

Richard Hawk

Helping Companies create
Vibrant Safety Cultures!

www.MakeSafetyFun.com



Just Imagine!

Innovative Ideas to Keep Your Safety Program Fresh and Alive

Overview

This mental workout will give you the power and the skills to create safety and health campaigns guaranteed to pump-up your employees. Let Richard take you on a surprising and wonderful ride that will **strengthen your amazing imagination and hone your creativity**. A stronger imagination will not only make you a better problem solver, but also give you the passion, know-how and ideas to **revitalize all aspects of your safety program**.

Audience

“**Just Imagine!**” is designed for anyone in your organization who needs to come up with fresh ideas and new ways to get your employees excited about your safety program.

Take Aways

Giving safety leaders fun and powerful techniques to liven-up their safety program is the main goal of this workshop. Through stories, exercises, demonstrations and songs, attendees will learn:

- ⦿ What it means to **imagine**
- ⦿ Why imagination is a **powerful problem-solving tool**
- ⦿ How some of the great “imagers” from the past and present (such as Albert Einstein, Leonardo da Vinci and Steve Jobs) **developed their skills**
- ⦿ Practical ways to **hone their imagination** and overcome obstacles that hinder imagination
- ⦿ Ways to use their imagination to **improve their safety program** and add spice to their meetings and communications
- ⦿ How imagination is a key factor in **successful accident investigations**

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.

Just Imagine! Program Outline

Overture

Why imagine? What can it do for you? What has it done for humans lately? How can it make you a more powerful safety leader? These and other questions about imagining are asked and answered during the start of this vibrant session. Attendees will learn why it is worth the time and energy to hone their imagining skills and how they can apply these skills to their role as a safety leader. They will also be enticed to imagine right from the start with a mind-stimulating exercise designed to show them that making unusual connections is one of the skills a grand imaginer must have.

Act I

Who are the best imaginers in the world? Children! This portion of the workshop starts off with a journey into children's minds and a discussion about why they are masters at imagining. Who taught them how to imagine? Why do some people keep a child-like imagination as adults while others let it stagnate? Other topics covered during this act include:

- ⊙ How the best imaginers in the world break out of the moldy and rigid
- ⊙ Giving up on certainty – shifting our mindset to learn to enjoy ambiguity
- ⊙ Why there is no such thing as “something simple” and how the entire universe is connected
- ⊙ Learning to love surprises – an addiction with only positive side effects
- ⊙ Where to find things that will give you never-before-thought-of thoughts
- ⊙ Tickling your subconscious, the most powerful super-computer in existence

Act II

Robin Williams is a genius at imagining as well as being funny. Leonardo da Vinci loved parties and was great at telling jokes. There's a connection here! During Act II, attendees will dive into the world of fun, frolic and fantasy. They will discover why a sense of humor and a party attitude are the hallmarks of imagining. Here are a few more of the ideas they will experience:

- ⊙ How to find humor everywhere – especially in themselves
- ⊙ Ways to play with their mind (entertaining possibilities)
- ⊙ Why they should imitate Mother Teresa (she loved to joke around – no kidding)
- ⊙ Cool techniques to Make Safety Fun (or anything else for that matter)
- ⊙ How to leave their comfort zone and visit another planet

Grand Finale

Now it's time to stop being so serious and get down to business. In the final session, attendees will discover how to use the fun and powerful techniques they've learned to liven-up their safety program. Divided into troupes, attendees will dust off their imaginations and create a new safety and health product or service complete with a jingle, compelling tag line and marketing icon (e.g., the Geico Gecko). Then they have to sell their new product or service it to the other attendees. It's a blast!

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:

- American Society of Safety Engineers
- American Water
- Aquilex Hydrochem
- AstraZeneca
- Aventis Pasteur
- Constellation Energy
- DuPont
- ExxonMobil
- Georgia Power
- Sikorsky
- Montana State Fund
- Super Store Industries
- Tata Motors
- Iowa 80 Group
- Dyno Nobel
- Gulfstream Aerospace
- Heinz Frozen Foods
- India Coal
- John Deere
- McNeil Consumer Healthcare
- NASA
- National Safety Council
- Nestle Purina
- Occidental Chemical
- Entergy Nuclear
- American Training Resource
- Sothern Ohio Medical Center
- British Glass
- PA National Guard
- Pfizer
- Ralston Purina
- Raytheon
- Shell
- Suncor
- Sysco Foods
- Tropicana Products
- U.S. Air Force
- VPPPA
- American Chemistry Council
- Cookson Group
- Cabot Super Metals
- BP Retail
- Imperial Oil

