

Manage Safety Across Generations

Iowa-Illinois Safety Council Networking Breakfast

Chris Murphy, CSP, CPCU, CRM, CIC

September 17, 2019



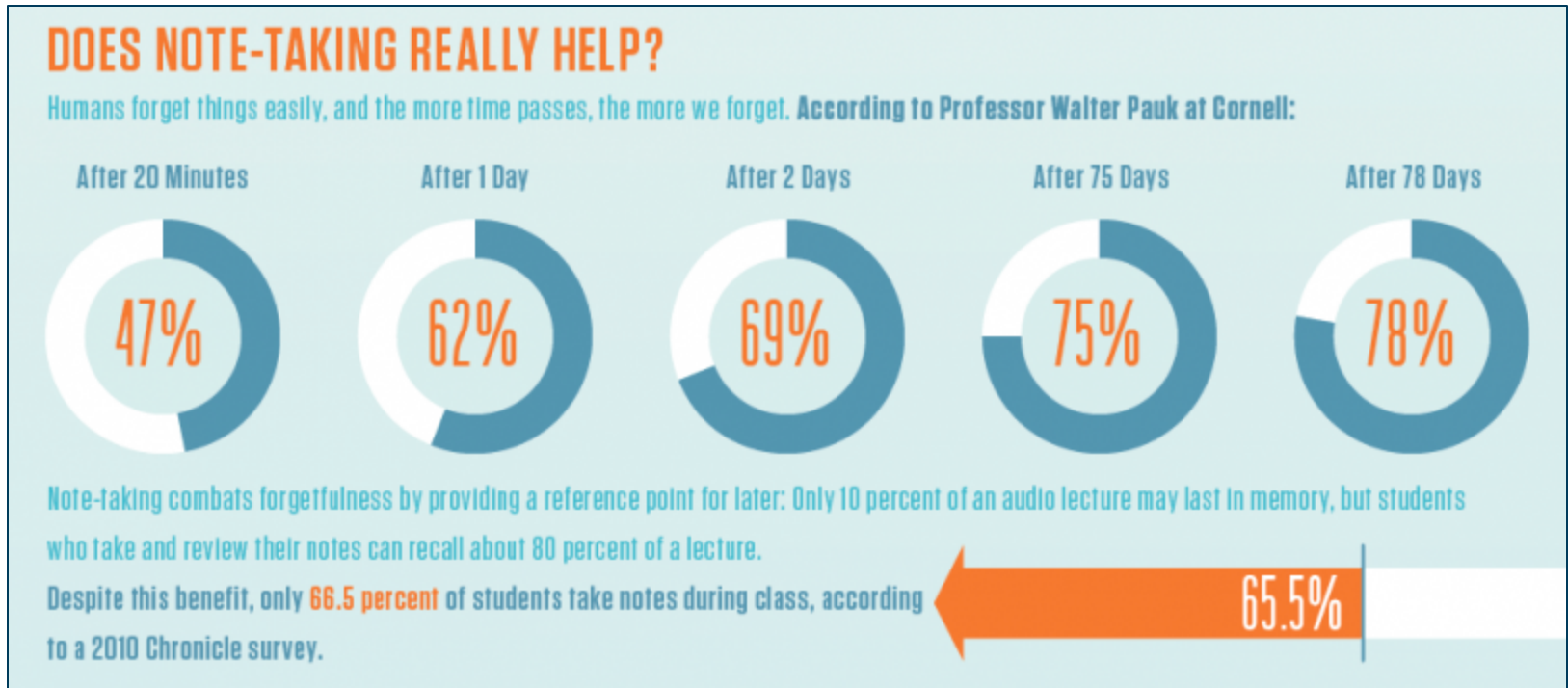
Nationwide[®]
is on your side

Presentation Déjà Vu



This session was presented at the 2018 and 2019 IISC PDC Conferences. If you've seen it before, I hope you enjoyed breakfast and met someone new!

These Slides Are Available



murpc1@nationwide.com

Session Goals

Profiling the
generations –
similarities and
differences



Applying what we
know to improve your
safety management

The Generations Defined

Greatest Generation

- Born: before 1928
- Age: 92+



Silent Generation

- Born: 1928 - 1945
- Age: 74-91



Baby Boomers

- Born: 1946 - 1964
- Age: 55-73



The Generations Defined

Generation X

- Born: 1965 - 1980
- Age: 39-54

Millennial (Gen Y)

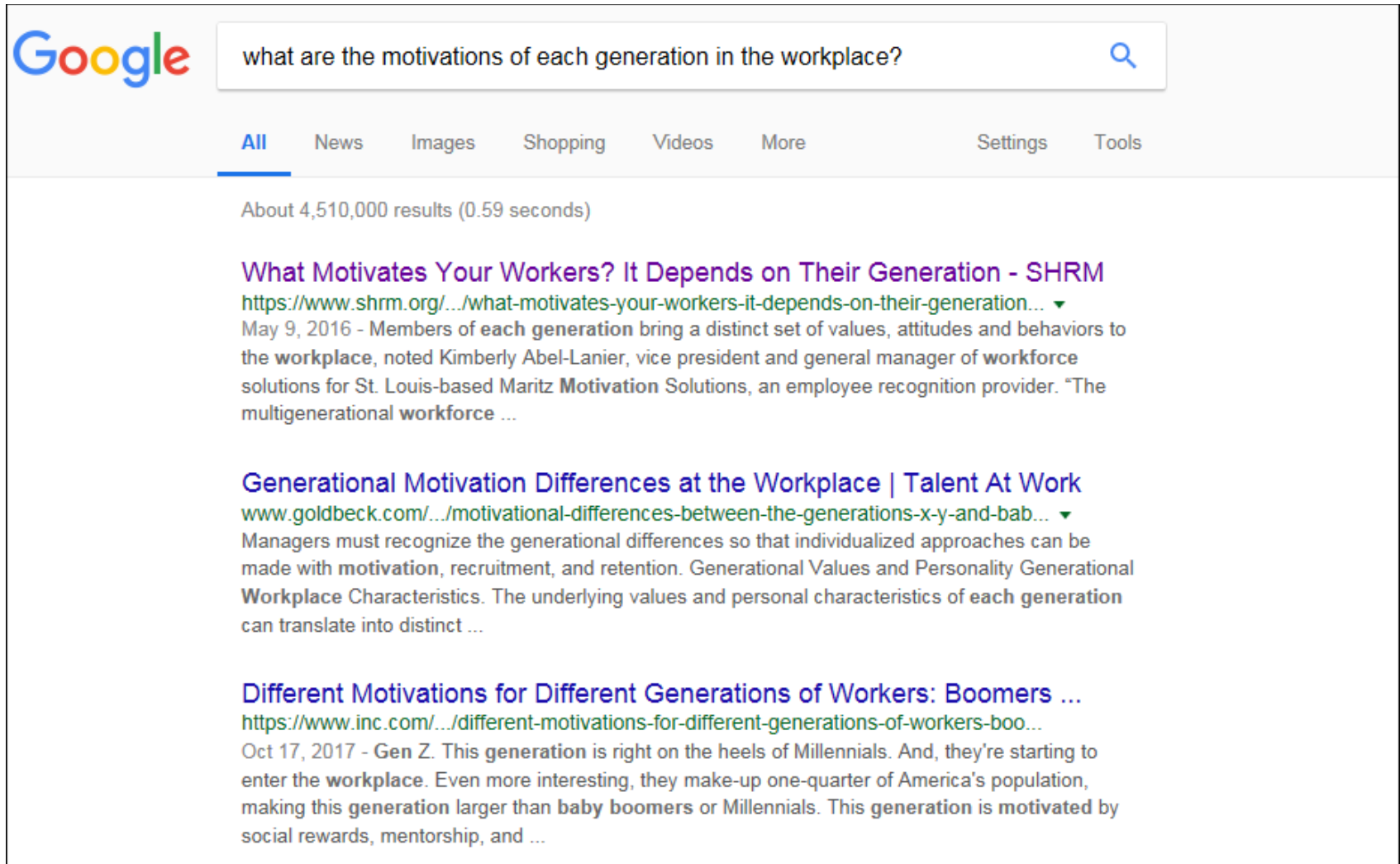
- Born: 1981 - 1997
- Age: 22-38

Generation Z

- Born: 1997 and after
- Age: <22



Want to Know More?



