

2022
MIDWEST DAMAGE PREVENTION
TRAINING CONFERENCE

Eyes Wide Open

John Brix

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How do we set up the next generation of workers up for success?



Tools we are going to learn today are ...

The Pink Cow

The Rule of Three

The Fireside Chat

The Meaning of Words



But FIRST



Lets boost our memory capability ...
who is bad at remembering names?











?















I learned some amazing Skills



Through Proper Training.....



**...you can
change
behaviors.**

Active Shooter



Adapt
these
tools to
improve
...

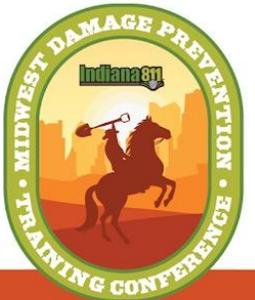


Yourself and Others!





Improve
your
company
and its
culture!



The key is to have tools based in how
our mind works!



Two main aspects to the human mind



Conscious Mind
(Limbic System)



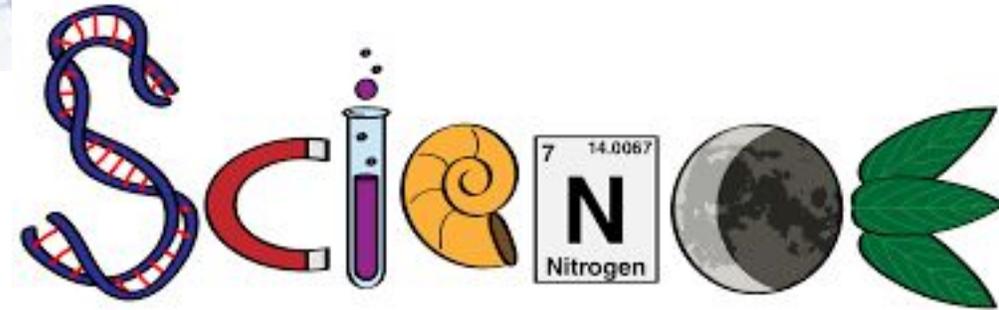
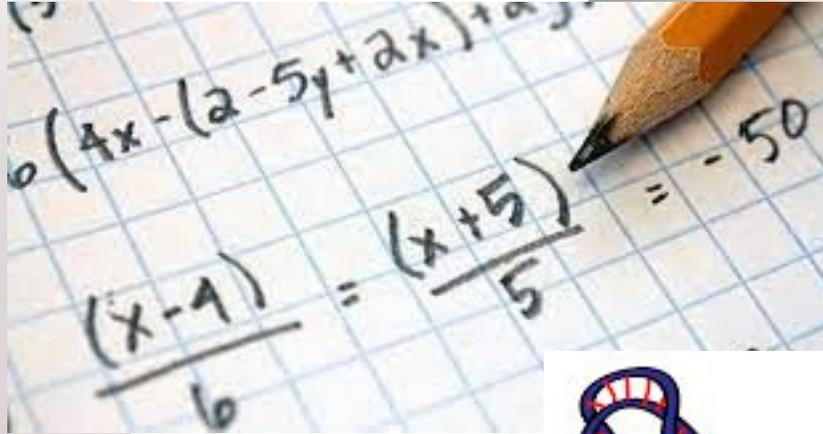
Subconscious Mind
(Neocortex)

