

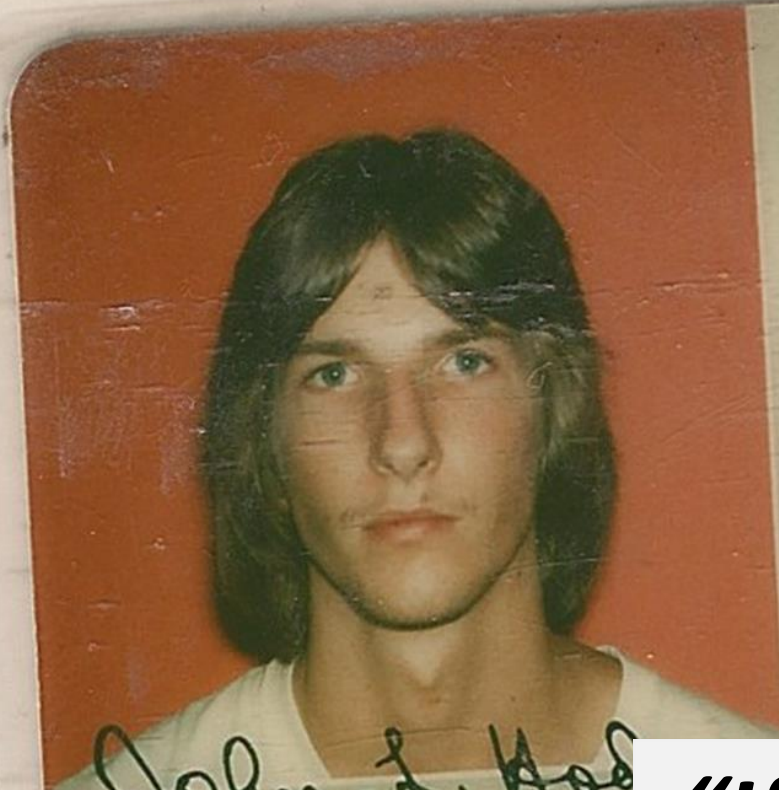
# *Selling Safety*

*Lessons From a Former Front-Line Supervisor*

Patrick J. Karol CSP ARM SMS

Karol Safety Consulting, LLC

[www.karolsafety.com](http://www.karolsafety.com)



