

A photograph of three men in a workshop setting. They are gathered around a car engine, which is the central focus of the image. The man on the left is looking towards the center, the man in the middle is looking down at the engine, and the man on the right is looking towards the center. The background shows a workshop environment with a car's body panels visible. A large red circular graphic is overlaid on the image, containing the text.

SafetySmart™

**Safety Training:
INSTRUCTOR-LED TRAINING
Buyer's Guide**

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INTRODUCTION: SAFETY TRAINING CHALLENGES

How often does this happen to you? You've spent hours planning and preparing your safety meeting, only to have employees drifting off two minutes into your presentation. Then, a week later, an incident happens related to the exact topic you discussed! Maybe even a day later.

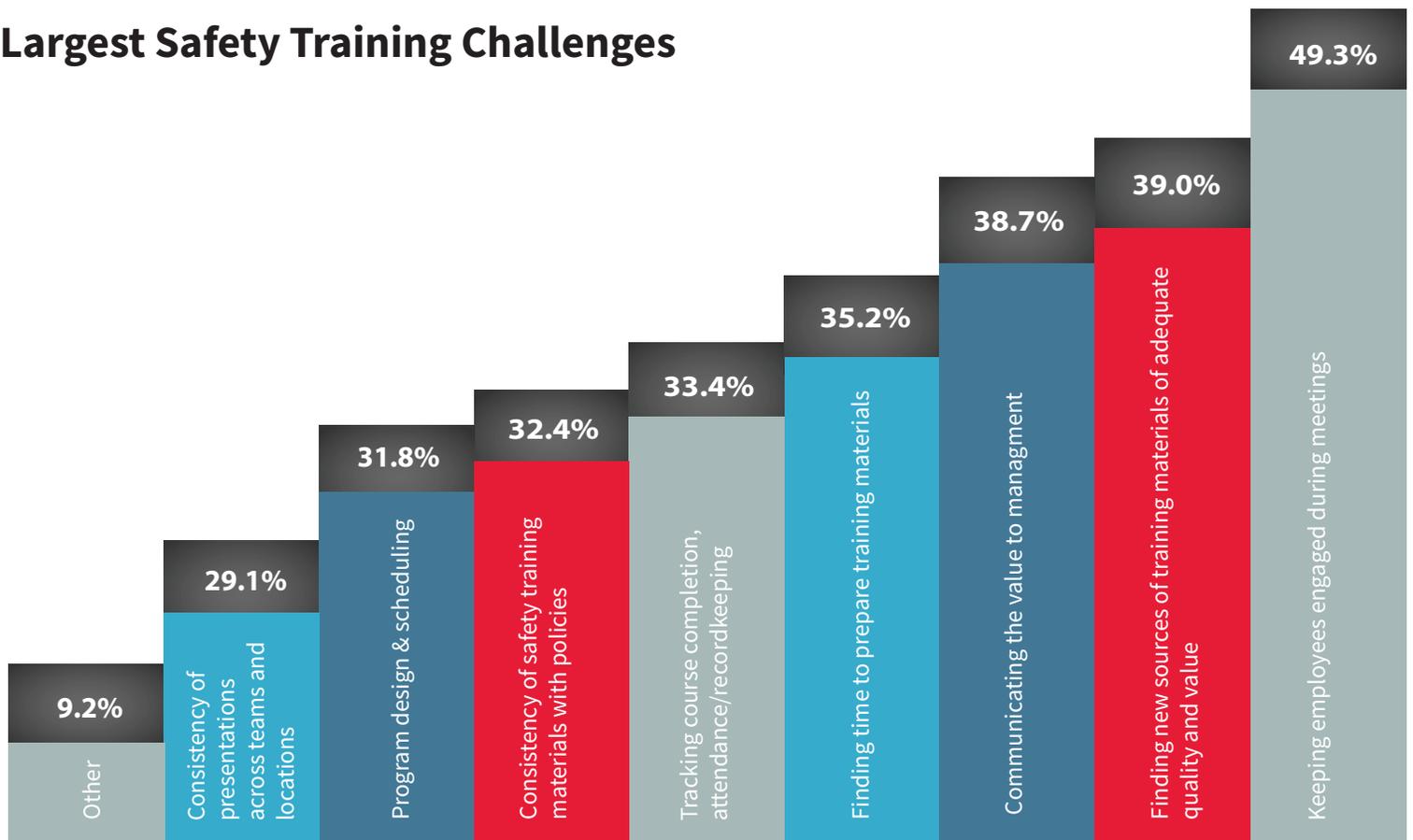
If you are nodding in agreement

right now, you are not alone. This doesn't mean that what you prepared wasn't right or compliant, but it does mean it wasn't engaging employees the way it should. In fact, when surveying thousands of safety professionals, SafetySmart found that safety professionals agree that the biggest challenge they face is keeping employees engaged during safety training.

We know the problem, but what is the cause for this lack of interest?

In the same survey, safety professionals noted that the second biggest issue they face regarding safety training is finding new sources of materials.

Largest Safety Training Challenges





Now the picture is starting to get clearer. Safety professionals aren't able to find interesting content during their research and as a result their employees aren't interested in their presentations.

This doesn't mean conventional safety talks are ineffective. In fact, they are highly regarded as one of the most effective and affordable ways to communicate safety information. But it does mean the same old safety talk is

getting less effective each time it's given.

Luckily, companies have recognized these two problems and created online solutions for creating more engaging and informative instructor-led training content. This means, instead of spending hours searching for safety talk content online, you can get everything you need to host an engaging and compliant safety meeting that employees remember in one place – if you

find a resource that fits your company's needs.

That's where this Buyer's Guide comes in. **This Guide is designed to help you decide on the features your unique company requires in compliant Instructor-Led Safety Training Solution so that you can make an informed buying decision, and boost the effectiveness of your safety program as soon as possible!**

A woman with long dark hair, wearing a white hard hat and an orange safety vest, is the central focus of the image. She is looking slightly to the right with a neutral expression. In the background, another person wearing an orange hard hat and safety vest is partially visible, and a multi-story building with many windows is out of focus. A large, semi-transparent red circle is overlaid on the image, containing the text.

