

Communicating Safely Communication training for discussing safety

Communicating safety through an organization is accomplished by looking at the truth about success. Effective safety procedures and behaviors are spread through an organization through the building of good relationships and safety awareness. Below are some highlights of what top safety performers do that allow them to spread the message of safety through an organization.

- They know it is possible to do the job right and safely at the same time.
- They know production quality and safety go hand-in-hand.
- They respect their boss, and participate in the change process.
- They know the key to safety is making sure people are aware of their surroundings. They are present in the moment. The excuse “I was not thinking” is always false. Accidents happen when people are thinking, just not about the task at hand.
- They are not afraid to ask questions
- They can clearly explain the safety procedures. Overcoming resistance to change and adapting to change are fueled by clear communications. When people are confused they are hesitant to act.
- They remember the critical five rules to communicating safety:
 - I promise to take the time to think through what I am going to do so I can do it safely
 - I promise to get the right PPE and use it all the time
 - I promise to talk to you (my co-worker) about the work you are about to do so I can help you do it safely
 - I promise to do whatever it takes to help you my co-worker from ever being hurt
 - I promise to thank you every time you remind me about a PPE or a procedure or anything that keeps me from being hurt

Top safety people deal with change and face reality: Culture change is possible! It has worked for others and it can work for you and your people. Remember safety and changing safety procedures are not the problem, resistance to this reality is.

Communicating Training for communicating safety: Program Agenda

- ▶ Accepting decisions and working as a team
- ▶ How to effectively deal with change
- ▶ The truth about trust
- ▶ Listening like a leader

Selling your ideas

- ▶ Being the best vs. being consistently chosen
- ▶ Managing expectation and emotions
- ▶ The characteristics of top negotiators
- ▶ Selling safety: The specifics of your message
- ▶ Effectively explaining your value
- ▶ Leveraging relationships
- ▶ Effective questioning strategies
- ▶ Handling objections
- ▶ Gaining agreement

Stage presence: Putting passion and power into your presentation

- ▶ Getting their attention: From technique to talent
- ▶ Selling ideas in action: Impact and content
- ▶ Being interesting and holding their attention: Role-play
- ▶ Humor and entertainment value: Ideas, do's and don'ts
- ▶ Talk tips: What professional presenters do differently
- ▶ Eye contact and body language: Delivery systems in motion
- ▶ The truth about confidence: Preparation and perception

Your core message and critical beliefs: Reducing accidents

- ▶ Developing stories to make and match your points
- ▶ Your opening: Defining the problems
- ▶ The body of your presentation: Information delivered
- ▶ Your closing: Solutions and summaries

Client Testimonials

Rave reviews would be an understatement. You are one of the best speakers we have ever had at Smith Barney. I really appreciate your preprogram research and funny, to-the-point delivery. Let's try to match schedules for multiple dates next year. Thank you for all that you did for us. **Frank P. Breazeale III, Regional Sales and Training Officer, Smith Barney**

Great job! You have helped us to better explain the value of our services, streamline our processes and define the specific talents needed to hire the right people. Your insight into what is really important about our business has positioned us to do more of what we do well and has increased our revenues. **George Cohlma, Senior Vice President—Investments, Prudential Financial**

Garrison, your sales training program was the best I have seen in my eight years with CUNA Mutual. My people are still talking about it a year later and are successfully using your strategies. Your session was funny, direct, and very well researched. Your approach—knowing the specific issues we have to deal with, providing the answers, and making us laugh along the way—is exactly what we needed. I intend to bring you back for another training session and will touch base with you soon. **John Ridge, DMMFS, CUNA Mutual Group**

We have used Garrison 15 times already this year, with terrific results. His funny, interactive approach keeps the group focused, and his "dealing with difficult people" segment, among others, was particularly effective. Garrison helps us provide excellent value-added training to our customers. **Joe Sprague, Director of Key Accounts, AIM Management's Financial Institution Division**

Garrison was able to help me eliminate roadblocks and become more effective, fast! I have had a 100% increase in referral business, a 50% increase in revenue, and a 30% increase in productivity. Thanks, Garrison. **Robert Gilliland, Vice President—Investment Financial Service, Smith Barney**

Your tips on how to make the most of difficult client relationships will help all of our people. **Chris Murtha, VP Marketing/Business Development, TD Waterhouse**

Your sales presentation was outstanding; I would recommend you to any company that wants to motivate and educate employees and independent contractors. Thanks for making me look good! **Robert Bohli, Field Vice President, American Express Financial Advisors**

Your ability to deliver strong customized content and to be so funny at the same time is unmatched. We have received excellent feedback for the 20+ programs you have delivered at conventions across the country. **AIM Management**

Thank you for the great training workshop you provided for the sales team. The tools you taught us have made us more effective in opening relationships with our customers. Your recommendation to conduct a major training program with quarterly booster shots has proven to be the boost we needed. We are exceeding our goals! **Banco Popular**