Conscious is the thinker

10%

of brain Mass



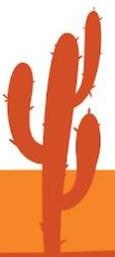


Subconscious is term long
memory

90%

of brain Mass





Untapped Potential



**Conscious
Mind
10%**

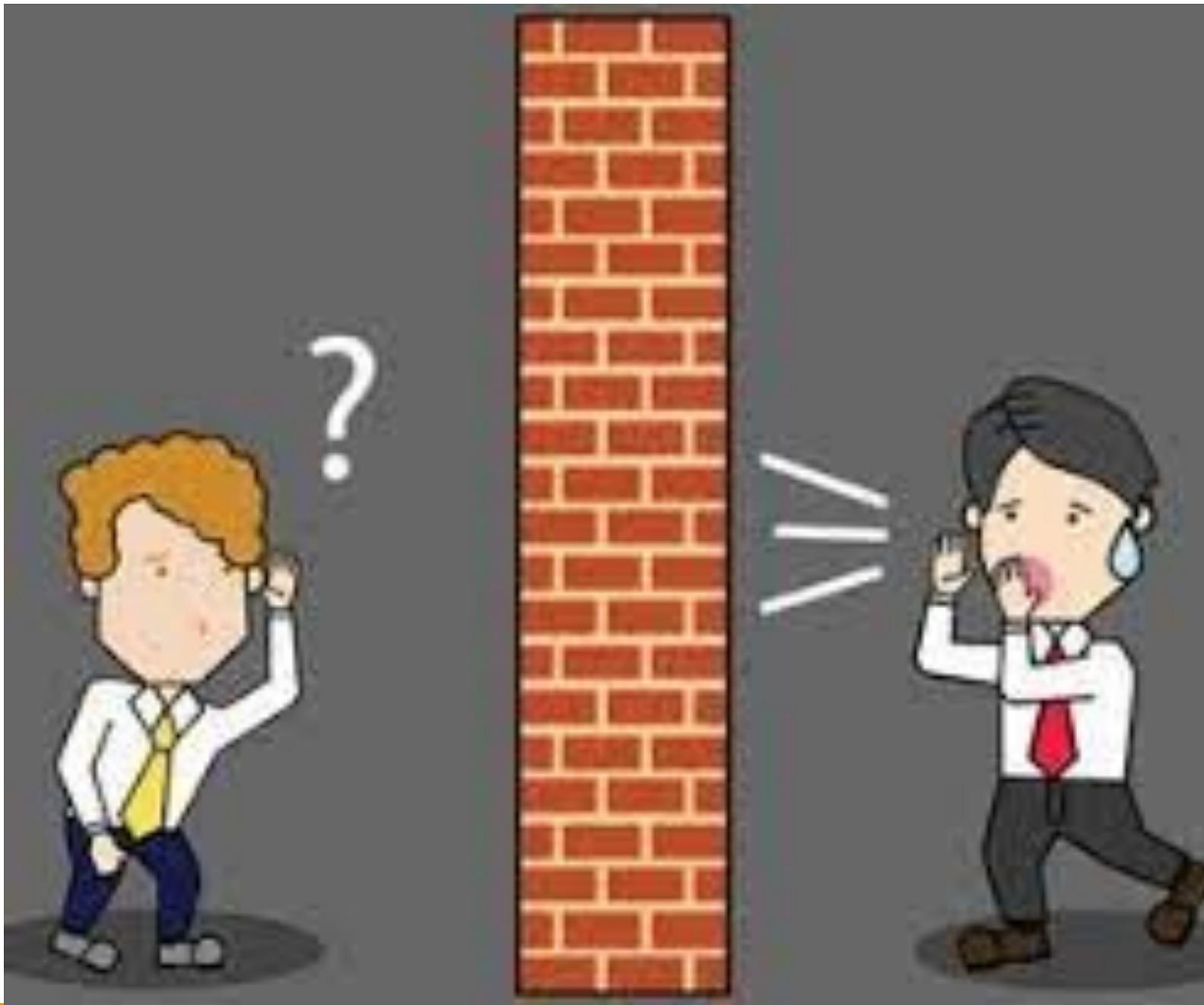
**Subconscious
Mind
90%**



The Meaning of Words

**WORDS
HAVE MEANING**





Don't!

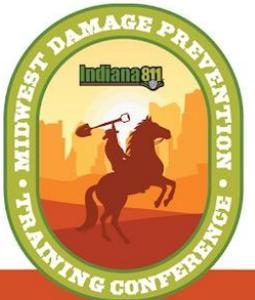
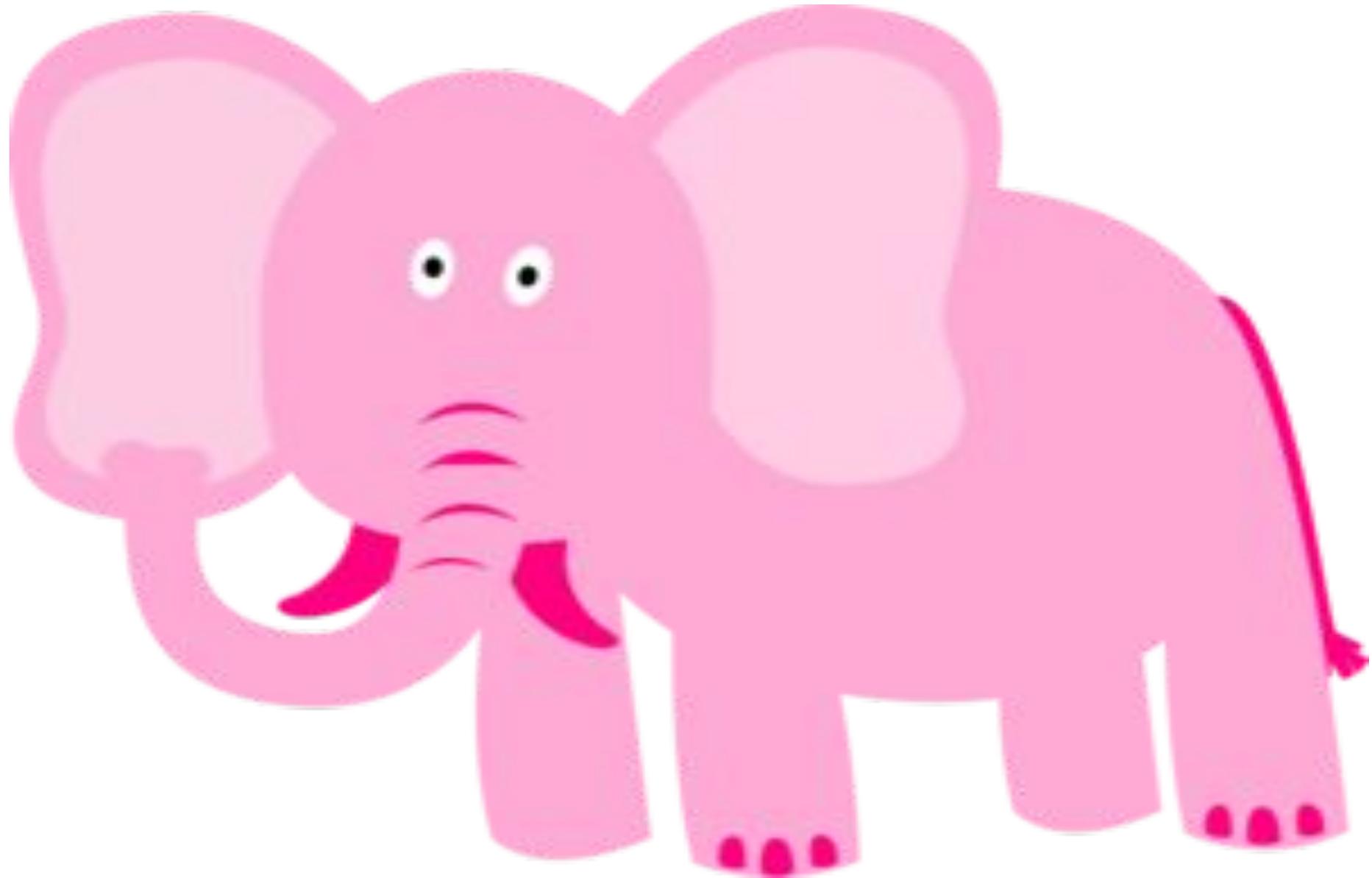


Let's test this out!