The image shows a screenshot of a Google search results page. At the top left is the Google logo. To its right is a search bar containing the text "what are the motivations of each generation in the workplace?". Below the search bar are navigation tabs: "All" (underlined), "News", "Images", "Shopping", "Videos", "More", "Settings", and "Tools". Below the tabs, it says "About 4,510,000 results (0.59 seconds)". There are three search results listed:

- What Motivates Your Workers? It Depends on Their Generation - SHRM**
<https://www.shrm.org/.../what-motivates-your-workers-it-depends-on-their-generation...>
May 9, 2016 - Members of each generation bring a distinct set of values, attitudes and behaviors to the workplace, noted Kimberly Abel-Lanier, vice president and general manager of workforce solutions for St. Louis-based Maritz Motivation Solutions, an employee recognition provider. "The multigenerational workforce ...
- Generational Motivation Differences at the Workplace | Talent At Work**
www.goldbeck.com/.../motivational-differences-between-the-generations-x-y-and-bab...
Managers must recognize the generational differences so that individualized approaches can be made with motivation, recruitment, and retention. Generational Values and Personality Generational Workplace Characteristics. The underlying values and personal characteristics of each generation can translate into distinct ...
- Different Motivations for Different Generations of Workers: Boomers ...**
<https://www.inc.com/.../different-motivations-for-different-generations-of-workers-boo...>
Oct 17, 2017 - Gen Z. This generation is right on the heels of Millennials. And, they're starting to enter the workplace. Even more interesting, they make-up one-quarter of America's population, making this generation larger than baby boomers or Millennials. This generation is motivated by social rewards, mentorship, and ...

How the Generations are Portrayed

**Greatest/
Silent**
(Traditionalists)

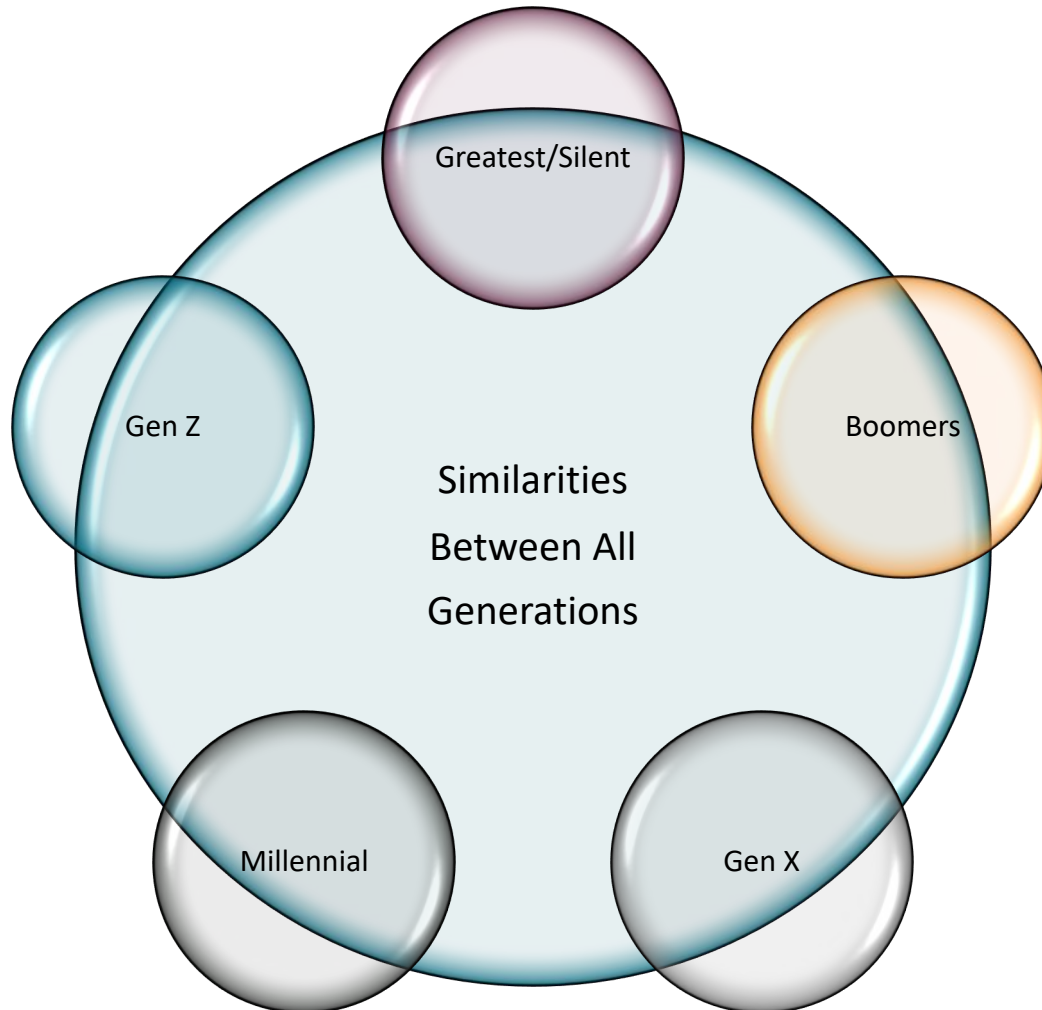
Boomers

**Millennials
(Gen Y)**

Gen X

Gen Z

How the Generations Really Are



Generational Similarities

Like feedback
& authenticity

Family
important

Want to make
an impact

Resistant to change
(especially if not involved)

Want to
learn

Want respect

Key Takeaway:

If you don't have time to focus on the differences, you can still be very successful by focusing on the similarities.

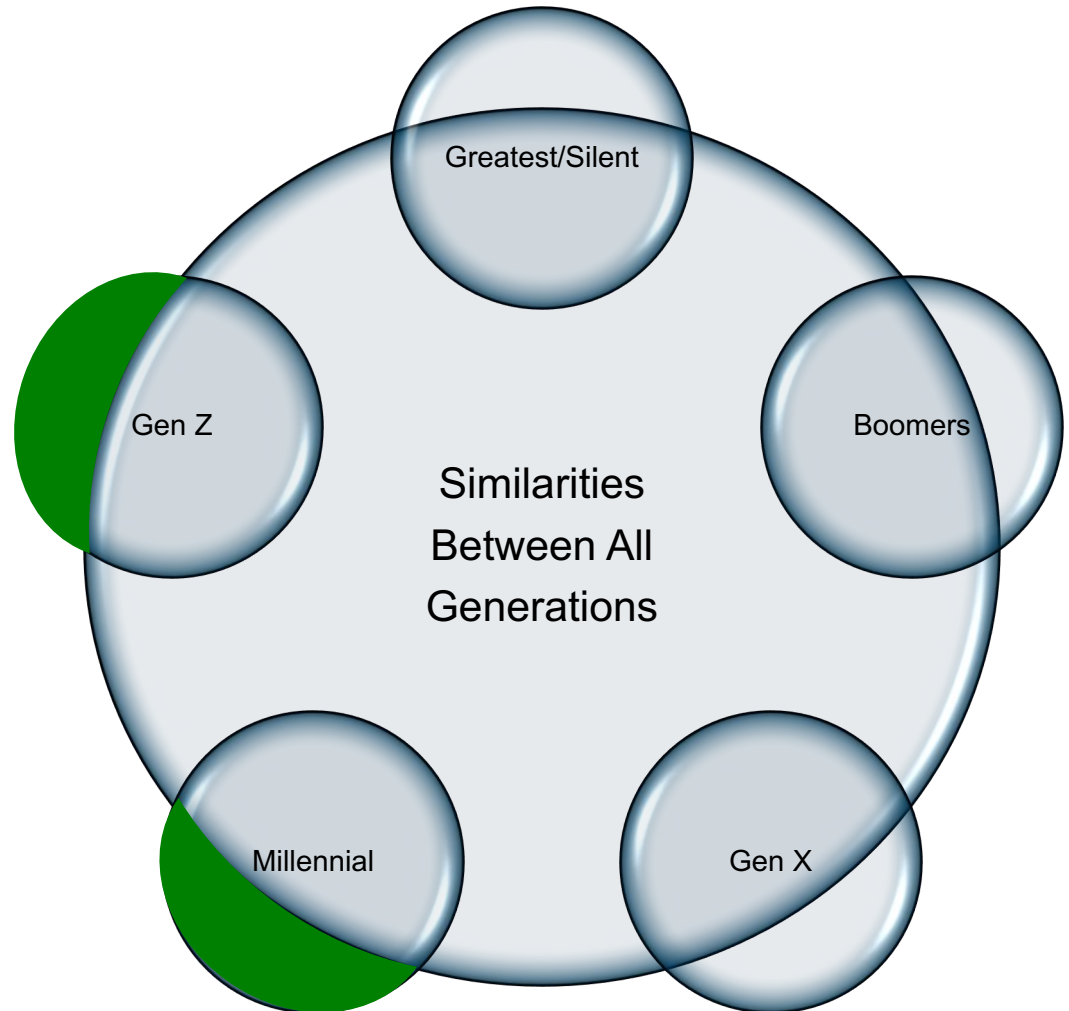
Focus of This Presentation

Key Insight:

Almost everyone seems to like learning and communicating in the ways the younger generations learn and communicate. We probably should have been doing it this way all along (to the extent it was technologically feasible).