*John L. Hodges*  
PLANT MANAGER

SIGNATURE

*Patricia*



OWENS-ILLINOIS  
Glass Container  
Division

7508

CLOCK #

NAME KAROL PAT JOHN

ATLANTA, GEORGIA

***“If I have to wear these things, you have to!”***

- My Foreman



 **DELTA**  
**SUMMER EMPLOYEE**

STATION


ATLANTA

EMPLOYEE NAME

KAROL, PATRICK JOHN

EXPIRES

9/3/79

 *Patrick J. Karol*  
EMPLOYEE SIGNATURE

*Eugene H. Stewart*

AUTHORIZING SIGNATURE

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ATI

No

34113



***Safety became personal to me***



***Make Safety Personal for Others***

Sell Safety  
to the Front Line Employee

***Make Safety Personal***

1. Vision

2. Knowledge

3. Heart



***Find Your Vision***

# Find Your Vision

Safety 360 Vision

LIVE SAFE

At work | At Home | At Play

*No One Gets Hurt*

Go 4 ZERO

One Day at a Time

*Safety is a Team Sport*

*A Safe Day. A Safe Tomorrow. A Safe Career.*

***Best Damn Ship in the Navy***

***Every Injury is Preventable***



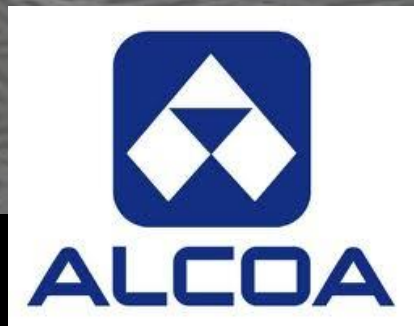


***“Safety is a natural rallying point because it’s as much in the employees’ interest as in the company’s”***

***- Paul O’Neill  
CEO Alcoa***



***Incident Free  
Workplace***



# Messaging

## Operational Terms

## Clichés Prohibited

## Hand Written



Verbal: What you say 7%

Vocal: How you sound 38%

Visual: How you look 55%

# Tell a Story

Simple

Unexpected

Concrete

Credible

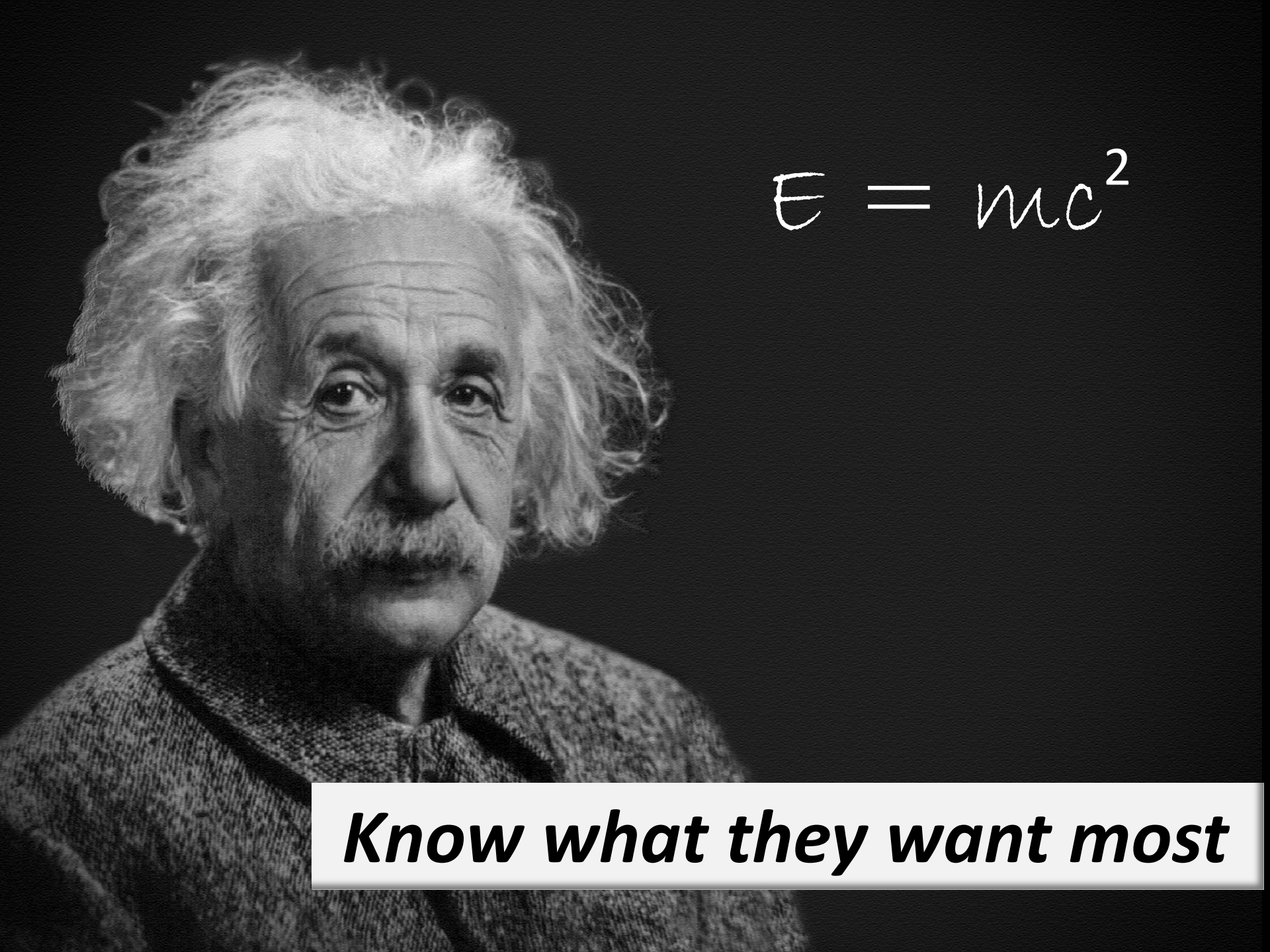
Emotional

Story



# 3 Things You Can Do

1. Have a vision discussion
2. Define in operational terms
3. Share a story



$$E = mc^2$$

***Know what they want most***





*“Praise the slightest improvement and praise every improvement. Abilities wither under criticism; they blossom under encouragement”*

- Dale Carnegie

# Recognize Accomplishments



TO: Lead Customer Services Agent Pat Karol  
120 - Atlanta

Safety Committee

## SUBJECT: Appreciation

During the year of 1992, you played a very essential role on the Atlanta Airport Customer Service Safety Committee. Your safety newsletter, Dateline Safety, continues to be a very important component for communicating our monthly safety news. You always demonstrate professionalism, dedication and work on your own time, beyond normal working hours.