FACT

49.3% of safety professionals say keeping employees engaged during safety meetings is their largest safety training challenge

WHO NEEDS SAFETY TRAINING?

1. THE IMPACT OF “NEWNESS”

WORKPLACE SAFETY



A worker’s risk of getting injured or ill on the job depends on many factors, including the industry, the nature of the work and type of equipment and materials used. But many studies have identified another risk factor: “newness.” There are several kinds of “newness,” such as young workers who are new to the workforce in general, recent hires who are new to your workplace and immigrants who are new to the country.

The Institute for Work & Health (IWH) released a briefing about the relationship between “newness” and the risk of occupational. The IWH briefing summarizes research on four aspects of “newness” in the workplace:

Young workers. Many studies have found that adolescent and young adult workers are more likely to be injured on the job than older workers. This higher risk of injury may be based on factors directly related to youth, such as immaturity and the natural reluctance of younger people to ask questions of

supervisors. (For example, one study found that teens—even those as young as 15 and 16 years of age—have suggestions on how to improve workplace safety, but usually only speak up “under certain conditions.”)

However, it could also be that young workers tend to be employed in riskier jobs. For example, according to a 2005 IWH study, the higher rate of injury among young male workers is due in part to the fact that they were more likely than older workers to be in high risk occupations and/or in jobs involving a relatively high degree of physical effort. In addition, when young workers do get hurt, they may be reluctant to report minor injuries or the conditions that caused the injuries.

New hires. Workers with less than six months’ experience are three times more likely to be injured than workers with a year or more of experience. In addition, 40% of all recordable injuries are sustained by workers on the job less than a year. And during their first four weeks on a

new job, workers are five to seven times more likely to sustain an injury. What these statistics tell us is that workers are at their most vulnerable when they’re new. After all, new workers aren’t used to the workplace, its safety rules and its operations. So, like young workers, they may be performing tasks, using tools and operating equipment with which they’re unfamiliar.

Although new workers may be more at risk in general, they may also be more vulnerable to certain kinds of hazards. For example, an IWH study on work-related heat stress found that heat strokes, sun strokes and other heat-related illnesses disproportionately affect those on the job less than two months.