Example: Don't think
of a Pink Elephant





**DO NOT
READ
THE NEXT
SENTENCE.**

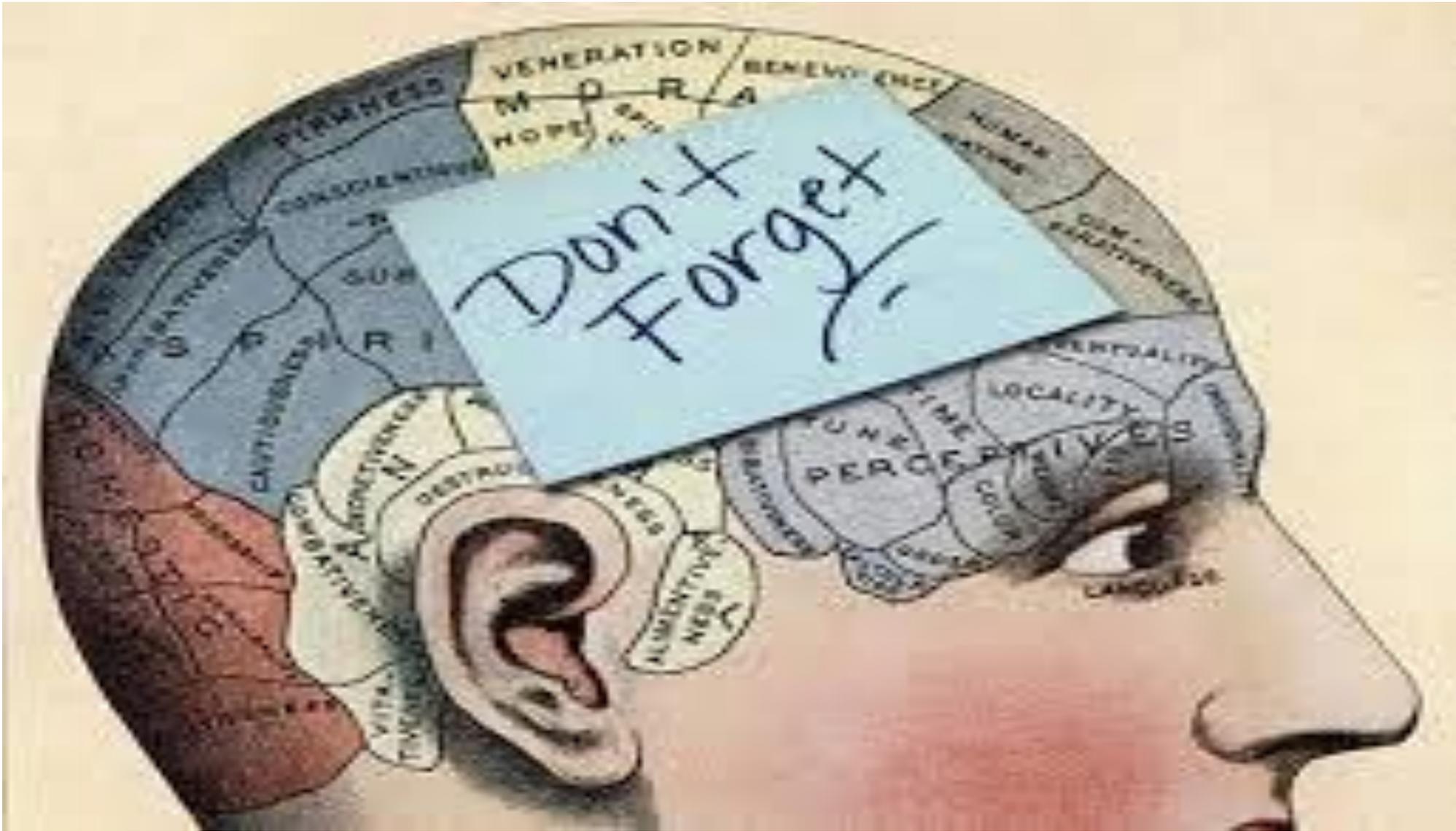
YOU LITTLE REBEL. I LIKE YOU.

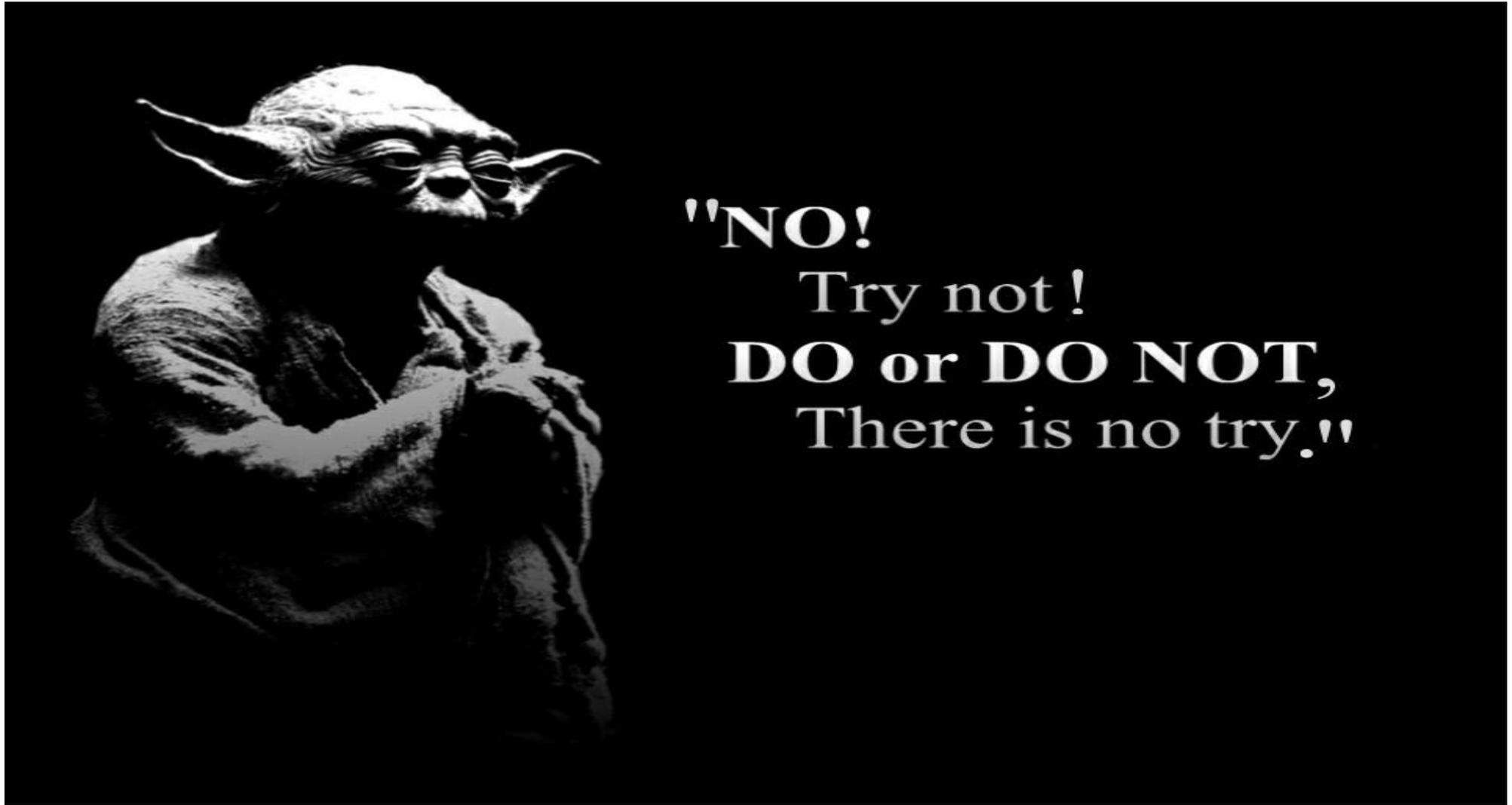


Don't be
LATE









Try is “Allowed To Fail”



How many of your instructions at work or home include the “Don'ts and Try”

**WE CAN DO
BETTER**



Let's look at a few and use better wording!

