



Transform your Safety Communication: How to Craft Targeted and Inspiring Messages for a Productive Workplace

Ms Marie-Claire Ross

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Attention Safety Communicators: Do you want everyone Speaking the Same Language on Safety? Are you frustrated that you're not getting the safety message cut through you desire? Your workforce is going to give you about one minute to convince them to work safely. Do you know what to say, or write, in those first 60 seconds? Employees quickly tune out when they hear bland, irrelevant safety messages. For too long they have been fed complicated, legalistic communication written for compliance that totally ignores that people actually want to feel safe at work. What is needed is a new and easy way to create compelling, targeted risk communication that catches attention and keeps it. Yet, at the same time motivates employees to change how they think and act about safety, in order to develop a safe, thriving and productive workplace environment. This new way is "Transform Your Safety Communication." As a safety leader, your role is to prevent workplace accidents. To do this, you need to change behaviour through safety communication. Being a safety culture change agent is crucial to your career success because how you communicate about safety influences whether or not people will accept or reject your safety messages. You need to read this if you want to:

- Craft attention grabbing and inspiring safety messages that makes safety meaningful.
- Create clear, consistent safety messages, so everyone works to a common standard.
- Understand the psychology behind why people don't listen and how to get around it.
- Engage workers on safety, no matter how cynical.
- Instantly generate relevant safety communication with easy to use frameworks and templates.

What other Safety Leaders are Saying: "A thoroughly enjoyable read and will now take the place of my dictionary as the most used book on my desk." Michael Carney, HSE Manager Sydney, StarTrack "Simple sound theory backed up with experience, filled with tips and examples of the good, the bad, and the ugly of safety communication, finishing with a "how to" guide." Rachel Murphy, Health Safety and Compliance Coordinator, IHBI Queensland University of Technology "If you want to engage others and change their behaviour through effective communication, then this book is for you." Paul Harper, CEO/Principal Mining Engineer, AMC Consultants "Finally, a real communication book written for the safety professional. I only wish this book were written 15 years sooner." Morris, Elkins, CSP, CPEA, CPSA, Certified Lean Six Sigma Black Belt You'll Wish You Could Have Read it Years Ago! Safety professionals do not pass up this book! If you want to be the inspirational safety leader that you've always dreamed of being, this is the safety communication book for you.

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Spent a free time for you to be a fun activity to try and do! A lot of people spent their down time with their family, or their very own friends. Usually they do activity like watching television, about to beach, or picnic inside the park. They actually do ditto every week. Do you feel it? Do you wish to something different to fill your current free time/ holiday? Could be reading a book may be an option to fill your no cost time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to try out look for a book, may be the reserve untitled *Transform your Safety Communication: How to Craft Targeted and Inspiring Messages for a Productive Workplace* can be a fine book to read. May be it is usually the best activity to you.

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Transform your Safety Communication: How to Craft Targeted and Inspiring Messages for a Productive Workplace can be one of your beginner books that are a good idea. Many of us recommend that straight away because this reserve has good vocabulary that may increase your knowledge in language, easy to understand, bit entertaining however delivering the information. The article author giving his/her effort to set every word

into pleasure arrangement in writing Transform your Safety Communication: How to Craft Targeted and Inspiring Messages for a Productive Workplace although doesn't forget the main stage, giving the reader the hottest along with based confirm resource details that maybe you can be considered one of it. This great information can drawn you into brand new stage of crucial pondering.

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