***Flip the Script: Making Safety Personal***

**Long description:**

Safety is always personal because human elements are ingrained in every aspect of the workplace. And injuries have a very personal impact on the worker who gets hurt. All too often, people feel like they’re reduced to a number within an organization, and if you want to truly engage employees in safety then you need to start connecting with them on an individual and emotional level.

This session will discuss how to use a coaching-based approach to engagement that will help win over the hearts and minds of employees, improving compliance and reducing injuries as a result. Engaging with employees on an emotional level can be challenging, and it requires a solid understanding of the human factors that affect how worker attitudes and safety. It also requires safety professionals to recognize how safety climates and the workplace safety culture can influence employees’ performance and passion on a daily basis.

By taking a hard look at your organization’s people systems, Jack Jackson will demonstrate how you can become a safety coach who effectively engages employees on an emotional level to positively change the workplace culture.

Outcomes:

1. Understand how human factors affect safety engagement, workplace climate and organizational culture.

2. Discover the six key strategies of effective safety coaches.

3. Determine how to build collaborations at all levels to emotionally engage employees and sustainably improve safety outcomes.