Traditional
Language?



Roughly 7
minutes
later...



Successful wording!



The Pink Cow?



I started to look at the next generation of workers
as every generation is different.

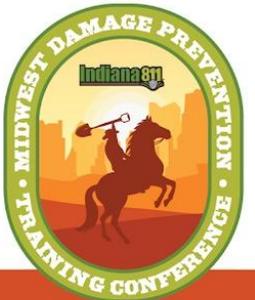
REALISED



Training is essentially Marketing



How do they do it?



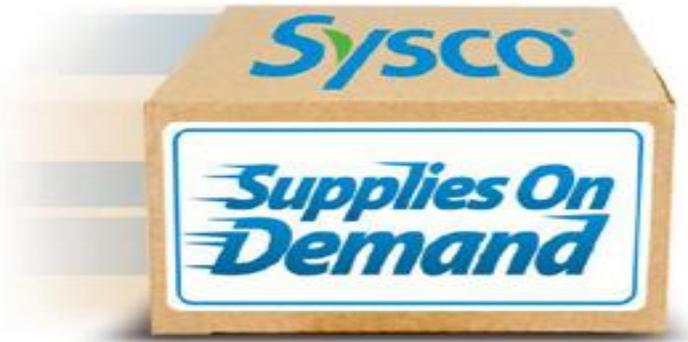
Things have Changed!



TV has changed US!



HBO ON DEMAND[®]



BOD[™]

Books on Demand



ROGERS[™]
on demand
online



Synergy

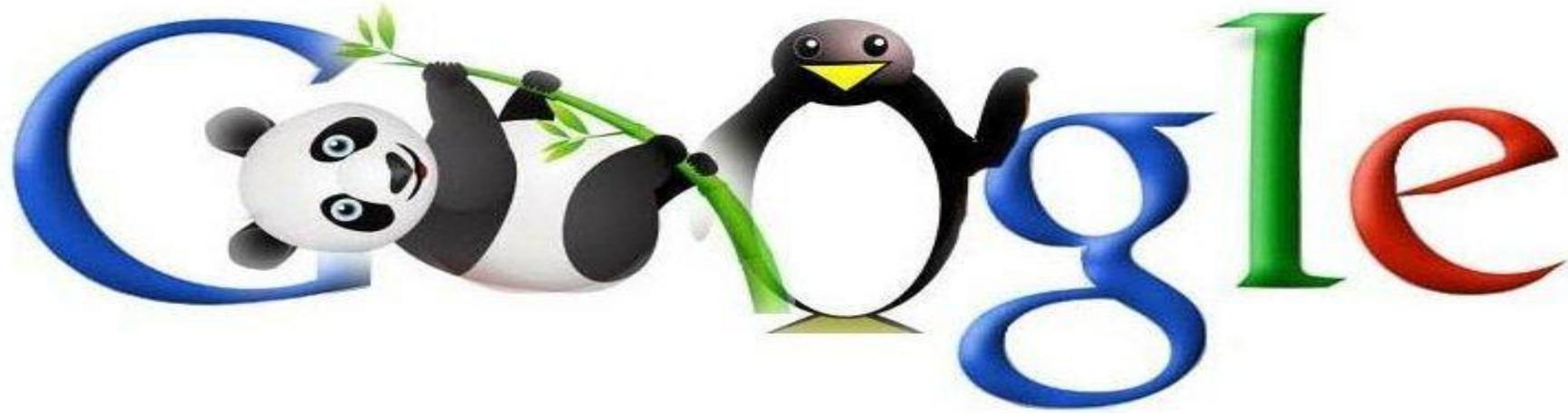
On demand[™]







Yesterday



Today



Tomorrow





Don't be a dinosaur safe work initiative!



Don't Be a Dinosaur Safety Initiative is coming! Riskosaurus Rex is a genus of coelurosaurian theropod dinosaur. The species Riskosaurus Rex, often called R. Rex or colloquially Risky-Rex, is one of the most well-represented of the large theropods. Riskosaurus acquires employment on various construction projects but due to his unsafe behavior and unacceptable risk tolerance, Riskosaurus's career is littered with a legacy of injuries, various property damage incidents and safety violations. Keep vigilant for this species on our projects!



No such thing as a bad idea

Do you have a great idea to share?

It doesn't have to just be safety related, it can be anything that you think will help build a great construction culture.

Share your idea, quote, or mantra:

info@johnbrix.org



When was the last time your program was updated?



Have you assessed your orientation program?



Your training Programs?



Entire Presentation on training Programs!

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HOURS



Your recruitment Program?



And you need to assess Yearly!