Recent immigrants. Workers who are recent immigrants have two strikes against them: they’re new to the country (and may face language barriers as well as a lack of recognition of foreign credentials and work experience) and they’re new to their jobs. So it’s no surprise that studies have found that:

- Recent immigrants (those in the country for less than 10 years) were more likely than locals to be in physically demanding occupations and in small workplaces, that is, those containing less than 20 employees;
- Workers with a different native language or whose highest educational credential wasn't from the country had a higher probability than other workers of being in a

physically demanding job. (The language issue also heightens concerns about immigrants' knowledge of their rights, access to information on safe work practices and ability to refuse unsafe work.); and

- Immigrants in their first five years in the country were more likely to be in temporary jobs.

In addition, because recent immigrants are often

underemployed in terms of hours worked, they may be willing to take on more dangerous tasks at work.

As a result of all of these factors, recent immigrant workers have a higher risk of injury than non-immigrant workers. For example, one study found that male immigrants in their first five years in the country reported twice the rate of work-related injuries requiring medical attention than local male workers.

FACT

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2. WHY EVEN EXPERIENCED WORKERS NEED SAFETY TRAINING

It's not just new and young workers that require safety training. Even the most experienced worker needs to be taught your company's specific policies, in case you do things differently, they forget the details of a certain operation, or they were taught wrong in the first place.

As an example, two workers were off-loading natural gas condensate into a free-standing storage tank at a well. The running engine of a truck parked dangerously nearby sucked in condensate vapours from the tank. Heat from the engine caused the vapours to explode. Both workers were badly burned.

The oilfield company was convicted of failing to properly train the workers. The court criticized the company's safety training program for failing to properly train workers who already had training from other companies and experience in the industry. The company's "serious over-reliance on past experience" led to "a tendency to be perfunctory" with respect to both in-office and field service training, noted the court [*R. v. Dial Oilfield Services*].

Under the OHS laws, employers must train workers and give them the information and training they need to perform their jobs properly and safely. If a worker

was already trained at another company, it might be tempting to skip the additional training and put the worker directly to work with just some refresher training at most. But, as the Dial case shows, employers must train all their workers to do their jobs safely—not only new and young workers, but also veteran workers who already have plenty of experience.

It's dangerous to make assumptions. Each company has slightly different ways of doing things as well, maybe their old company wasn't thorough in certain areas.



WHY INSTRUCTOR-LED

SAFETY TRAINING?