In a word, we are just

SIMPLIFYING.



Critical Components of Safety Programs



Management Commitment

Written Program

Safety Committee

- **Membership**
- **Meeting summaries**

Written Program

- **Not much change expected – unless your organization requires your employees to read your written program**
 - If so, aim for 8th grade reading level – it helps everyone!

Neilsen Norman Group study: Started with an off-the-shelf pharmaceutical ad – hard to read due to all the legalese, caveats, and disclaimers.

Then had two groups of people — highly literate folks and those with lower literacy — read the ads and answer some questions.

Unsurprisingly, the highly literate group outperformed those with low literacy on all three measures of success.

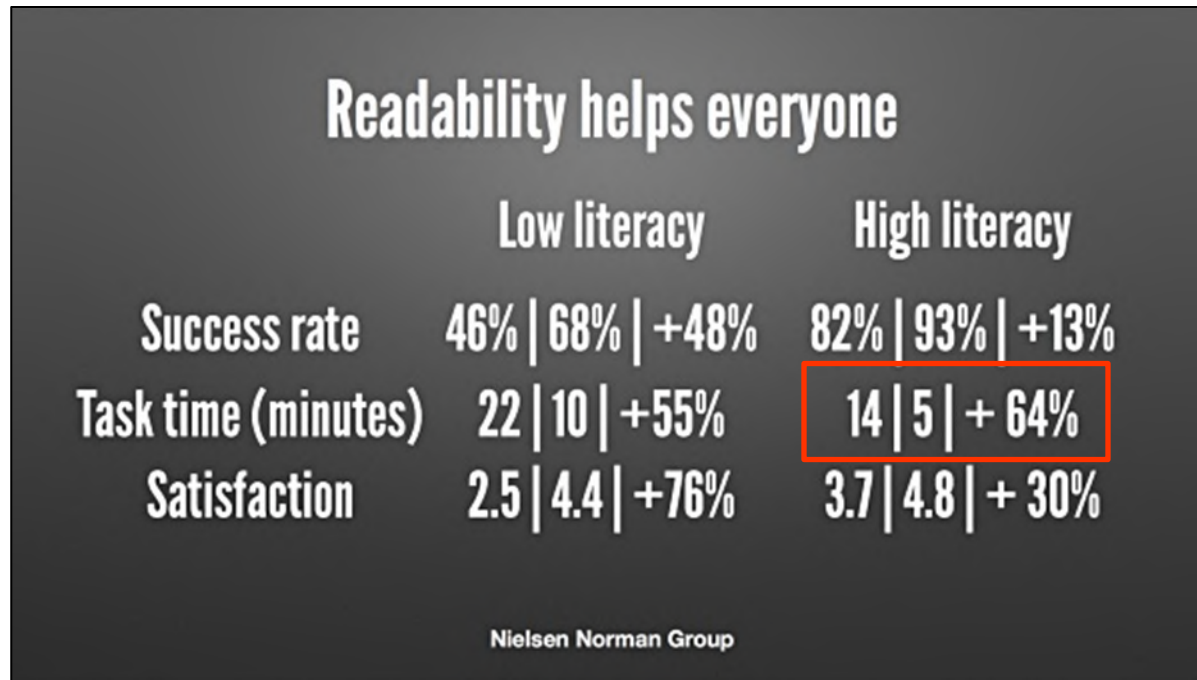
Readability helps everyone		
	Low literacy	High literacy
Success rate	46%	82%
Task time (minutes)	22	14
Satisfaction	2.5	3.7

Nielsen Norman Group

Neilsen Norman Group Study

Then they rewrote the ad to an 8th grade reading level: shorter sentences, shorter words and explanatory graphics.

Unsurprisingly, the low literacy group performed significantly better on the more readable ad. ***The real surprise was with the highly literate group.***



Flesch-Kincaid Tool – Aiming for 8th Grade Level



Management Commitment and Employee Involvement

- Management commitment and employee involvement are complementary
- Management commitment provides the motivating force and resources for organizing and controlling activities within an organization
- Employee involvement provides the means through which workers develop and express their own commitment to s&h protection

6

The slide features a teal triangle icon in the top left and an illustration of a meeting with four people around a table in the top right.

PowerPoint available for download from OSHA.gov

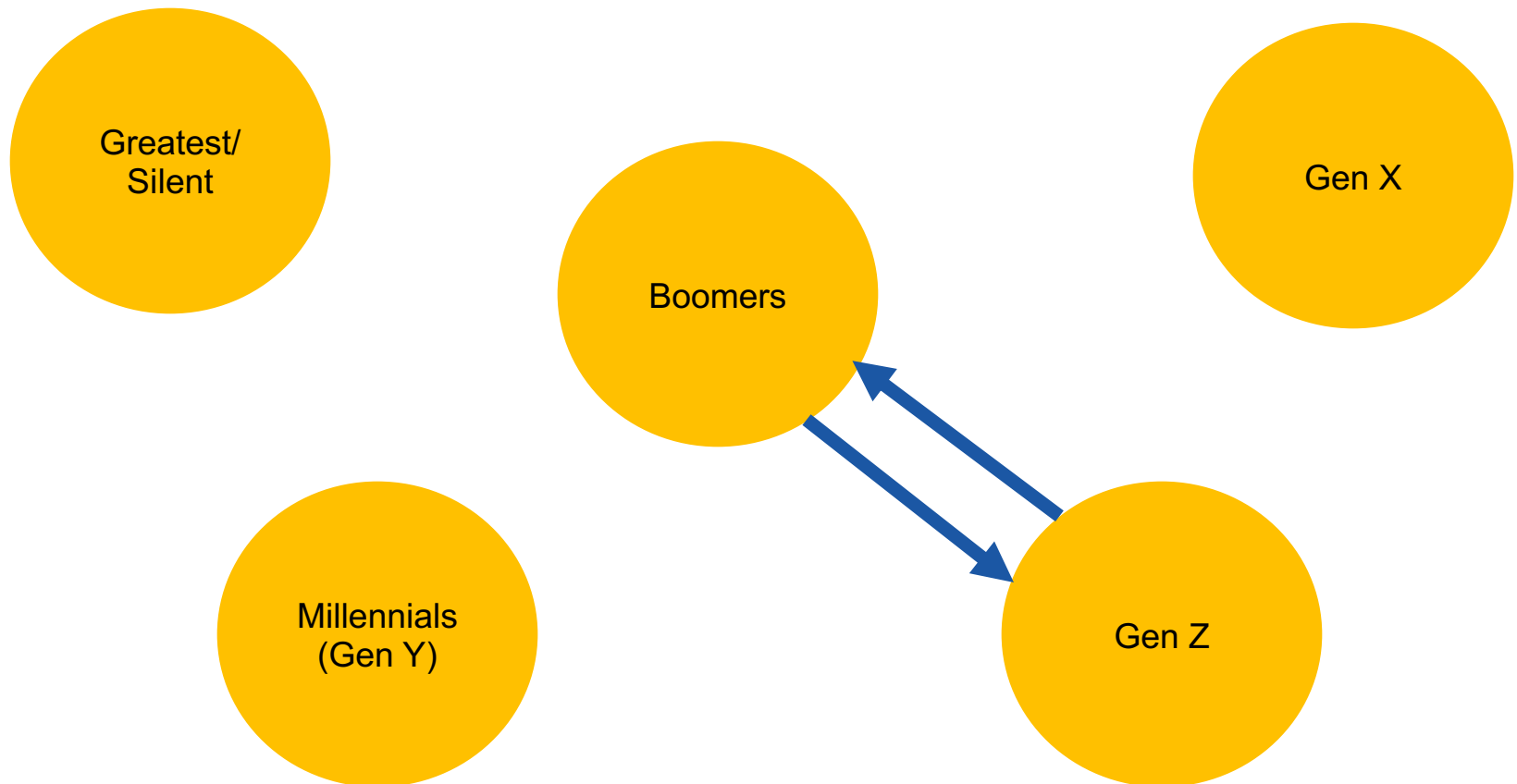
Readability Formula	Grade	Age
Flesch-Kincaid Grade Level	16	21
Gunning-Fog Score	19.9	
Coleman-Liau Index	24.7	
SMOG Index	13.3	
Automated Readability Index	18	

16

<https://www.perrymarshall.com/grade/> (also in some Office versions)

Safety Committee Involvement

- If not already represented by all generations, start as soon as you can
- Cross-training works both directions



Safety Committee Minutes – Keep It Simple

- **Subheads will draw in readers.**
 - Design for skimming – subheads convert skimmers into readers
 - Be OK if they only read the bold subheads – you're still ahead of them reading nothing!
- **Choose an engaging writing style. Make it enjoyable to read.**
 - Use shorter words and sentences.
 - Keep paragraphs short – no more than 5 lines. Paragraphs are mental hurdles!
 - Use the active voice and first person.
 - Yes: We will be training all employees...
 - No: Employees will be trained by ABC Co....
- **TED-ify your meeting minutes. Can you summarize in a single page?**
 - If you need a lengthy version, supplement with the TED version.

