td>152</td>
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<tr>
<td></td>
<td>849</td>
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<tr>
<td>Contact with objects and equipment</td>
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<td></td>
<td></td>
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<tr>
<td>Exposure to harmful substances or environments</td>
<td>518</td>
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<td></td>
<td></td>
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<tr>
<td>Fires and explosions</td>
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</tr>
</tbody>
</table>

Total = 5,190

Change in fatal work injury counts by event, 2015–16

<table>
<thead>
<tr>
<th>Event</th>
<th>Change in Counts</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL EVENTS</td>
<td>354</td>
</tr>
<tr>
<td>Violence and other injuries by persons or animals</td>
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<tr>
<td></td>
<td>163</td>
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<tr>
<td>Exposure to harmful substances or environments</td>
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<td></td>
<td>94</td>
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<tr>
<td>Falls, slips, trips</td>
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<tr>
<td>Contact with objects and equipment</td>
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<tr>
<td>Transportation incidents</td>
<td>29</td>
</tr>
<tr>
<td>Fires and explosions</td>
<td>33</td>
</tr>
</tbody>
</table>

2016 Total = 5,190
2015 Total = 4,836

#2 – Be Creative

SAFETY

STAR

NANCY ODOM
Nancy turned in 7 unsafe conditions from her observations. She is also a safety committee volunteer. Thanks, Nancy, for making a difference.

HOW TO BE CREATIVE

COLLABORATE WITH A TEAM

FIND A CREATIVE SPACE

TRUST YOURSELF

GET YOUR HANDS DIRTY

WHAT IS CREATIVITY?

IT IS THE ABILITY TO CONCEIVE ORIGINAL, MEANINGFUL, AND VALUABLE IDEAS THAT SHAKE THE FOUNDATIONS OF CONVENTION AND TRADITION.

THE LIFE-BLOOD OF MANKIND

DEEPLY REWARDING

HIGHLY SOUGHT-AFTER VIRTUE

A FORM OF SELF-EXPRESSION

THE CREATIVE PROCESS

RESEARCH - IDEATION

PROTOTYPING - TESTING

SETBACKS

RESILIENCE & GETTING DIRTY

CREATIVE GROWTH

THE FINAL BIG IDEA

BRAINSTORMING & INITIAL IDEA
Create Messages that Cover the Spectrum

Not just Safety messages, also think of

- Customer Remarks
- Performance Metrics
- Recognitions and Awards
- Charities/Giving Back
- CATCH PEOPLE!

Not just EHS Department, also think of

- Production/Operations
- Quality Control
- Human Resources
- Customer Service
- Warehouse/Transportation
Considerations for Creativity in Content

• Perspective
• Variety
• Humor/serious
• Tone
• Color/B&W
• Accuracy/focus
• Compelling nature
• Eye-catching ability
Go-to-Sources for Creative Content

**In-House**
- Microsoft Office, PDF, network files
- Metrics, KPI dashboards, PLCs
- ERP, MRP systems
- Photos & Videos of people and events
- Announcements & Newsletters
- Training or shift schedules
- New hires, years of service

**Purchased or Free**
- Industry-specific content
- Safety videos & sites
- News, weather, sports & entertainment
- Social media (Twitter, LinkedIn, Facebook)
- Custom work – agency or site
- Websites, YouTube, Google Sheets
- Royalty-free images
- Other web or corporate content
Additional Ideas for Creativity & Engagement

- Pictures and names
- Employee spotlight
- Feedback
- Games/contests
- Short term advertising campaign
- Deal with the whole person (care)
- Cross culture, stages
How is McDonalds Creative in Advertising?

- Spend over $800 Million a year
- It is more than buying a Big Mac and a Happy Meal
- It is about:

  family, good times, relaxation, getting work done, peace, fun, happiness, health, fulfillment, excitement and more!

We need to think like McDonalds when communicating with our employees!
#3 – Be Celebratory!
Ideas for Celebratory Communications

- Safety metrics or stellar KPIs
- Recognitions, victories, awards, honors, milestones, contests
- Special occasions & group activities
- Teams/departments
- Pictures/videos
- Try it – it’s contagious!

The Newest Addition to Our Family!

Congratulations Rebecca Smith in Shipping!
Welcome home Ethan Smith – 6 lbs!
#4 – Connecting Emotionally

When it comes to protecting our hearing, let’s not be wet behind the ears!

Please be alert to harmful exposures for yourself and others – at work, at home and in the community. Use common sense, avoid dangerous decibel levels, and protect everyone with earmuffs or plugs as appropriate. Don’t wait till you have problems coming out of your ears.
Considerations for Connecting Emotionally

Think Of Commercials
• Fear-Courage
• Stress-Relaxation
• Security-Insecurity
• Healthy-Unhealthy
• Family-Loneliness
• Pain-Happy
• How about this dichotomy?

So, how would you sell
• Proper Lifting/Overexertion?
• Lockout/Tagout?
• Conflict Resolution?
Why Have Proper Lifting Techniques?

Without them, there will be:

- Pain
- Time in rehab
- Restricted lifestyle
- Lost time
- Lost pay
- Missing out

How do you communicate it?

Grabbing a 360-pound boulder may be key in a strong-man competition, but lifting heavy, awkward items by yourself, and without a mechanical aid, can cause serious injuries in the workplace. This guy said he suffered just a few scratches and bruises. We may not be so lucky, even with much lighter objects. Please leave no stone unturned when it comes to injury prevention.
#5 – Effective Communication is Concise

A lack of clarity could put the brakes on any journey to success.

- Steve Maraboli
  Author
Don’t Make the Fine Print the Point

The main thing is to keep the main thing the main thing
- Stephen Covey
Practical Considerations for Conciseness

• Do this after you do the first four C’s
• Do you know when to stop? (Live to 110)
• How long does it take to read your content?
  – 15 second rule
  – 25% reading speed rule
• Where are you sharing the information?
  – By time clocks or in hallways
  – In breakrooms or cafeterias
• How much information at one time?
  – Think of half-hour TV shows – 10 min then a commercial
  – Think of when you have your audience to engage – Arriving, two 15 minute breaks, a ½ hour lunch, and leaving.
Recapping the 5 C’s of Visual Communication

#1 – Be Consistent
#2 – Be Creative
#3 – Be Celebratory
#4 - Connecting Emotionally
#5 – Be Concise

... and remember

However beautiful the strategy, you should occasionally look at the results.

– Sir Winston Churchill
English politician (1874-1965)
Reflection Time

With your neighbor:

• What have you been doing right in the area of effective visual communications?
• What, if any, change will you make given these 5 C’s?
• How can/will you implement these strategies in regard to your safety message?
Thank You!

Q&A

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