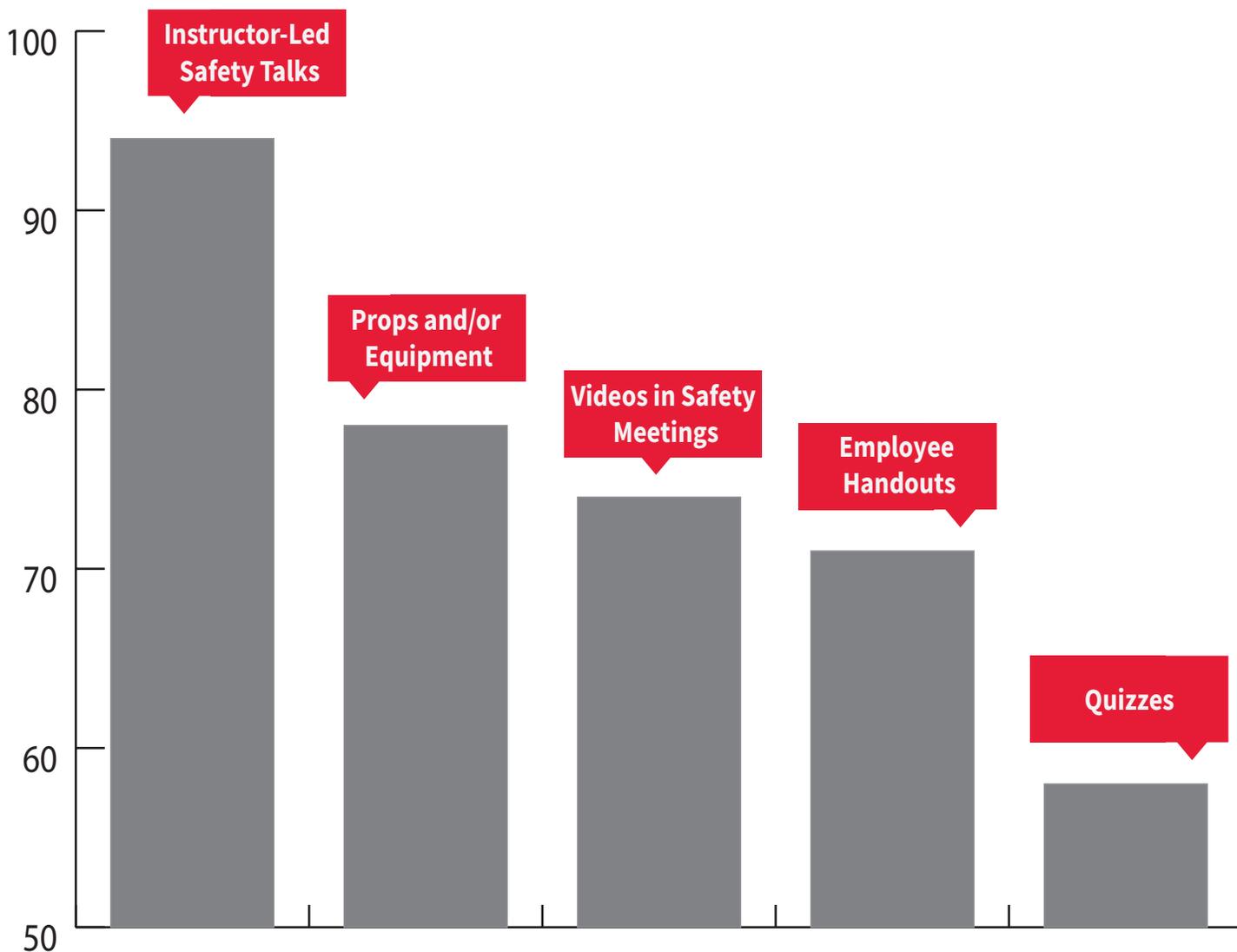
We now know all employees require safety training when they are new, along with safety talks throughout their employment, but why does it need to be instructor-led training? Can't you just get employees to complete online courses, or read handout? While other methods of safety training can be quite effective,

safety professionals agree that instructor-led training is the #1 way to get your safety message to employees. Getting all your employees in one space and speaking directly to them ensures that they are present and listening to your safety message. This environment also fosters the opportunity for employees to ask

questions and bring up safety concerns they have had recently.

However, you need to make your instructor-led training engaging or your message won't stick for long.

Effectiveness of Tools Used In Safety Meetings





6 TIPS FOR CONDUCTING THE PERFECT SAFETY MEETING

Kevin Burns, a safety speaker and management consultant, says that safety meetings are often organized in a mad scramble at the last minute, with no thought toward actively engaging workers. As a result, these meetings aren't very effective.

For more than 15 years, Burns has worked with safety managers, front-line supervisors and staff in safety. His specialty: helping workers look forward to safety meetings, which creates safety engagement.

Here are six tips from Burns on conducting the perfect safety meeting:

1

HAVE A THEME

A properly planned safety meeting has a theme and a desired outcome, says Burns. Make sure that presenters speak to that theme only, without going off on unrelated tangents. You should also have a “call to action” that’s tied to the theme—that is, what you want workers to do differently after the meeting.

2

GO POSITIVE

The trend in safety training has been to “go negative”—that is, the “do this or you’ll lose a hand/die/etc.” But Burns explains that fear is only a short-term motivator. You won’t get buy-in for long-term compliance with safety rules by using gruesome photos and videos. Instead, stress the positive benefits of compliance.

3

FEATURE THE WORKPLACE

Visual aids, such as photographs, are a good way to liven up safety meetings. But workers are less likely to be engaged by pictures of generic people in a generic workplace. So try to use pictures of your workers in your workplace using the actual equipment and machinery they usually use.

4

CHOOSE THE VENUE CAREFULLY

Holding safety meetings in the shop, lunch room or a conference room is often convenient but may not be the most suitable venue. The venue can either energize the audience or put it to sleep, says Burns. So consider holding safety meetings in a part of the workplace without distractions or even moving it off site completely.

