

Richard Hawk

Helping Companies create
Vibrant Safety Cultures!

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Spice It Up!

Practical Ways to Turn Your Safety Presentations from Bland to GRAND!

Overview

Let's face it...safety meetings have a reputation for being boring. But they don't have to be! Using the time-tested techniques in **Spice It Up**, your safety leaders can deliver **captivating, compelling and memorable safety meetings** that will promote **safe behavior and reduce accidents**. Participants will master various presentation skills and learn dozens of ways to take even the most mundane topic (even hazmat and confined space training) and turn it into an exciting learning experience. No more napping in *your* safety meetings!

Audience

“**Spice It Up!**” is a must for anyone in your organization who conducts safety meetings or safety training.

Take Aways

Participants will learn all the juicy details for delivering sensational safety presentations, including how to:

- **Assess the audience** to make presentations more alluring
- Create a great first impression and quickly **develop rapport** with the audience while stimulating their desire to hear more
- Develop a set of tools to **keep the audience engaged**
- **Manage distractions** and “difficult” audience members
- Avoid “death by PowerPoint” and creatively use visual and physical aides to **arouse curiosity**
- Cultivate and **control their voice** so it sounds more pleasing to listeners
- **Persuade an audience to action** and use closings that create a lasting, positive impression
- **Structure powerful presentations**, including defining goals, organizing thoughts and materials, creating a central theme and using a logical progression of ideas

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.

Spice It Up! Program Outline

Part I: What People Want

This introductory section serves as a creative opening that grabs attention. Working in teams, attendees create a list of topics and tactics that high-powered marketers use to persuade people to buy. Participants learn what audiences enjoy and the type of topics that touch people emotionally.

Part II: Getting Attention

Participants discover what causes people to pay attention, such as curiosity, contrast and proximity. Then they learn specific strategies and tips they can use during safety and health presentations to:

- ❑ Increase attention
- ❑ Get the audience involved
- ❑ Keep a session moving
- ❑ Re-energize the audience
- ❑ Effectively and tactfully handle audience members who are disruptive or not paying attention

Part III: Captivating Visuals

During this section, attendees learn why and how PowerPoint is overused and abused. More importantly, they learn how to use PowerPoint to improve focus on a topic rather than becoming the topic.

Participants also learn these techniques:

- ❑ How to use props to prove a point
- ❑ Ways to create anticipation with visual aids, including hands, face and body
- ❑ Using sensuous words rather than boring “zzzzzzzz” words
- ❑ Innovative ways to use flipcharts, white boards, flash cards, etc.
- ❑ Ways to set up a room to stimulate eagerness to learn

Part IV: Painless Introductions

Participants discover how to give introductions that arouse interest, set the mood and create anticipation. They learn how to eliminate palaver (i.e., small talk, which is a wimpy way to begin). We also deal with poise, posture and using powerful eye contact to influence the audience.

Part V: How to Screech, Scratch and Growl

This section teaches participants the three aspects that make up our voice – pitch, power and pace – as well as how to eliminate poor vocal habits. Specifically, they learn about:

- ❑ Pausing before important points
- ❑ Pausing to change topics
- ❑ Fluctuating the pitch of their voice to simulate various emotions
- ❑ Pausing to eliminate “word whiskers”
- ❑ Improving the resonance of their voice through breathing, posture and facial form
- ❑ Using vocal punctuations and varying speed to avoid droning

Part VI: Killing Conclusions

Presentations should end with a bang, not a dud. Attendees will learn how to wrap up their presentations and end with a specific call to action. We look at ways to flow into a conclusion rather than using worn-out phrases such as “in conclusion.”

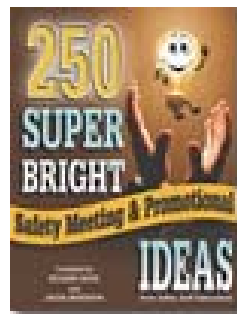
Part VII: Putting It All Together

Though this section is listed last, the topics are woven throughout the entire workshop. Participants learn how marvelous speakers use themes to solidify their speeches and make them powerful. Then each participant develops a theme for a five-minute presentation. Participants also learn how to:

- ❑ Use emotional impact to lead to a logical conclusion
- ❑ Section their ideas so they stand alone yet flow as part of the whole presentation
- ❑ Research a topic through respected sources
- ❑ Use stories to add impact to presentations

Optional Resources

We recommend purchasing a copy of *Spice It Up!*, the book on which this workshop is based, or *250 Super Bright Safety Meeting and Promotional Ideas*



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
- BP Retail
- Imperial Oil
- 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