Key Takeaway:

Keep it simple. You'll catch more flies with honey than aspartame.

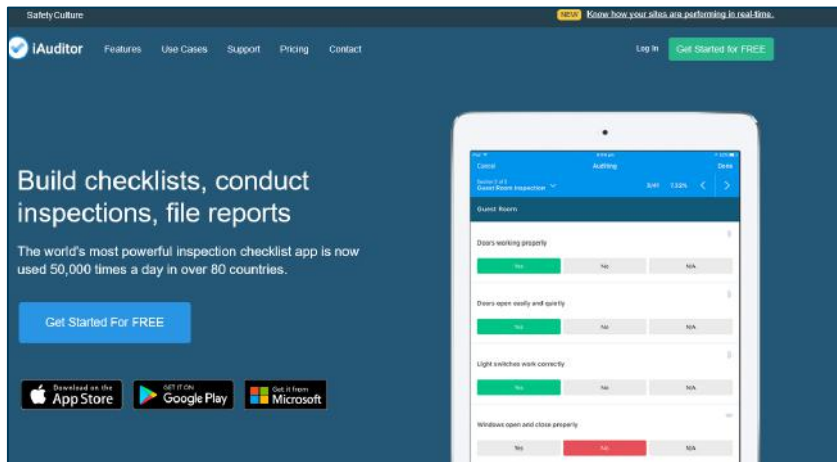
Critical Components of Safety Programs



Workplace Risk Audits

Data-Driven Decisions

Electronic Safety Audits



Paid versions also allow for data aggregation, trend analysis, etc.

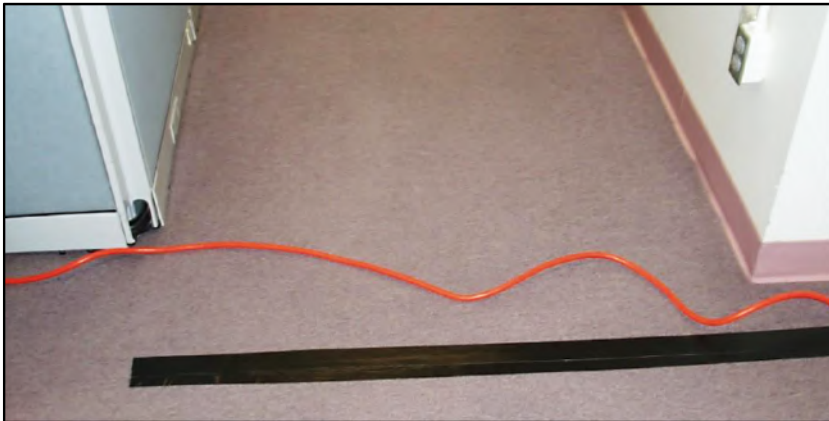
www.safetyculture.com/iauditor

Wearables for Safety/Inspections



Benefits of Multiple Safety Auditors

- **Builds awareness**
 - Learning while auditing, some of it is going to stick
- **Builds continuity**
 - They see it again, they tell you about it
- **Builds commitment**
 - Less likely to contribute to an issue after knowing it is a hazard



Data-Driven Decisions – “Don’t Be Afraid of Data”

- Use data to drive decisions when possible – **hunches are good & facts are even better**
 - Reactive works (using past results to predict your next accident)
 - Predictive is even better (wearables indicate presence of current risk)



Data Analysis 101 – For Free!

- Watch YouTube videos on pivot table basics and you'll never fear big data again!

Turn your data into a beautiful report or dashboard with **Pivot Tables!**

Order	Order Date	Customer	Customer First	Address	City
1	01/27/14	21 Company AA	789 27th Street	Las V	
2	01/27/14	27 Company AA	789 27th Street	Las V	
3	01/28/14	4 Company D	123 4th Street	New	
4	01/28/14	4 Company D	123 4th Street	New	
5	01/28/14	6 Company D	123 4th Street	New	
6	01/28/14	6 Company D	123 4th Street	New	
7	01/28/14	12 Company I	123 12th Street	Las V	
8	01/28/14	12 Company I	123 12th Street	Las V	
9	01/28/14	8 Company H	123 8th Street	Purd	
10	01/28/14	8 Company H	123 8th Street	Purd	
11	01/28/14	26 Company CC	123 26th Street	Chic	
12	01/28/14	3 Company C	123 3rd Street	Seatt	
13	01/28/14	6 Company F	123 6th Street	Seatt	
14	01/28/14	26 Company BB	789 26th Street	Moor	
15	01/28/14	6 Company H	123 6th Street	Purd	
16	01/28/14	10 Company J	123 10th Street	Seatt	
17	01/28/14	7 Company G	123 7th Street	Las V	
18	01/28/14	16 Company J	123 16th Street	Seatt	
19	01/28/14	10 Company J	123 10th Street	Seatt	
20	01/28/14	10 Company J	123 10th Street	Chic	
21	01/28/14	13 Company B	123 13th Street	Moor	
22	01/28/14	11 Company H	123 11th Street	Moor	
23	01/28/14	3 Company A	123 3rd Street	Seatt	
24	01/28/14	3 Company A	123 3rd Street	Seatt	
25	01/28/14	3 Company A	123 3rd Street	Seatt	
26	01/28/14	26 Company BB	789 26th Street	Moor	
27	01/28/14	26 Company BB	789 26th Street	Moor	
28	01/28/14	8 Company I	123 8th Street	Seatt	
29	01/28/14	8 Company I	123 8th Street	Seatt	
30	01/28/14	8 Company F	123 8th Street	Moor	
31	01/28/14	8 Company F	123 8th Street	Moor	
32	01/28/14	8 Company H	123 8th Street	Purd	
33	01/28/14	8 Company H	123 8th Street	Purd	
34	01/28/14	3 Company C	123 3rd Street	Las V	
35	01/28/14	8 Company C	123 8th Street	Las V	

Sales Dashboard (ABC Global)

2014 Sales Trend

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000	2100

Sales by Salesperson

Salesperson	Robert Davis	John Smith	Jane Doe	Michael Brown	Sarah Wilson	David Lee
Sales	103,260	88,118	75,540	64,102	55,981	48,000

Sales by Region

Region	South	East	West	North
Sales	81,118	86,700	78,000	127,341

Top 5 Customers for 2014

Customer ID	Company A	Company B	Company C	Company D	Company E
Sales	100,000	88,000	75,000	64,000	55,000

Transaction Count by Invoice Amount

Invoice Amount	0-200	200-500	500-1000	1000-2000	2000-5000	5000+
Count	200	50	30	20	15	10