5

KEEP IT SHORT AND SWEET

Safety meetings don't have to drag on for hours to be effective. Consider the fact that the famed TED talks are strictly limited to 18 minutes, says Burns. If these notable speakers can craft compelling presentations within that short time-frame, surely you can do the same for a safety meeting.

The idea is to keep the presentations short and focused. (Having a theme also helps with this goal.)

6

USE DIFFERENT KINDS OF SPEAKERS

There are three basic types of speakers for safety meetings, says Burns:

- Technical speakers, such as someone who explains how to properly use respiratory protection;
- Survivors—workers who experienced a safety incident and are there to share their experience; and
- Leadership or motivational speakers.

Vary the types of speakers you use. And consider using speakers from outside of the safety department to breathe new life into your meetings, advises Burns.

MAKE SAFETY TRAINING FUN

Instructor-led training does not always need to be speaker and student. Instead, try some of the following meeting styles:

- **Make Up a Game:** Safety is serious business, but there's no reason safety meetings always have to be. In fact, lightening up once in a while is good for everyone. When safety meetings are fun, they are interesting and the participants are likely to remember what they learned.

Safety games are one way to accomplish this. Why not design a game, or better yet, have a few members of your crew work on it?

You could base your safety game on Trivial Pursuit. Use the game board and similar rules, but make the questions about safety. Or give answers and require the participants to say the question, Jeopardy-style. You can divide your workers into teams to answer questions with some good-natured rivalry. A Scrabble game could be limited to safety and health words.

- **Act It Out:** Role-playing is another possibility, with workers practicing an appropriate response to a difficult situation. The challenges could include pointing out unsafe behavior

to a fellow worker, dealing with alcohol abuse at work or handling a hostile customer.

A scavenger hunt is another possibility, with participants sent out to search for safety items - or hazards.

- **Keep it Short:** Since the game will have to fit in the time slot of your safety meeting, you can alter the game rules to shorten play. Be sure to offer some prizes; the funnier the better.

It may seem like an unusual approach, but why not give it a try? A different style of safety meeting is bound to have impact and the safety lessons learned are bound to be remembered.



FEATURES TO LOOK FOR IN INSTRUCTOR-LED TRAINING SOLUTIONS

What makes an instructor-led training solution a good one? Of course, it will depend partially on your organization's needs (there's no sense getting a product geared toward the healthcare industry if you're in manufacturing), but there are 6 general features you should be looking for when speaking with vendors. Use these 6 features to guide your conversation with a vendor, and take notes of the features their instructor-led training solution offers.

1. Good & Compliant Safety Talks

If you are investing in a compliance solution to simplify your instructor-led-training process, you want to make sure that the safety talks you are provided with are good. They should be updated to the modern workforce, include engaging examples, and be written clearly (it sounds simple, but it's important and easy to overlook if you make assumptions about quality). In addition, you want to make sure the safety talks are compliant with current legislation. Be sure to ask if they have editors on-board ensuring compliance.

2. Leaders Sheets

Does the compliance solution provide you with a leader sheet that clearly explains to the instructor how they should approach the meeting? A leader sheet makes sure instructors stay on track and provide workers with an organized meeting.

3. Employee Handouts

Employees want something to follow-along with, it helps keep their attention. A compliance solution that provides you with ready-to-use employee handouts will save you time creating these yourself. Just print, distribute and start the meeting.

4. Quizzes

Providing your workers with some form of comprehension measurement is important. Does the compliance solution provide you with a quiz, or other comprehension measurement tool?

5. Posters and Supplementary Materials

Does the safety compliance solution provide you with supplementary materials for your

safety meeting, like safety posters, brochures or table tents? Items like these help you reinforce your safety message long after your meeting is over. Having a visual aid can help grab the attention of your visual learners.

What about other styles of training being available, like online courses?

Outside of safety meetings, safety professionals rank on the job safety interventions and online learning courses as the next most effective forms of safety training.

While you'll have to wait for safety near-misses to happen to use on the job interventions, online learning courses are a great way to supplement what you taught in your safety talk – and are a perfect solution for companies that have many locations and can't afford the high costs of having a trainer travel to each location.

