



Who Are You Safe 4?

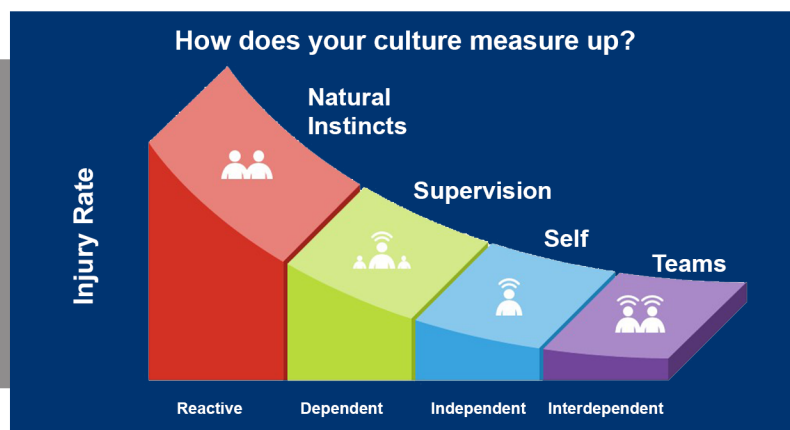


**SAFE 4
THE RIGHT
REASONS**

The “Safe 4 the Right Reasons” message is the foundation to build a positive safety culture.

Safe 4 the Right Reasons: For over a decade this simple yet sophisticated safety message has helped to eliminate accidents and injuries by getting employees to practice safe behaviors because they WANT to, not because they HAVE to. This presentation delivers what safety professionals and companies have been trying to instill in their employees forever - valuing their own safety and willing watch out for each other. **The Safe 4 Program** delivers **what** to do and **how** to achieve your safety goals.

The Bradley Curve



The Business Case for an effective Safety Culture:

Most companies are already in a strong position regarding compliance but they still have a dismal safety performance. Instead of viewing safety as an investment many, companies view safety as a cost - a cost they are desperately trying to reduce.

Studies have shown that an “**investment**” in safety offers a return of up to 6 dollars (or more) to every dollar invested.

Companies with enlightened Leadership embrace the safety and the wellbeing of their employees. They invest in their safety team and resources; they involve every layer of the enterprise. Safety is everyones responsibility, not just the Safety Managers making.



- Medical Costs
- Wage indemnity
- Claims administration fees
- Damaged equipment, vehicles & goods
- Lost production and quality
- Process interruptions, yield losses
- Replacement labor / overtime
- General liability costs
- Litigation
- Damage to customer relations & public image

The True Cost of Injuries

Improving your Safety Culture; it's not as tough as you think!

Q What is the Safe 4 Culture Program?

A The Safe 4 Program is an organized, planned, and proven method of improving a company's safety culture and eliminating injuries. It is sustainable & easy to implement.

Q Why does it work?

A It makes safety personal for every employee. By tapping into their emotional intelligence employees adopt safe behavior because they **Want** to, not because they **Have** to. It also provides your employees with the positive messaging and ability to watch out for each other in a respectful way, becoming "our brothers and sisters keeper".

Q How is it different from other programs?

A It's foundation is Safe 4 the Right Reasons – a positive and proven message that has over a decade of influencing employees to adopt safe behaviors and watch out for each other.

Q We have tried other programs in the past, they were expensive, hard to administer and we never saw results – is this easy to implement?

A The Safe 4 Culture Program is **Simple & Effective**, easy to implement and administer – the best part is that we **TEACH YOU** the principles so you are able to manage the program yourself. You will establish what success looks like, set your own goals and KPI's and measure your performance as you go.

Q How long does the Program last?

A Lack of sustainability is the number one reason initiatives fail. The Safe 4 Program lays out your first 24 months of planned events, activities and messaging. With the skills you will learn your program can be utilized for years by infusing fresh ideas and employee engagement.

Q I have seen Safe 4 the Right Reasons, can't I just do this myself and save money?

A The credibility of the message and messenger matter! The beauty of the "Safe 4" message is its simplicity and mass appeal but don't be fooled. The delivery has a high degree of sophistication and its effectiveness is a result of over a decade of experience and expertise.

Q Is the Safe 4 Culture Program only for big companies?

A NO! Because this program is tailored to the client, we have companies that have a couple dozen employees at one location to companies that have thousands of employees at multiple sites across the country.

Bringing the **Safe 4 the Right Reasons** to your employees:

Safe 4 Culture Program

Takes you beyond Compliance and the “**Dependent**” stage by delivering a sustainable plan that addresses all the critical aspects necessary to get your employees to “**Interdependence**”. A sustainable program that addresses all the critical aspects of an effective safety culture including engagement from every level - leadership, management, supervisors, and employees.

Safe 4 Safety Celebration

Delivers the **Safe 4 the Right Reasons** message with a Live Presentation, banner signing, and commemorative employee gift.

Safe 4 DVD

Available in English, Spanish, French, and French Canadian.

Safe 4 the Right Reasons - Off the Job Video



Your employees are 3 times more likely to get injured off the job.

What better way to show your employees that their safety and well-being matters than to offer the opportunity to share the **Safe 4 the Right Reasons** message with their families (their 4). This is a unique opportunity to leverage the safety message from work to home and back again with a 360 degree approach that has family members looking out for each other.

The Safe 4 Culture Program is fully customizable to fit your needs. Presentations, workshops and meetings are all available Live, Virtual/Recorded or a mix of both.

A few of our Clients

ANHEUSER-BUSCH
APS – ARIZONA PUBLIC SERVICES
ARKEMA
CAPTIVE RESOURCES
CERTAINTEED
CITGO
COCA-COLA
CON-ED
CORNING GLASS
DAYTON POWER AND LIGHT
DELAWARE NATIONAL GUARD
DRESSER-RAND
DTE ENERGY
DYNEGY
ELLWOOD CITY FORGE

DRESSER-RAND
DTE ENERGY
DYNEGY
EXXON-MOBIL
GENERAL ELECTRIC
GENERAL MILLS
GULFSTREAM
HOOSIER ENERGY
HONDA
INDIANAPOLIS POWER AND LIGHT
JOHN DEERE
KELLOGG'S
LINCOLN ELECTRIC
LUCAS OIL
MORTON SALT
NAES CORPORATION

NALCO
NATIONAL FUEL GAS
NATIONAL GRID
NRG ENERGY
OFFICE DEPOT
PAR ELECTRIC
REGERERON PHARMACUDICALS
SAINT-GOBAIN
SCOTT'S MIRACLE-GRO
TORO
UGI UTILITIES
US NAVY
XCEL ENERGY
XEROX
XYLEM



A few Comments

The Safe 4 Program has increased employee morale and engagement and our recordable incidents went to ZERO!

We have had speakers every year for 10 years – none of them made the impact that Dale and Safe 4 the Right Reasons did. EVERY employee was blown away.

When you have employees coming to you with ideas and ways to improve your safety program, that's when you know people are buying in and that is what the Safe 4 program did for us.

This is the best thing this company has ever done for its employees! I don't need a lunch or a coffee cup – I need to take care of my family, my 4

Safe 4 the Right Reasons cuts to the real deal. I have worked at a bunch of places but this company just showed they care about us and our families.

Great session lots of fun, laughs and memories. I understand now that my safety is not just about me. I guess I better hide my JARTS from my Grandkids.



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