The Rule of 3



THE BRAIN
*seems to work best
thinking in threes.*



Rule of 3's

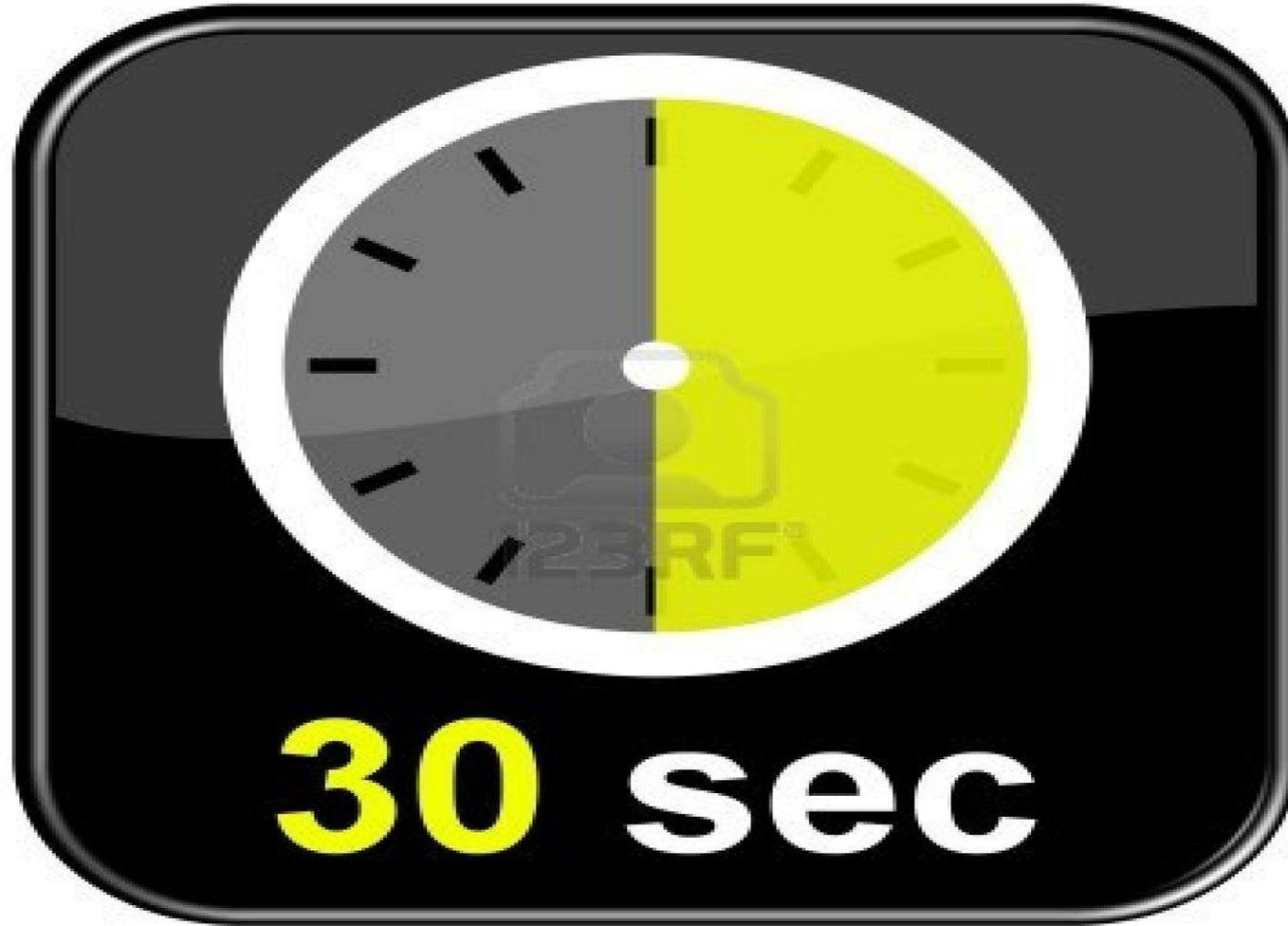


Rule of Three



THREE
SECONDS





What can you do
in 30 minutes?



The Fireside Chat



For generations we shared knowledge verbally....

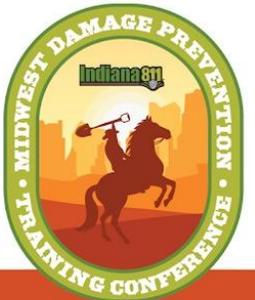


Worked Phenomenally well!

WORKED



Directed to Us!