A lot of the online courses out there are outdated, with imagery right out of the 1970s. Avoid

those. Your workers are used to seeing modern imagery around them everywhere they go, it is what advertising teaches them to pay attention to. Choose online courses with a modern aesthetic, and updated, relevant content.

For example, SafetySmart has begun producing a line of online courses that use modern imagery, quizzes scattered throughout the training so employers can ensure their employees understood each

section of the course, and provide the course on any computer, tablet, or other device your workers have.

6. Instruction to be a Better Trainer

Does the compliance solution offer you tips and guidance on how to become a better speaker and teacher?

Not all safety professionals are expert public speakers, despite it being an aspect of the job. Being provided tips and tricks on how to quickly improve public speaking can be a valuable benefit for nervous speakers, or those simply looking to boost their public speaking knowledge and effectiveness. Better public speaking means a more confident approach to safety meetings.



TRAINING TIP

SafetySmart's Meeting Kits provide instructors with everything they need to host an engaging safety meeting. Including: Ready-to-use handouts, leader sheets to guide the speaker, quizzes to check comprehension and bonuses like PowerPoints and Audio Talks.



WHAT'S AT STAKE: THE BOTTOM LINE

When an accident or incident happens at the workplace, it's too late to figure out that your safety training wasn't engaging employees. Not only has an employee potentially gotten hurt, but so has your company's bottom-line.

The only way you can ensure you avoid expensive and dangerous accidents and incidents is to make sure your safety training is grabbing employees' attention,

and being committed to memory.

With safety, it can be difficult to show exactly how it is profitable since it doesn't produce a tangible income. However, the costs associated with an accident or incident far outweigh the costs associated with taking preventative measures. Telling your executives that hundreds of billions of dollars are spent by businesses each year as a result of accidents and incidents makes

a small monthly fee a lot easier to swallow.

Use the model that follows to find out just how much an accident or incident would cost your workplace. Once you have your number, compare it to the costs associated with buying a safety compliance solution and you'll find out exactly how much money safety makes.



CALCULATE THE IMPACT OF ACCIDENTS ON PROFITS & SALES

Use this worksheet to determine the total costs of injuries and illnesses and their financial impact on your company's business operations.

DIRECT COST

To calculate direct cost of accidents/injuries, enter the following information:

*Total value of insurance claim for injury/illness \$ _____
(consists of medical costs and indemnity payments)

INDIRECT COST

IF DIRECT COST IS	COST MULTIPLIER
\$0-\$2,999	4.5
\$3,000-\$4,999	1.6
\$5,000-\$9,999	1.2
\$10,000 or More	1.1

Formula to calculate indirect cost:

$$\begin{array}{ccccc} \$ \underline{\hspace{2cm}} & \times & \$ \underline{\hspace{2cm}} & = & \$ \underline{\hspace{2cm}} \\ \text{[DIRECT COST]} & & \text{[COST MULTIPLIER]} & & \text{[INDIRECT COST]} \end{array}$$

Formula to calculate total cost:

$$\begin{array}{ccccc} \$ \underline{\hspace{2cm}} & + & \$ \underline{\hspace{2cm}} & = & \$ \underline{\hspace{2cm}} \\ \text{[DIRECT COST]} & & \text{[INDIRECT COST]} & & \text{[TOTAL]} \end{array}$$

IMPACT ON PROFITABILITY

To calculate an injury/illness's impact on profitability, use your company's profit margin to determine sales your company would have to generate to pay for the injury/illness.

1. Divide total profits by total sales to get your profit margin

$$\frac{\text{TOTAL PROFITS}}{\text{TOTAL SALES}} = \text{PROFIT MARGIN}$$

2. Divide total cost of injury/illness by profit margin to calculate how many sales your company must generate to pay for injury/illness. Keep the profit margin in decimal form.

$$\frac{\text{TOTAL COST OF INJURY}}{\text{PROFIT MARGIN}} = \text{SALES NEEDED TO PAY FOR INJURY}$$

TOTAL IMPACT ON PROFITABILITY =





BUYING CONSIDERATIONS: CHECKLIST

This worksheet provides you with an evaluation framework that summarizes key buying considerations and essential questions, as well as features that an effective instructor-led training solution must provide to support your organization's safety training program. Take note of your responses to the following questions.

