

A photograph of a panel discussion at a conference. Four men are seated at a long table on a stage, facing an audience. The man on the far left is wearing a light blue shirt and has his hands clasped. The man next to him is wearing a dark suit and glasses. The third man is wearing a dark polo shirt and glasses. The man on the far right is wearing a dark suit and glasses. There are water bottles and papers on the table. In the background, a large screen displays text about Vicaulic being a 2015 America's Safest Company winner. A podium on the right side of the stage has a sign that reads "EHS Today Safety Leadership CONFERENCE". The audience is visible in the foreground, seen from behind.

EHS Today Safety Leadership CONFERENCE

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Orlando World Center Marriott | Orlando, FL

safetyleadershipconference.com

The Many Languages of Safety: Targeting Your Message

Agenda

- Why is this important?
- Identify the languages
- Becoming fluent and skilled
- Examples
- Closing



Why is it of importance?



Identifying Languages

Examples:

- The Dollars and Cents
- ROI
- Impact to the Operation
- Employee Quality
- The Benchmarker
- What are others?
- So how can we identify?



Becoming Fluent

- Reflect
- Trusted Advisor
- Learn from Others
- Be Upfront



Examples

Need approval for:

- Re-design of existing equipment

Approvers include:

- Finance, Site Operations, Construction, Engineering

What can we anticipate our approvers to ask / validate?

Wrapping Up

- One message, one language, likely will be met with resistance
- Identify how your audience wants to consume
- Reflect on what can be messaged better
- Become fluent