▶ 14:48

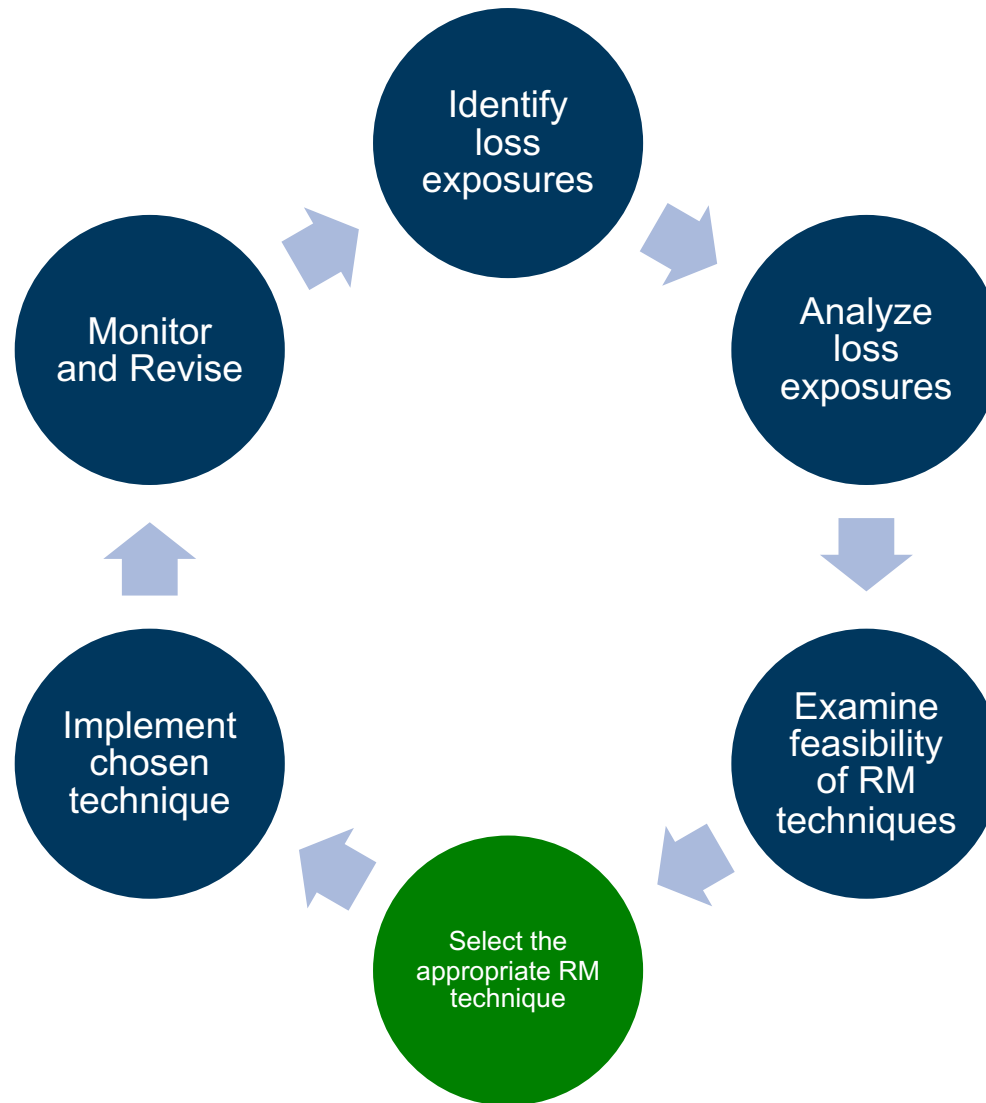
Key Takeaway:

Knowing what risks exist is still critical to a workplace safety program. The means of collection and use of the data is where the greatest leap will occur.

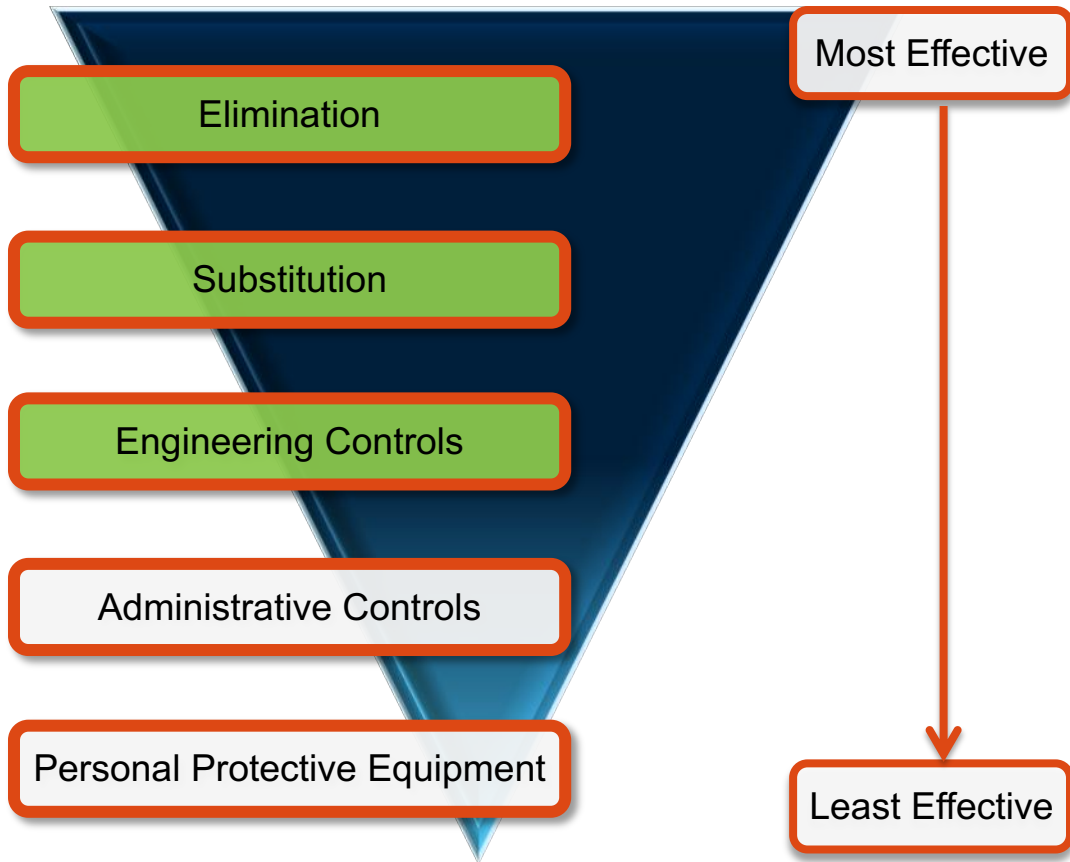
Critical Components of Safety Programs



Hazard Prevention and Control: Risk Management Process



Stay Focused on the Top of the Hierarchy



Focus on Good Design Over Great Training

- Knowledge-based decision making is risky due to “common sense” not being as common
- **Designing out the risk will always be preferable to training to make the risk “acceptable”**
- **Even your best boomer, knows the job better than anyone else, will suffer from a lack of focus at some point during the day.**

Home Depot Panics Over Millennials; Forced To Host Tutorials On Using Tape Measures, Hammering Nails



by Tyler Durden
Tue, 10/10/2017 - 23:00

24
SHARES



As wall street analysts celebrate the coming of age of the millennial generation, a group of young people who were supposed to lead another revolutionary wave of consumerism if only they could work long enough to escape their parents' basement, retailers like Home Depot are panicked about selling into what will soon be America's largest demographic...but not for the reasons you might think.

While avocado resellers like Whole Foods only have to worry about creating a catchy advertising campaign to attract millennials, **Home Depot is in full-on panic mode after realizing that an entire generation of Americans have absolutely no clue how to use their products.** As the Wall Street Journal points out, the company has been forced to spend millions to create video tutorials and host in-store classes on how to do everything from **using a tape measure to mopping a floor and hammering a nail.**

Home Depot's VP of marketing admits she was originally hesitant because **she thought some of their videos might be a bit too "condescending"** but she quickly learned they were very necessary for our pampered millennials.

In June the company introduced a series of online workshops, including videos on how to use a tape measure and how to hide cords, that were so basic some executives worried they were condescending. "You have to start somewhere," Mr. Decker says.

Lisa DeStefano, Home Depot vice president of marketing, initially hesitated looking over the list of proposed video lessons, chosen based on high-frequency online search queries. "Were we selling people short? Were these just too obvious?" she says she asked her team. On the tape-measure tutorial, "I said 'come on, how many things can you say about it?'" Ms. DeStefano says.

And just in case you think we're joking and/or exaggerating, here is Home Depot's tape measure tutorial in all its glory:



