

WWW.JEFFWALTERSSAFETY.COM

(843) 327-4062

JWWALTERS66@GMAIL.COM

Why “They” Don’t Get the Engaged

The information that I am sharing is from the thousands of Blue Collar workers that I have been able to speak and listen to in mills and plants across America.

I am not representing KapStone Paper today even though I have worked at the Charleston Mill for over 27 years.

Why “They” Don’t Get the Engaged

The Focus of my message when I talk to workers is about getting engaged in preventing workplace injuries. I connect with them, because I am one of them.

Then get them to understand “THE WHY”. That it can happen to them or someone they know. And it can be a life sentence for them, their family, coworkers and friends.

Why “They” Don’t Get the Engaged

My goal is to plant seeds of thought that they will continue to think about.

I conclude by challenging them to have the courage to try to prevent workplace injuries.

Why “They” Don’t Get the Engaged

“Raise the BAR”

Belief

Action

Results

Why “They” Don’t Get the Engaged

Workers need to believe they can get injured and that getting engaged will prevent them or someone they know from getting injured.

Who are they?

Identify your audience and empathize with what they need to in order to get engaged.

Why “They” Don’t Get the Engaged

Dale Carnegie’s book from the 1930’s

How to Win Friends and Influence People

“Personally I am very fond of strawberries and cream, but I have found for some strange reason, fish prefer worms. So when I went fishing , I didn’t think about what I wanted. I didn’t bait my hook with strawberries and cream. Rather, I dangled a worm...”

Why “They” Don’t Get the Engaged

Making workers abide by your procedures with, “Because I said so” will only go so far. It will not create Buy In and commitment.

“A man convinced his will is of the same opinion still”. Dale Carnegie

Why “They” Don’t Get the Engaged

Rules and Procedures are vitally important.

The disconnect is in how the training is conducted. Blue Color workers don’t learn from online training and checking boxes to show that they completed the course.

Why “They” Don’t Get the Engaged

Important training needs to be conducted by people who can show and tell. We need to be able to ask questions and see what we are learning about.

If the training is provided via the easy way in order to fulfill a training quota then it must not be too important.

Why “They” Don’t Get the Engaged

Shortcutting the training by using computerized methods inherently devalues the importance.

“Your actions speak so loudly, I cannot hear
what you are saying”

Ralph Waldo Emerson

Why “They” Don’t Get the Engaged

Natural Instincts :

4 year old Little Boy on a Sofa

Hold my beer and watch this.

Do we unintentionally take these into the
workplace with us?

Why “They” Don’t Get the Engaged

“Raise the BAR”

Belief

Action

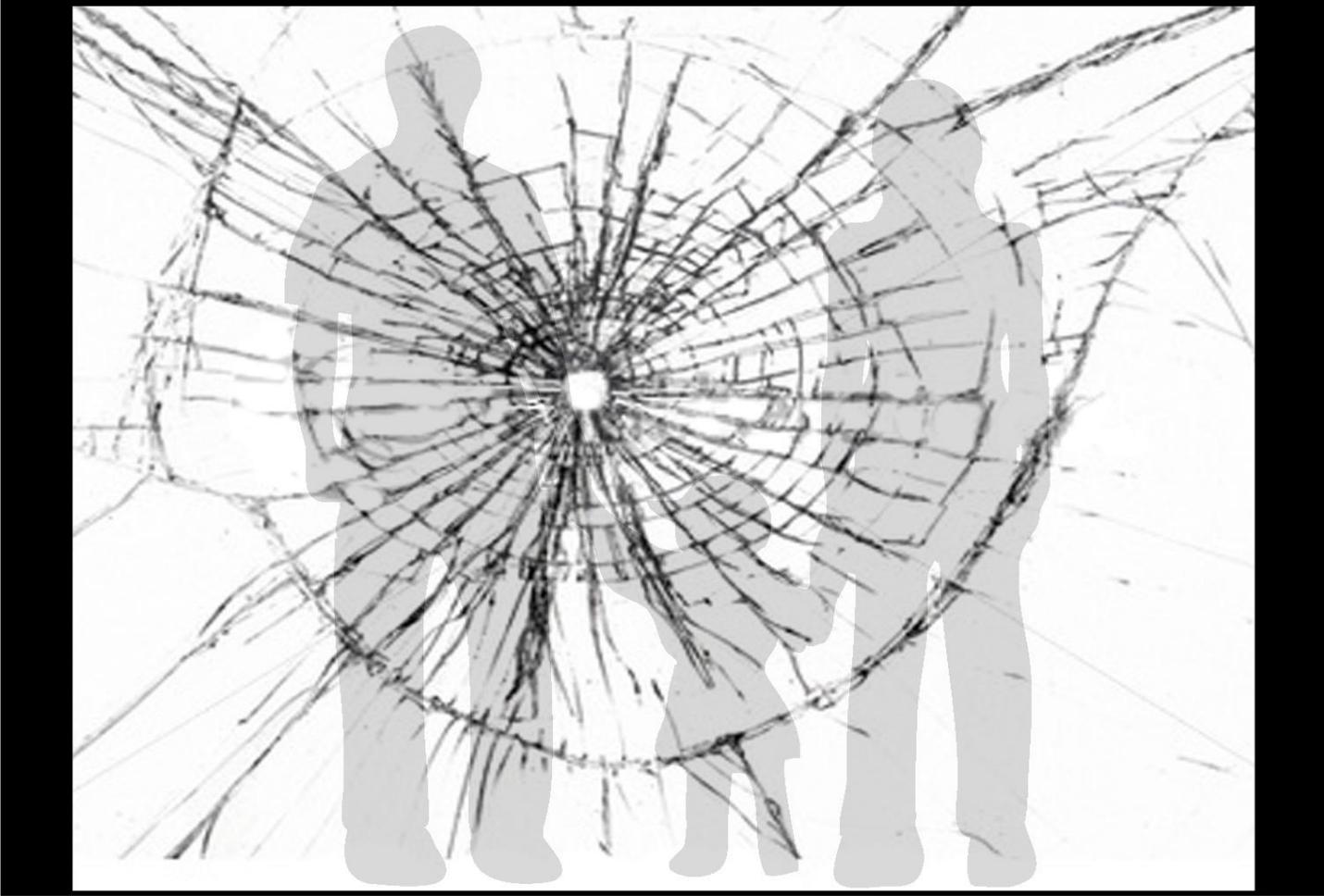
Results

Why “They” Don’t Get the Engaged

We need to empathize with the workers on the front lines if we want them to effectively engage in preventing workplace injuries.

Connection and BUY IN are critical

We get engaged when we BELIEVE and know WHY we need to.



WWW.JEFFWALTERSSAFETY.COM

(843) 327-4062

JWWALTERS66@GMAIL.COM