

# Richard Hawk

Helping Companies create  
Vibrant Safety Cultures!

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



## Create a Vibrant Safety Culture

### Lead the Way to an Accident-Free Workplace

#### Overview

Leaders face a special set of challenges when it comes to safety performance. Not only do they have to understand a wide array of safety requirements, but they also need to possess the social skills to influence people to perform better. This engaging training session helps leaders develop those skills and create a vibrant safety culture that everyone will buy in to. Participants will learn how to **increase their influence as a safety leader** and better **inspire employees** to take to heart their company's safety and health values.

#### Audience

Create a Vibrant Safety Culture is a must for any leader in your organization who has "safety" as one of their responsibilities.

#### Take Aways

Give your safety program a tune-up and make your workplace safer, starting immediately. Your leaders will learn how to:

- **Maximize their personal impact** and influence as a safety leader
- Listen with purpose to **find out what's really going on** in the field
- **Overcome the fatigue and apathy** that blur employees' focus and block their attention
- Market and **sell the benefits of your safety program** to employees
- Inspire and **motivate employees** to be proud of their safe behavior
- **Reduce employee stress**, a common root cause of accidents and health problems
- Develop a valuable **in-house safety marketing plan** that they will be able to use right away

#### Format

Richard's interactive workshops are **lively and fun**, but they also include **practical activities**, tips and techniques that can be **applied immediately** within your organization. Each workshop is **tailored to your organization's specific needs and objectives**, including program length. Typical formats include two-hour, half-day and full-day, but can be customized depending on your needs.

# Create a Vibrant Safety Culture

## Program Outline



### Part I: Learning From the Best

During this lively introduction, attendees will learn which factors make for the best safety programs. What attitudes do employees have? Where does the leader’s influence fit in? How do companies go for years without a recordable injury? Attendees will also identify at least one specific outcome they want to gain from the session.

### Part II: Increasing Your Influence

Participants will learn insightful and practical techniques that powerful leaders use to inspire and influence others. A few of the areas covered include:

- ❑ Ways to increase personal impact
- ❑ How not to sabotage the safety message
- ❑ How to be an active listener
- ❑ How to “hang out” more effectively in order to discover what’s happening in the field

### Part III: Promoting Your Program

Like it or not, safety leaders are in sales. But instead of selling a product or service to customers, they are selling safety – specifically safe behaviors – to employees. This section focuses on tips and techniques for marketing safety programs. We’ll do some hot brainstorming and attendees will create a simple but valuable in-house safety marketing plan they can put to use right away.

### Part IV: Keeping Your Safety Team Alive!

Just as humans have basic needs in order to stay alive such as air, food and water, safety teams also have basic needs in order to keep from losing their vital energy. There are many ways leaders and team members can keep a team from becoming stagnant and fading into a boring, worthless time-stealer. During this section, attendees will discover:

- ❑ The value of having safety teams
- ❑ What makes teams tick
- ❑ Specific skills the safety team needs
- ❑ Overcoming common problems
- ❑ Making meetings work
- ❑ How team leaders can educate and influence

### Part V: When Havoc Strikes – Practical Ways Leaders Can Attack Stress at Work

This section includes suggestions on ways to reduce stress – a common root cause of accidents and health problems. In addition to learning how to enjoy their position as a leader, attendees will also discover how to:

- ❑ Handle complaints with tact and insight
- ❑ Stop worrying
- ❑ Have more fun at work
- ❑ Take short mental and physical breaks to stay energized
- ❑ Help employees feel more satisfied and productive

## Part VI: What Will Your Vibrant Safety Culture Look Like?

As a wrap up to the course, every participant will write a short, imaginative yet realistic description of what the safety culture at their company will look like once they implement the tips and techniques learned in the workshop. This will also serve as a template to guide their future progress.

### About Richard Hawk

It's rare to find someone who is both a safety professional and an entertaining speaker and trainer, but Richard fits the bill. While his depth of knowledge and extensive experience make for content-rich sessions (Richard spent 10 years as a safety professional in the Nuclear Industry), he also draws on his theater and music background to deliver presentations that are truly enjoyable.

Richard's expertise also comes from his interactions with thousands of leaders in hundreds of organizations in a wide array of industries, including energy, manufacturing, chemical, construction, healthcare, technology, retail, food services, transportation, government and education. He holds numerous safety and technical certifications from various organizations including the National Safety Council and stays on the leading edge of the safety industry. He has been a popular keynote speaker at the NSC's Annual Congress & Expo, the largest annual safety convention in the U.S.

Richard has a talent for connecting with people from diverse backgrounds. He has been a featured speaker at international conventions for Fortune 500 companies and presented to engineers and plant managers in India, CEO's from Canada and Japanese technicians with Westinghouse. His experiences as a union and nonunion employee, line worker and manager, safety leader and now successful business owner, give him the insight to relate to people at all levels, from employees to CEOs, truck drivers to scholars.

### Clients

Just a few of the many clients that have benefitted from Richard's presentations:

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|--|------------------------------|----------------------|
| ▪ American Society of Safety Engineers | ▪ Gulfstream Aerospace       | ▪ PA National Guard  |
| ▪ American Water                       | ▪ Heinz Frozen Foods         | ▪ Pfizer             |
| ▪ Aquilex Hydrochem                    | ▪ India Coal                 | ▪ Ralston Purina     |
| ▪ AstraZeneca                          | ▪ John Deere                 | ▪ Raytheon           |
| ▪ Aventis Pasteur                      | ▪ McNeil Consumer Healthcare | ▪ Shell              |
| ▪ Constellation Energy                 | ▪ NASA                       | ▪ Suncor             |
| ▪ DuPont                               | ▪ National Safety Council    | ▪ Sysco Foods        |
| ▪ ExxonMobil                           | ▪ Nestle Purina              | ▪ Tropicana Products |
| ▪ Georgia Power                        | ▪ Occidental Chemical        | ▪ U.S. Air Force     |
|  |                              | ▪ VPPPA              |