Historically, Delta has maintained an unwavering commitment to the highest standards of safety in the airline industry. We are committed to a work environment that is free of safety violations.

I would like to take the opportunity to commend you for a job well done. Thank you for your cooperation and invaluable assistance in making our Safety Committee a success.

  
Don Rucker

(FOR INTRACOMPANY



CORRESPONDENCE ONLY

DATE: January 29, 1993

TO: Lead Customer Services Agent Pat Karol  
#644973 - Department 120 - Atlanta

FROM: Chairman - Airport Customer Service Safety Committee

SUBJECT: Appreciation

During the year of 1992, you played a very essential role on the Atlanta Airport Customer Service Safety Committee. Your safety newsletter, Dateline Safety, continues to be a very important component for communicating our safety. You always demonstrate professionalism, dedication and hard working hours.

What works:

Soon

Certain

Positive

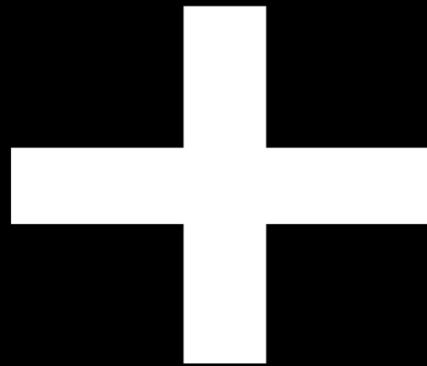
What doesn't:

