Selling Safety

Lessons From a Former Front-Line Line Supervisor

Patrick J. Karol CSP ARM SMS
Karol Safety Consulting, LLC
www.karolsafety.com
“If I have to wear these things, you have to!”

- My Foreman
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

No One Gets Hurt

LIVE SAFE
At work | At Home | At Play

Safety is a Team Sport


Best Damn Ship in the Navy

Safety 360 Vision

Go 4 ZERO
One Day at a Time

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%

Albert Mehrabian Silent Messages study
Tell a Story

Simple
Unexpected
Concrete
Credible
Emotional
Story

Chip and Dan Heath, Made to Stick
3 Things You Can Do

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

[Signature]

Don Rucker
TO: Lead Customer Services Agent Pat Karol  
#644973 – Department 120 – Atlanta

FROM: Chairman – Airport Customer Service Safety Committee

DATE: January 29, 1993

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 message. You always demonstrate professionalism, dedication and your goal is 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
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

Scott Reed
1-25-18
This is why I work safe.

Mark Ealy
3/23/18
Hurdles

Company Culture

Turnover

# of Employees
Be More Like...

Henry Ford  Albert Einstein  Mother Teresa

Vision  Knowledge  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!