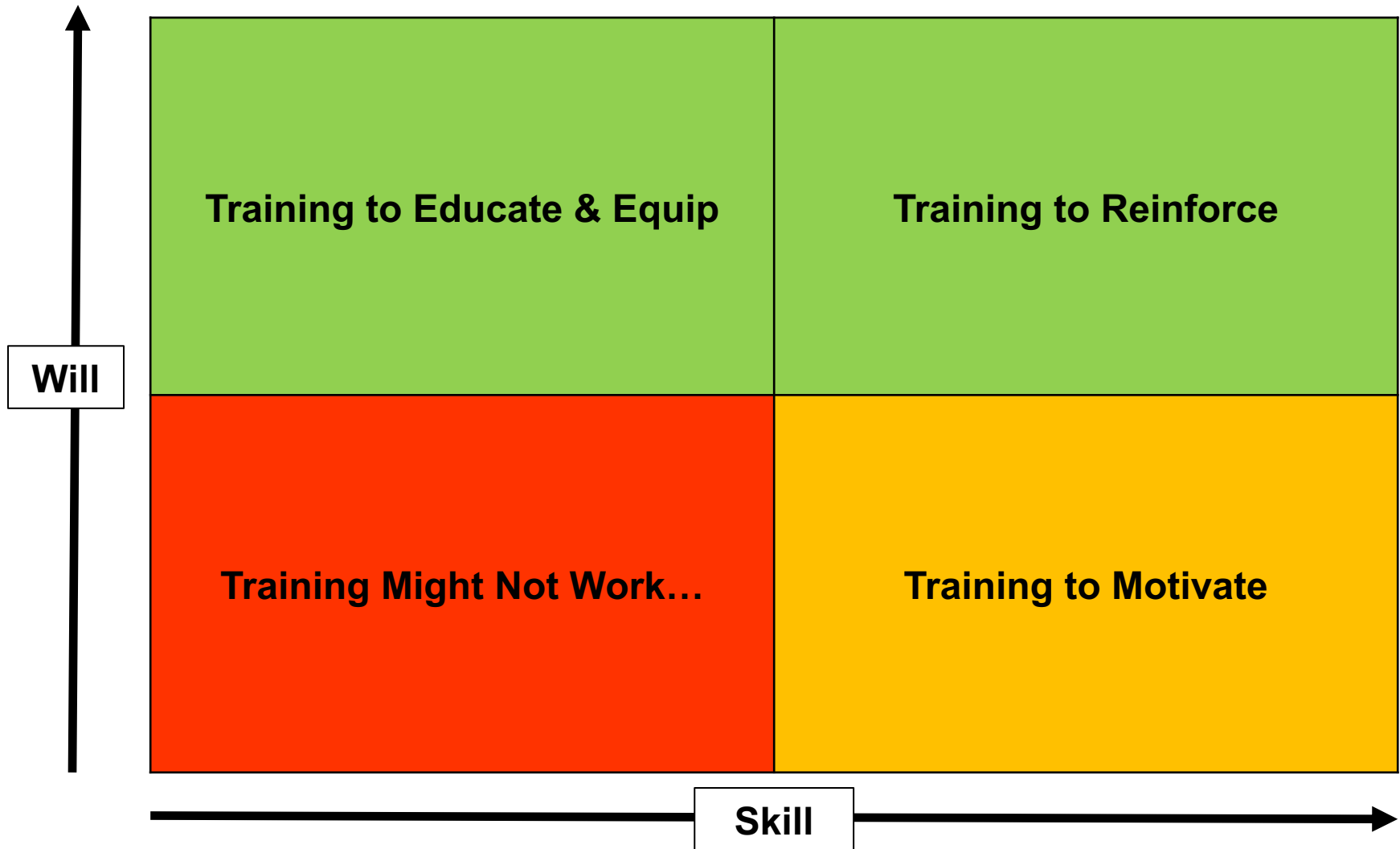
Key Takeaway:

If you rely on “*be aware of your surroundings*” and “*make good choices*” as your risk control, see if you can aim higher on the hierarchy.

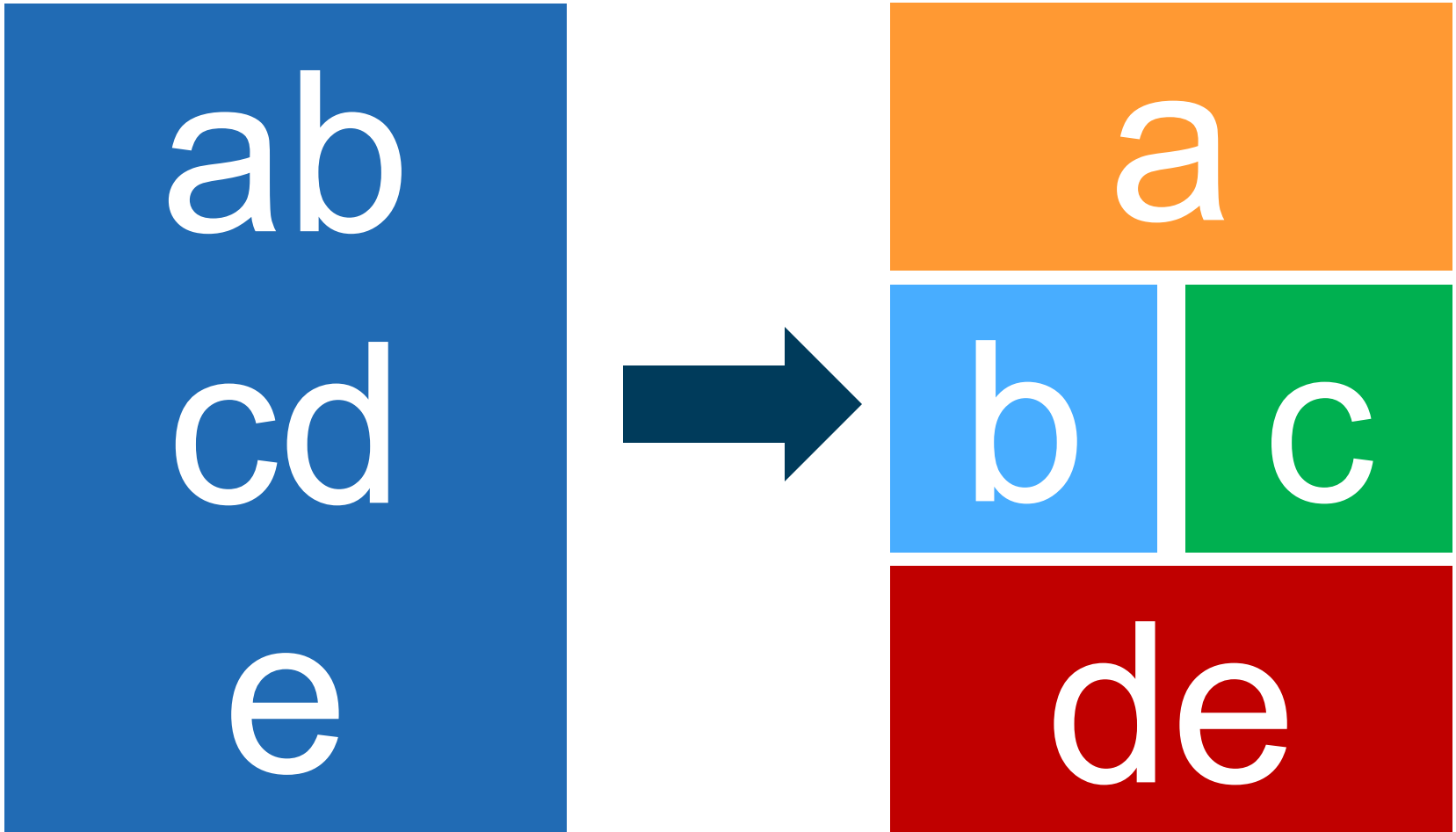
Critical Components of Safety Programs



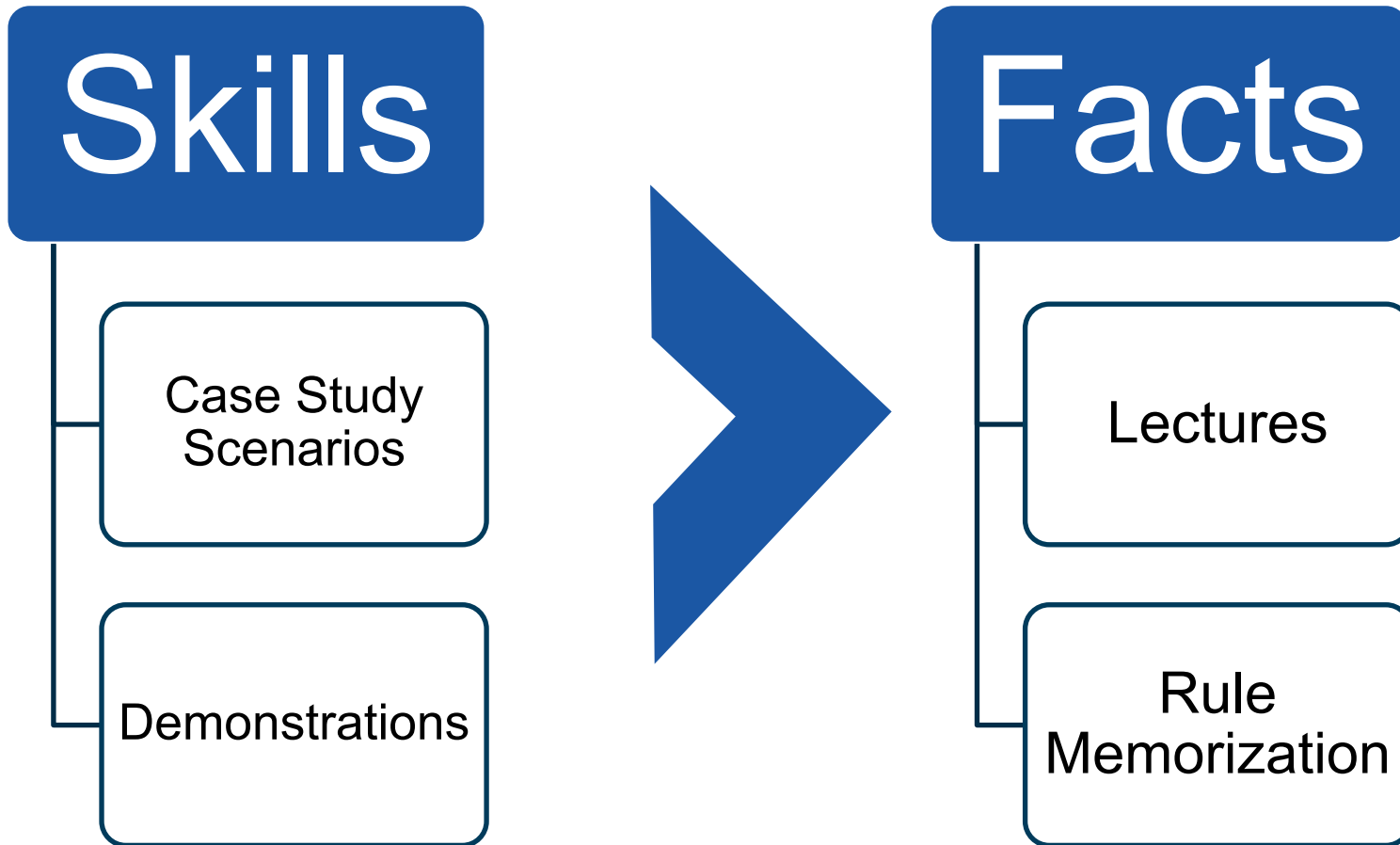
Training: Are We Solving a Can't or Won't Problem?