Game

Gimmicks

Giveaways

*Safety is a*



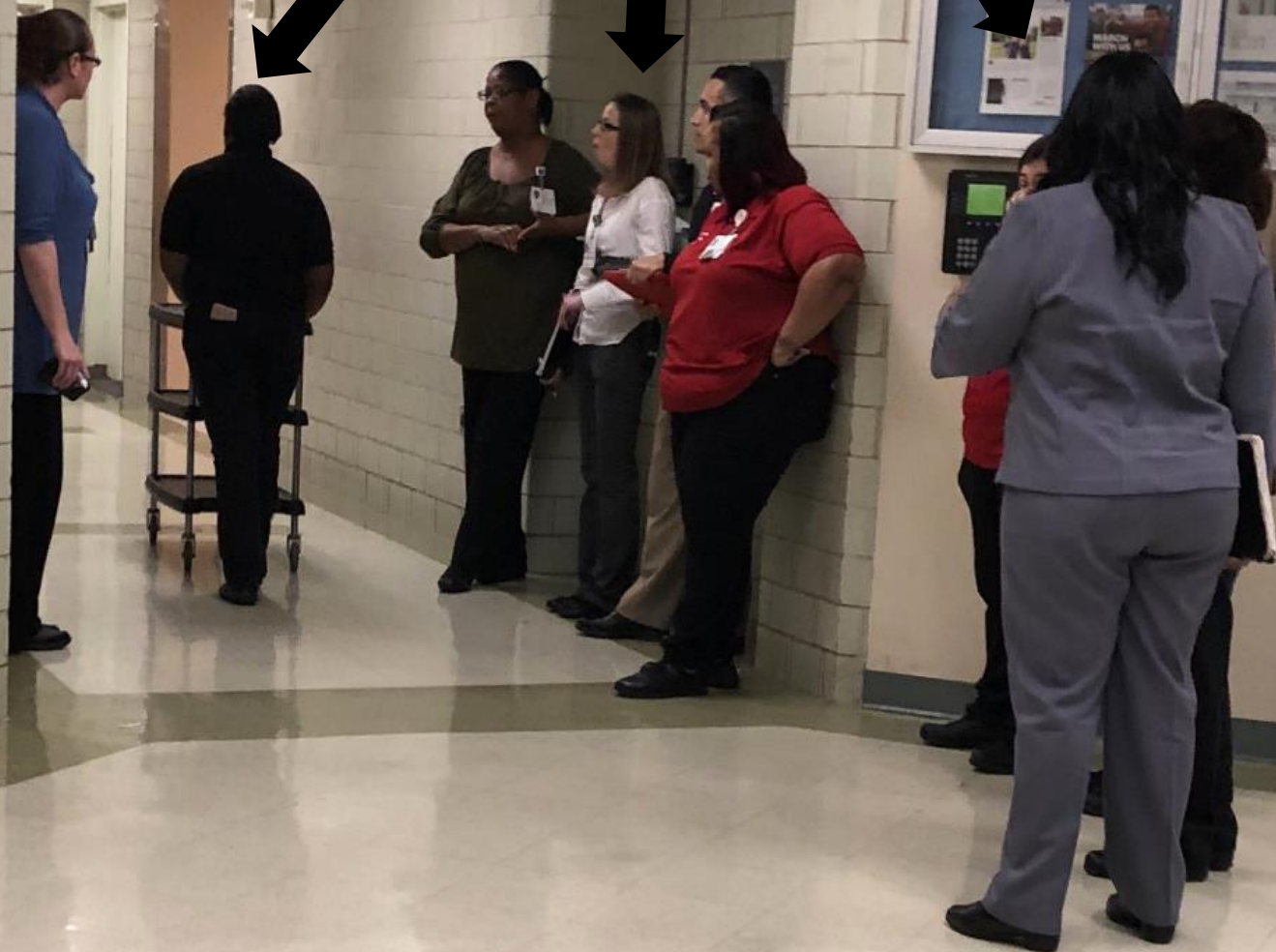
**POSITIVE**

# Who is your Rock Star?

Helen from HR →



# Allies





Ability  
Skills  
Knowledge  
Experience

# 3 Things You Can Do

1. Find out what one person wants most
2. Thank someone in writing
3. Engage one ally



***Lead With Your Heart***

# Make Safety Personal

It's not about the numbers

Have a  
*“Make Safety Personal”*  
Conversation

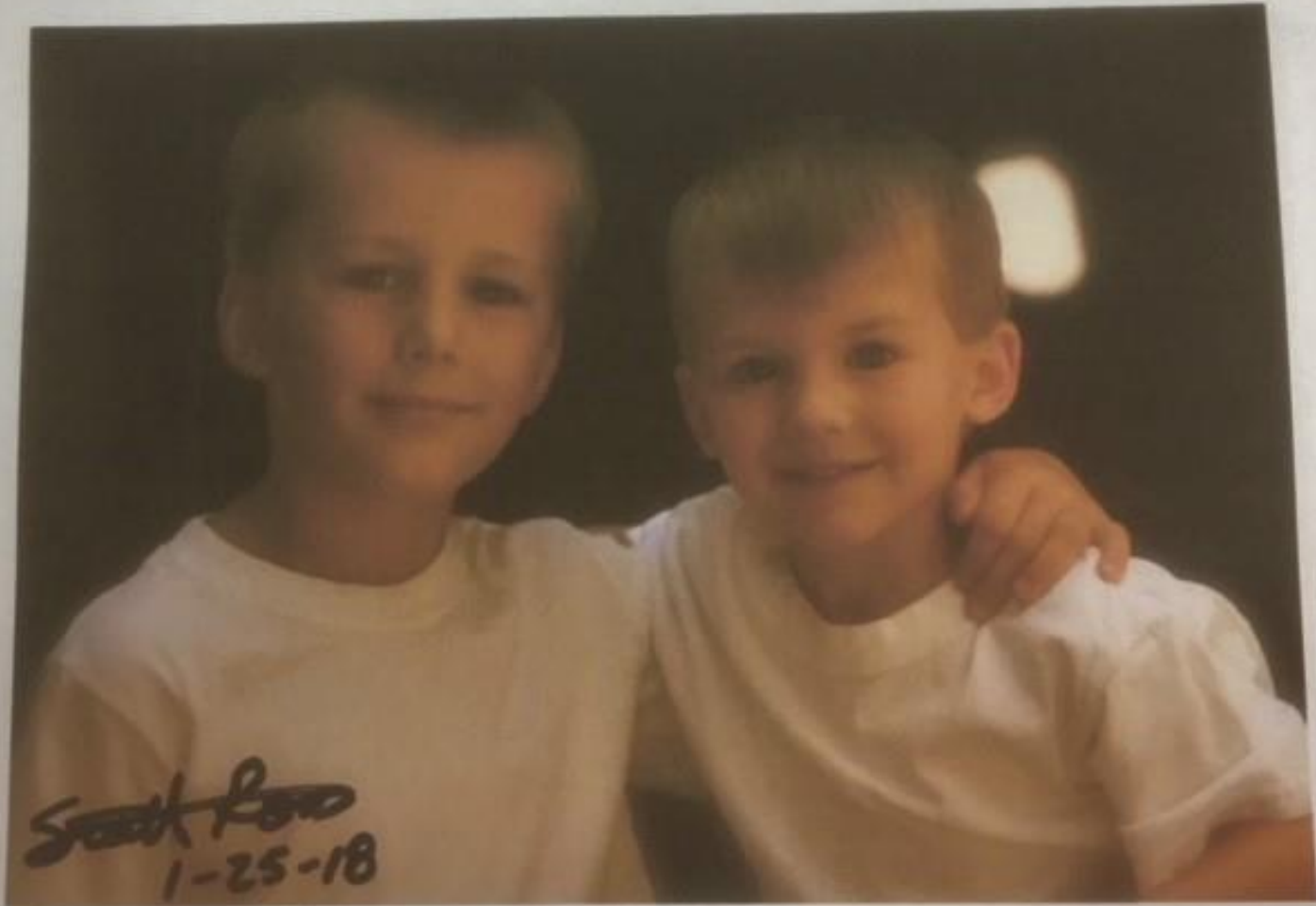
# *Make Safety Personal* Conversation

1. State your vision
2. Why it matters
3. Define in operational terms
4. Invite dialogue
5. Action items

# 3 Things You Can Do

1. Commit to one “Make Safety Personal” conversation
2. Post photos of things that are important
3. Start every meeting with a personal Safety Moment

I commit to not take shortcuts



This is why I work safe.

Mark Bick  
3/23/18



# Hurdles

Company Culture

Turnover