CONSIDERATIONS	NOTES
LOGISTICS	
How many safety talks are available from the compliance solution v. how many do you host per year?	
What percentage of the safety talks available are relevant to your workplace?	
Is the content modern?	
Are you provided with Meeting Kits? Example: Leader Sheets, Employee Handouts, Quizzes and other pieces of collateral?	
Are there other items to supplement the instructor-led talk, ie. Posters, Online Courses, etc.?	
Can you track individual and company-wide training completion and trends?	
Have the safety talks been shown to be effective?	

CONSIDERATIONS	NOTES
SOFTWARE	
How do you access the instructor-led training content?	
If the instructor-led training content is part of safety software, is there any computer setup required? And do you have people committed to doing it if so?	
If the instructor-led training content is part of safety software, does it integrate with your current software?	
If the instructor-led training content is part of safety software, do you need the software to reflect your corporate branding?	
Will your instructor-led training needs scale or change over time? Are there content upgrades available?	
Are the safety talks easy to access, modify and print?	
BUDGET	
How much will you need to invest to meet your needs?	
Who needs to review or approve a training purchase?	
How will this impact the bottom-line?	
Are the financial and other benefits of instructor-led training clearly understood by decision makers?	

INSTRUCTOR-LED TRAINING

FAQS



Q

WHAT ARE THE BIGGEST CHALLENGES FOR SAFETY TRAINING?

The biggest challenges to safety training are reported as being, 1) keeping employees engaged, 2) finding new sources of material, and 3) communicating the value to management.



Q

WHAT ARE THE MOST EFFECTIVE FORMATS FOR SAFETY MEETINGS?

The most effective formats for safety meetings are reported by safety professionals as being instructor led presentations (60.5%) and employee stories/interactions (63.3%).

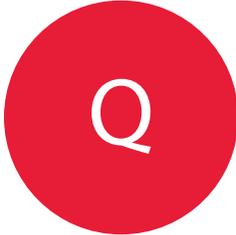
The most effective safety training formats outside of safety meetings are on the job safety interventions (74.6%), followed by online learning courses (40.6%). If you choose to use online courses, make sure the material and imagery used in the course is modern and relevant.



Q

SHOULD I USE BLENDED LEARNING?

96.3% of safety professionals believe that blended learning is superior to any one format – the variety improves engagement, comprehension and retention. Consider using a combination of instructor-led training, online courses and visual reinforcement (like posters, brochures, magazines and so on).



Q

CAN'T I JUST MAKE MY OWN SAFETY MEETING MATERIALS?

While making your own materials is absolutely an option, the amount of time you'll invest into researching topics, assembling content, creating handouts and quizzes, and practicing your presentation could be drastically cut by using an outside safety compliance solution.

As an example, SafetySmart has everything you'll need to host an engaging safety meeting, from leader sheets and handouts to quizzes and posters, making you able to assemble your entire meeting in as little as 10 minutes.



Q

HOW OFTEN SHOULD I HOST SAFETY MEETINGS?

84% of companies host safety meetings at least monthly, with 34% having daily or weekly meetings. Ultimately, it will depend on both the size of your company and the legal restrictions in your region and industry.



Q

HOW LONG SHOULD MY SAFETY MEETING BE?

The length of your safety meeting should be a direct reflection of the amount of content covered. A meeting that covers only one safety topic could have an average meeting time of 20 minutes, with additional time if training on physical materials is required.

If you are training workers on multiple safety topics at one time keep in mind that the human attention span exists in 20 minute cycles before requiring re-focusing, and that keeping information short and sweet facilitates memorization.



HOW TO GET STARTED

TASK

- Decide How Often You'll Need to do Instructor-Led Training
- Determine Who Will Lead Instructor-Led Training
- Decide If You Need Only Safety Talks, Or Other Features
- Review Features and Considerations for Evaluating Options
- Create a List of Possible Vendors
- Consult with Vendors - Use Worksheet Provided
- Evaluate Vendors Based on Value, Usability and Price
- Choose Vendor and Begin Implementing New Instructor-Led Training

COMPLETED



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