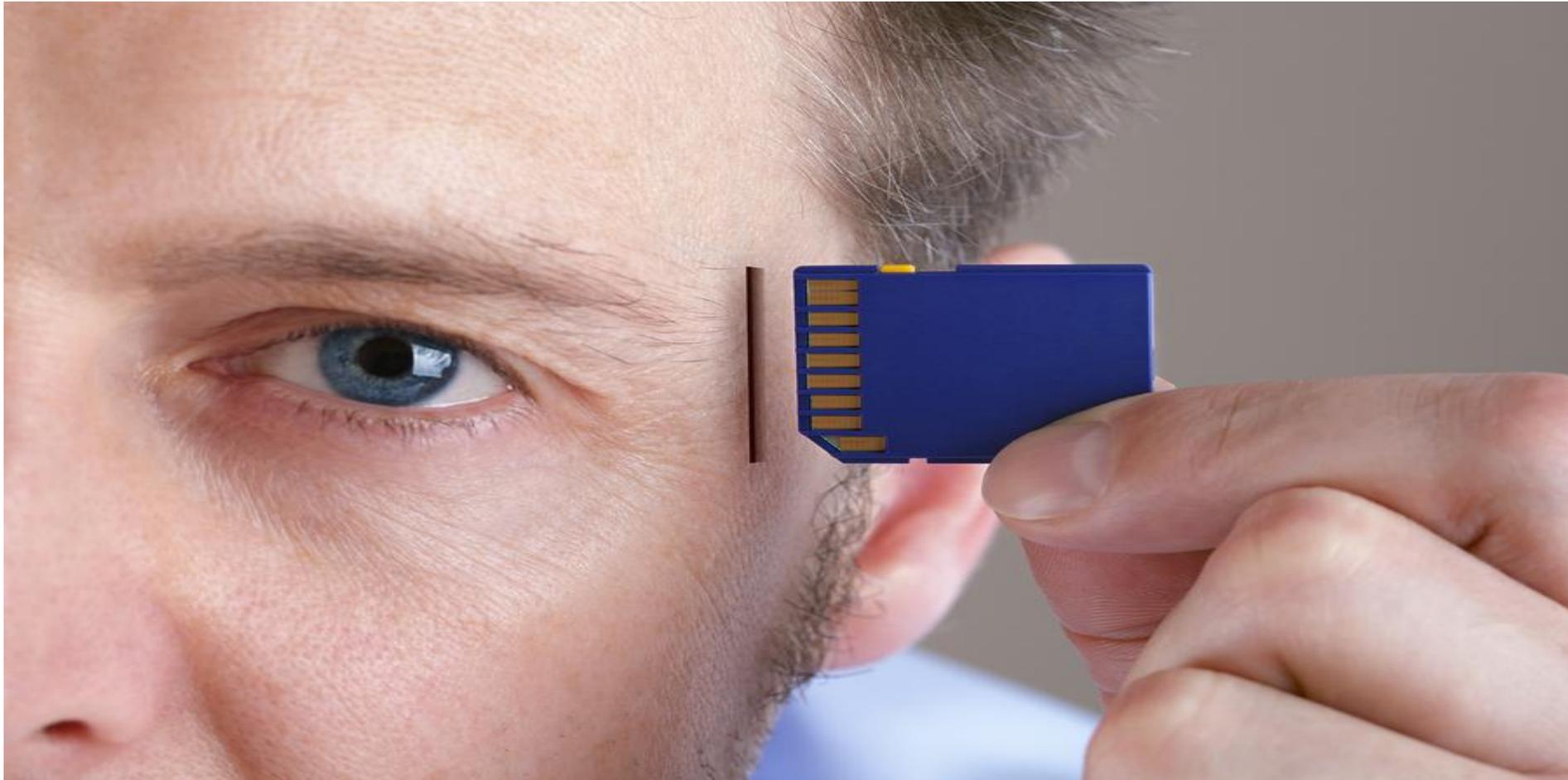


IT'S ALL ABOUT

ME



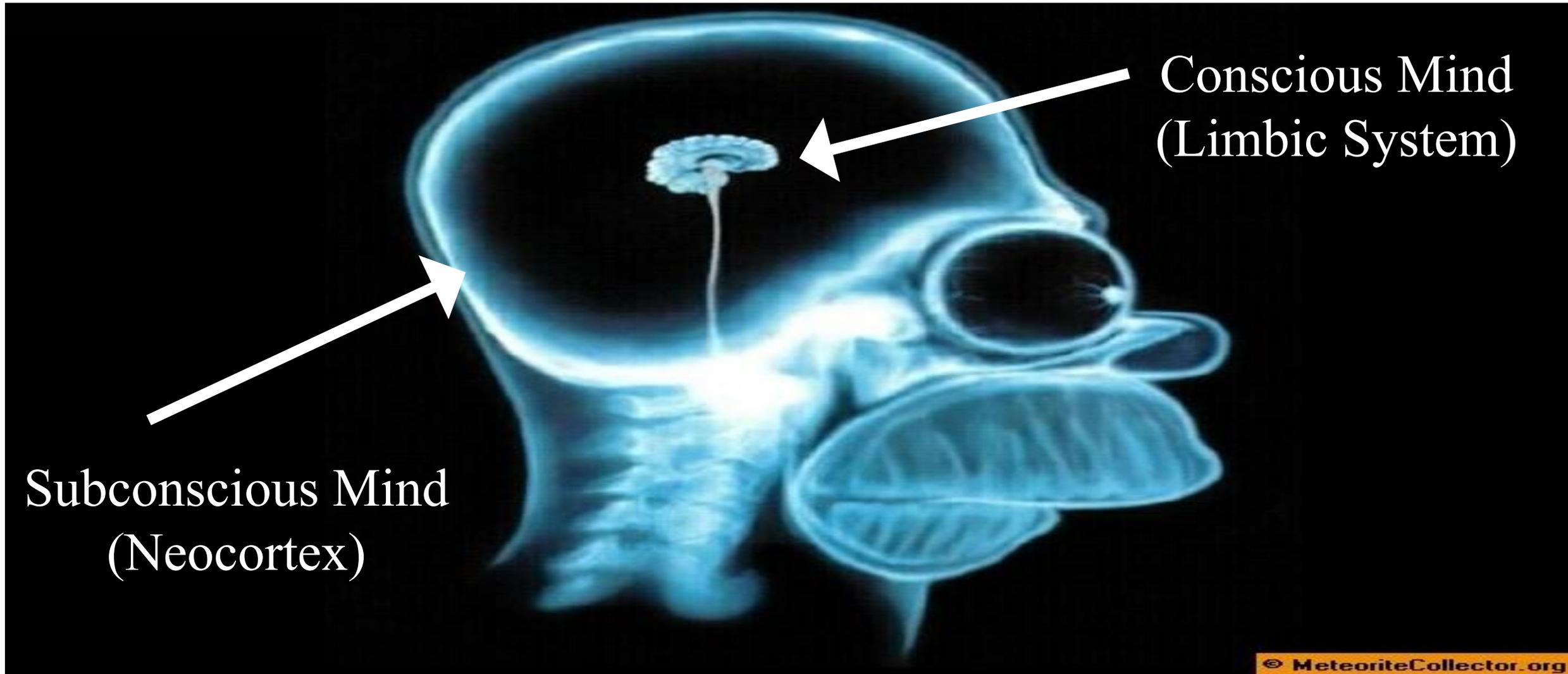
Built a Mental Bridge



Access our Subconscious!



Images and emotions are lasting



Knowledge is through group chats and stories.



Applies to all Aspects!



At Home



Increase Personal Success!



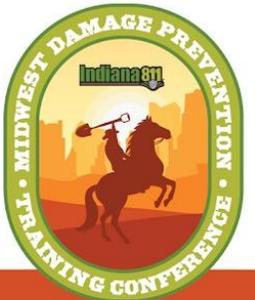
Share your message more successfully with friends and loved ones!



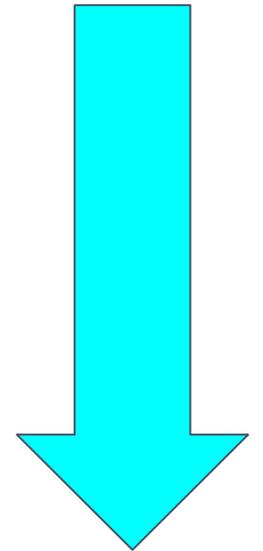
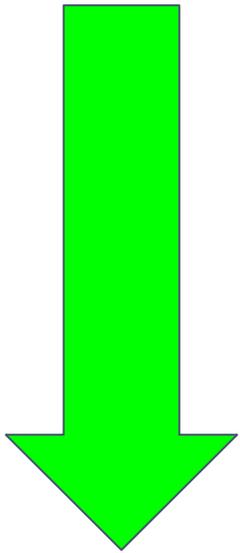
Mentorship Programs



Increase the success rate of of new hires!



Reduce the cost of time and training!



Allow for faster growth of employees!



Grow the positive work culture you strive for!



New and Young Workers



Increase worker retention!



Increase Morale!



Create Culture!