Safety & Health Training: Chunking & Microtraining



Training Styles Should Focus on Skills Over Facts



Facts Are Easily Accessible – You Might Get Tuned Out...

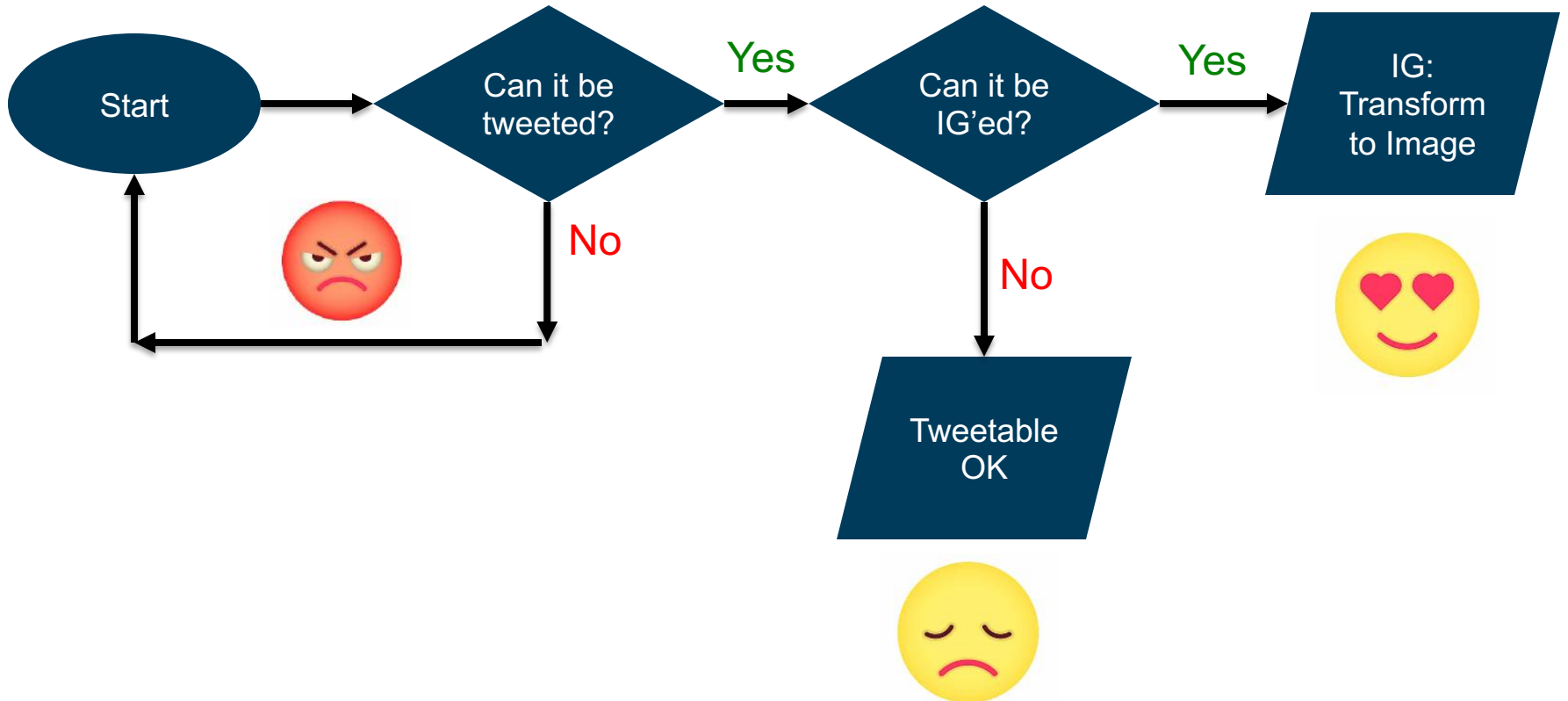


Example Skills Training: Bloodborne Pathogens

- Get fake blood on clearance after Halloween
- Put it on a paper plate or other surface
- Talk about the risks of that blood or OPIM if it were related to a workplace injury
- Have people touch the blood with a gloved hand and then remove their gloves without any of the blood touching the skin
- Use hand sanitizer to simulate hand washing if you don't have a sink nearby



Murphy's PowerPoint Slide Algorithm

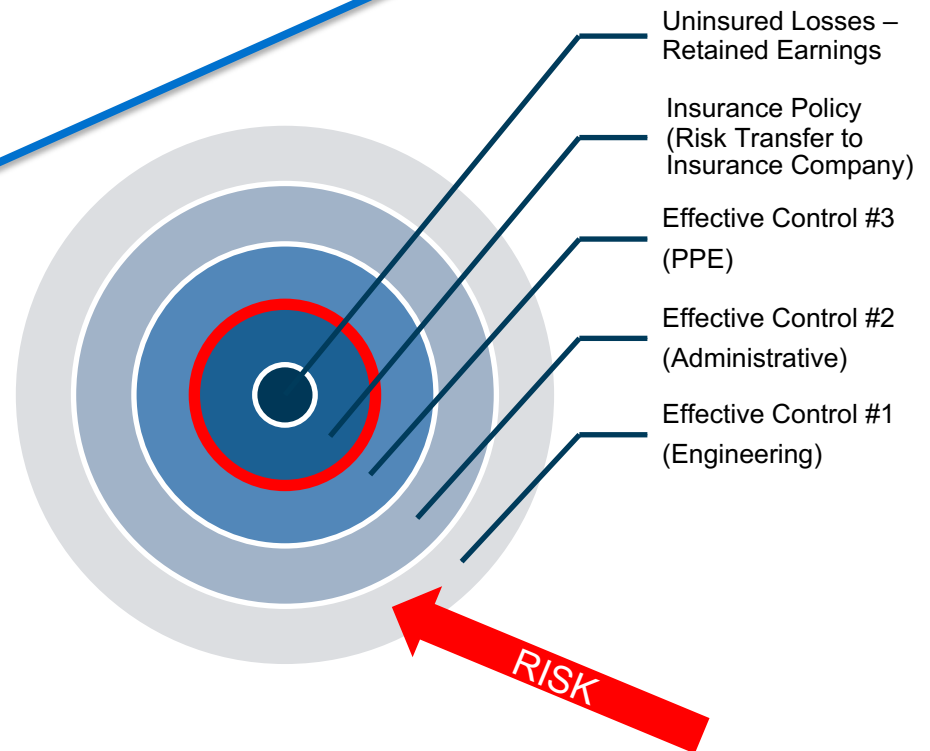


A Common Way of Presenting

- We want to provide layers of protection around our insurance policy and our customer's retained earnings
- Always apply the hierarchy of hazard control
 1. Elimination/substitution/engineering
 2. Administrative controls
 3. Personal protective equipment