# of Employees

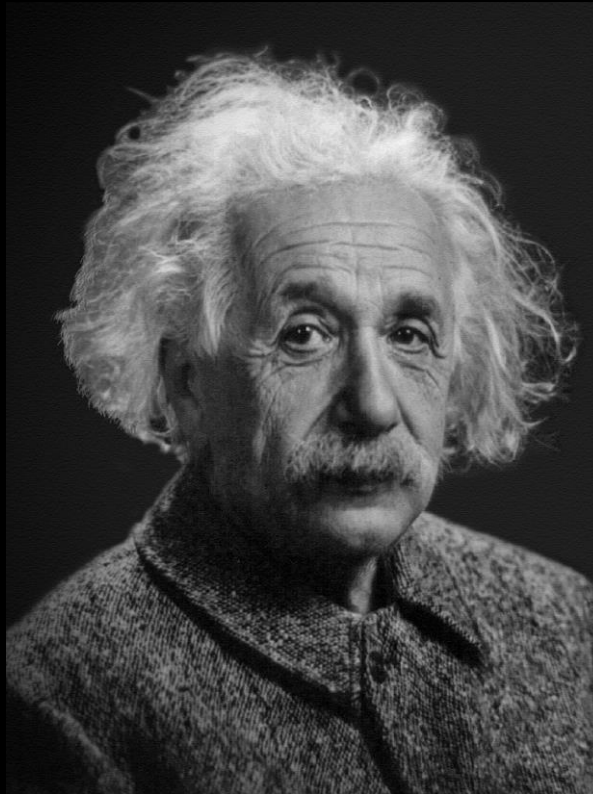
# Be More Like...

Henry Ford



Vision

Albert Einstein



Knowledge

Mother Teresa



Heart

# To Sell Safety:

We have to *think* differently

We have to *act* differently

We have to *lead* differently

Now, imagine that conversation  
going something like this...

# Resources

*It's Your Ship*, Captain D. Michael Abrashoff, commander, USS Benfold

*It's My Pleasure*, Dee Ann Turner, VP Corporate Talent at Chick-Fil-A

*How to Win Friends and Influence People*, Dale Carnegie

*Made to Stick*, Chip and Dan Heath

*Secrets of Body Language*, History Channel Documentary

*The Greatest Management Principle in the World*, Michael LaBoeuf

*Techniques of Safety Management; A Systems Approach*, Dan Peterson

*The Science of Selling*, David Hoffeld

***To be a compelling force behind  
which everyone will feel inspired to  
MAKE SAFETY PERSONAL!***

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