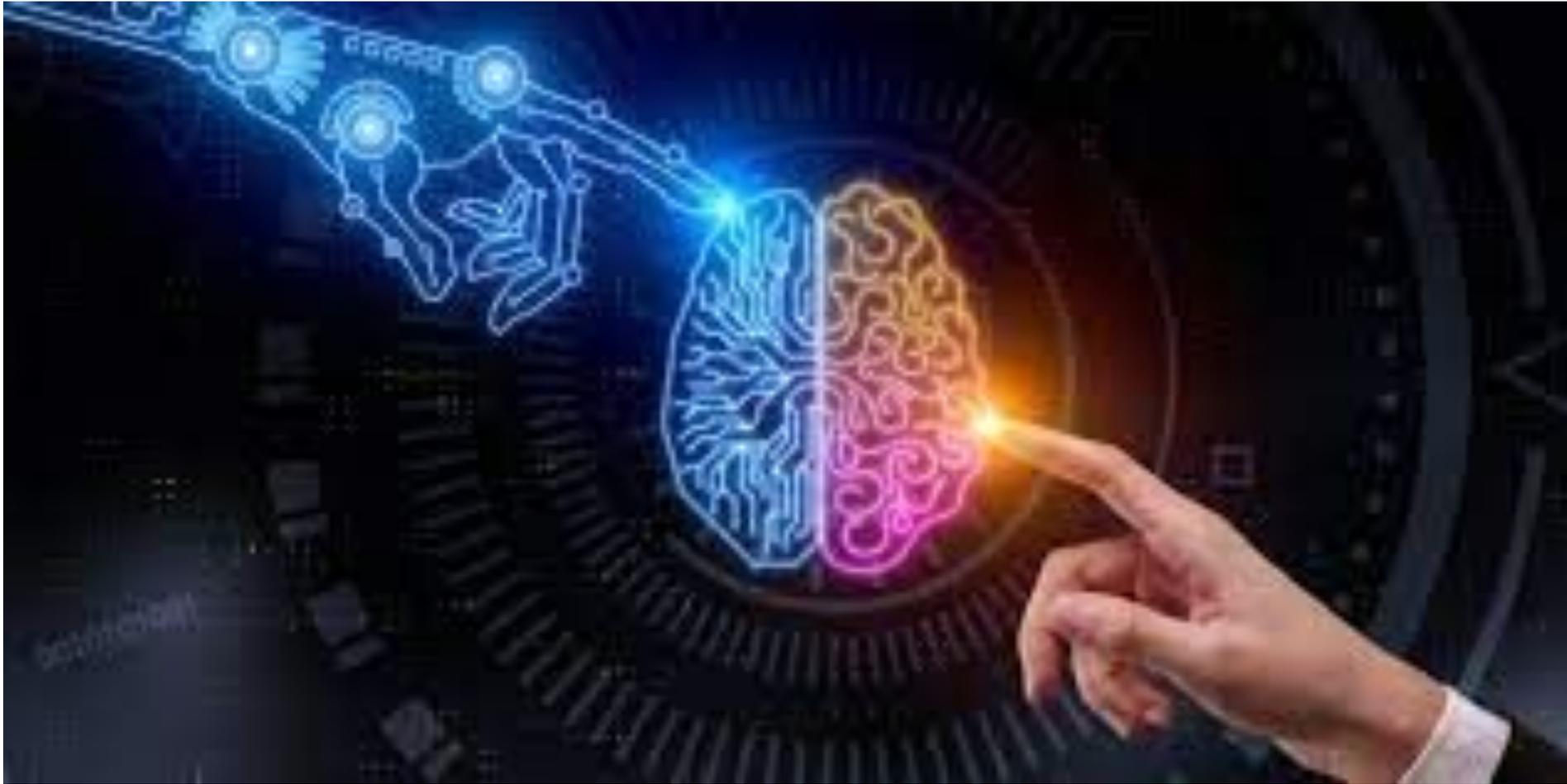
But wait! We are not done!



Here is a bonus tool!



Digital Fireside Chat!



Page one, memory tagging picture!

Page 1.



Page two, Marketing Message!

PAGE 2

Follow the Rule of 3

Words have Meaning

3



EXAMPLE





Ice Alert!

3 Second Hook

With the change in the temperature we all know that falling ice will become a safety concern.

Instant Message

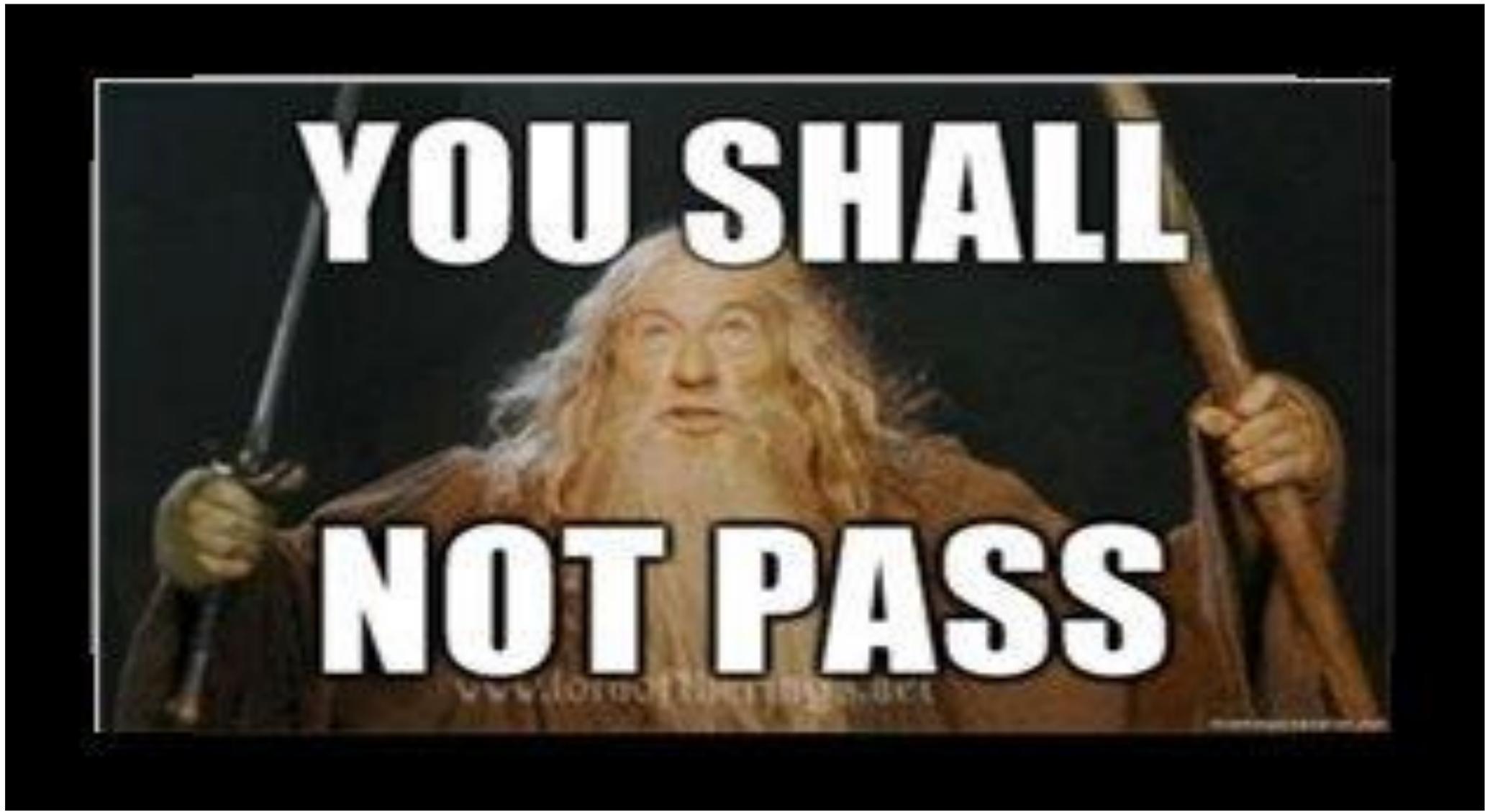
Make sure you take the time to recognize the dangers that are above you as well.

If you do see some ice that looks like it may be a hazard, freeze the area, ribbon off the hazard zone and contact your supervisor to have the ice removed.

Clear task

Use the 20/20/20 Rule to monitor for any changes!





Whether it is a yellow 'Caution' tape or red 'Danger' tape:

"You shall not pass"!

If you need to cross the yellow 'Caution' tape, read the tag, talk to the workers controlling the area and know the hazard before you cross by reading and signing on their FLHA.

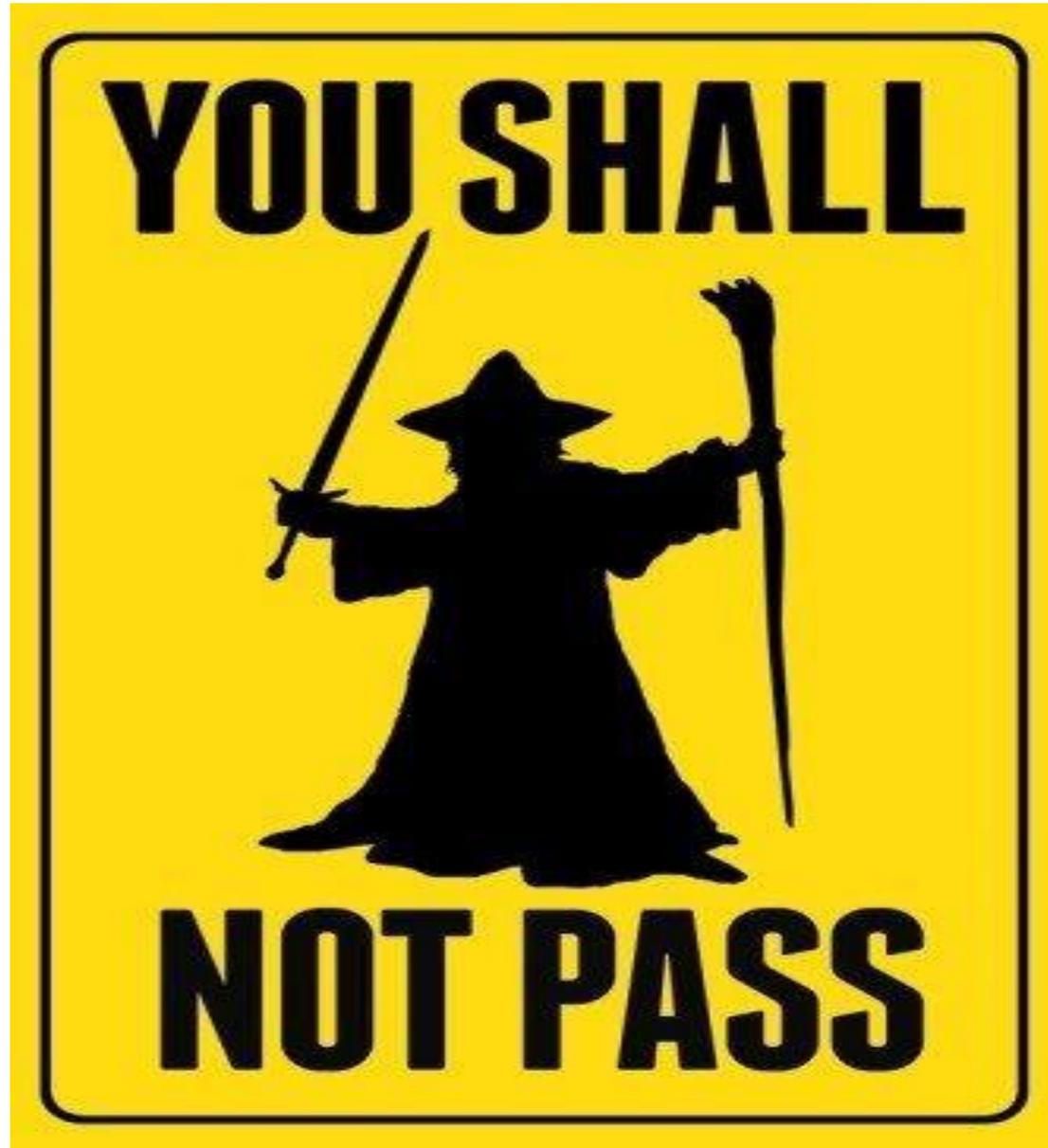
Add flagged and tagged zones to your FLHA so that others coming into your work area can know what the hazard or danger is.

Instant Message

3 Second Hook

Clear task





Questions?



This presentation and
others will be on
Youtube!

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