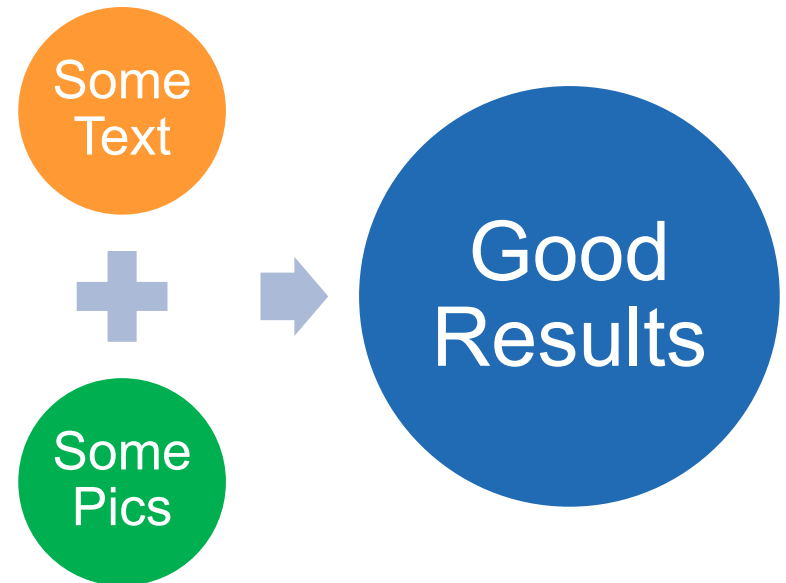
OK

STICKIER



Mix It Up

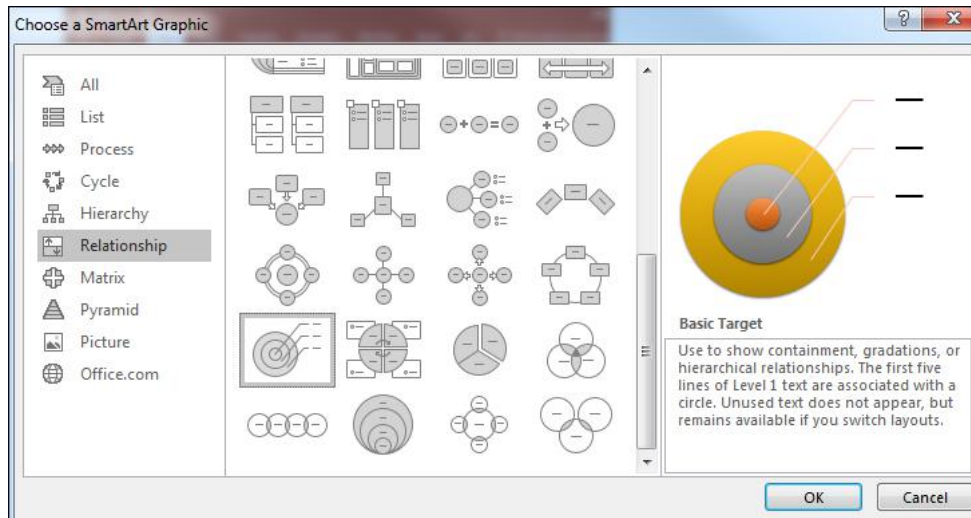
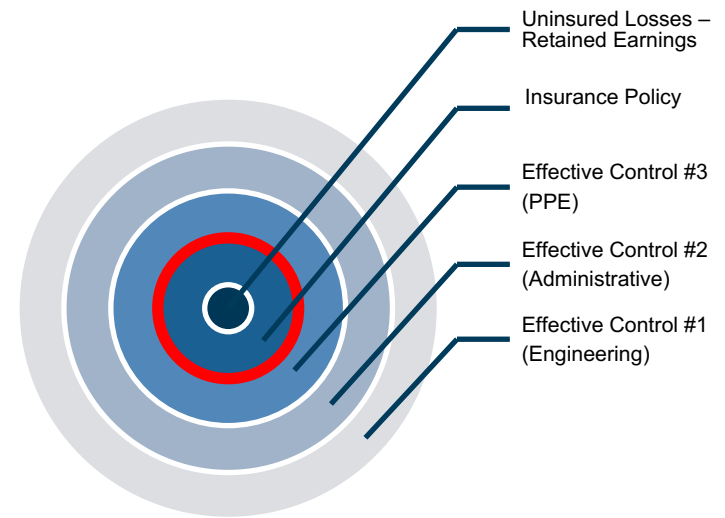
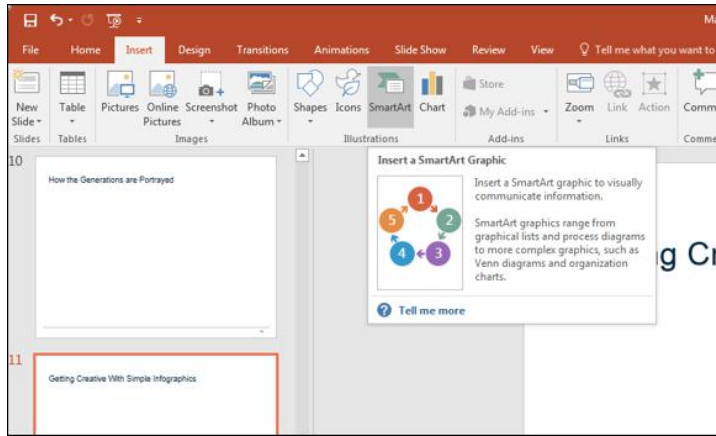
- Not every slide needs to have graphics
- Bullets and text are appropriate at times
- But pictures are better if suited for the content



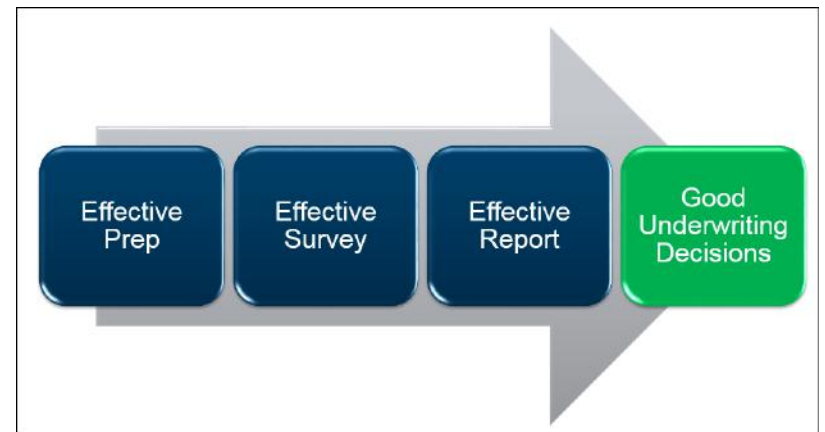
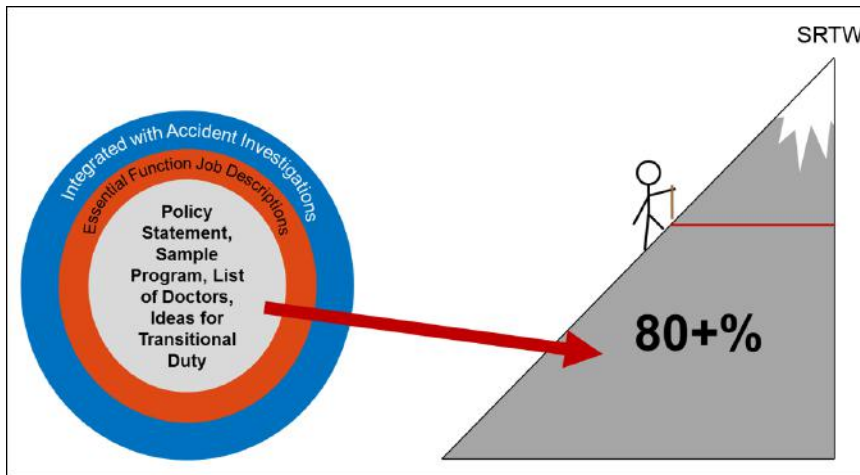
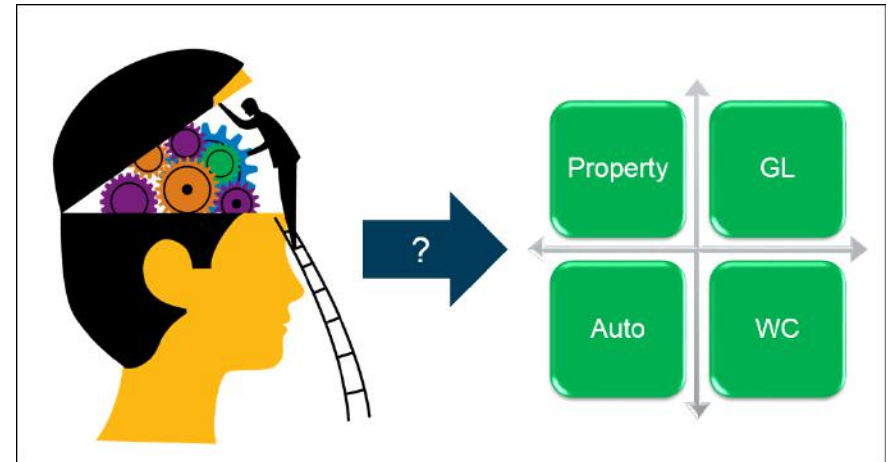
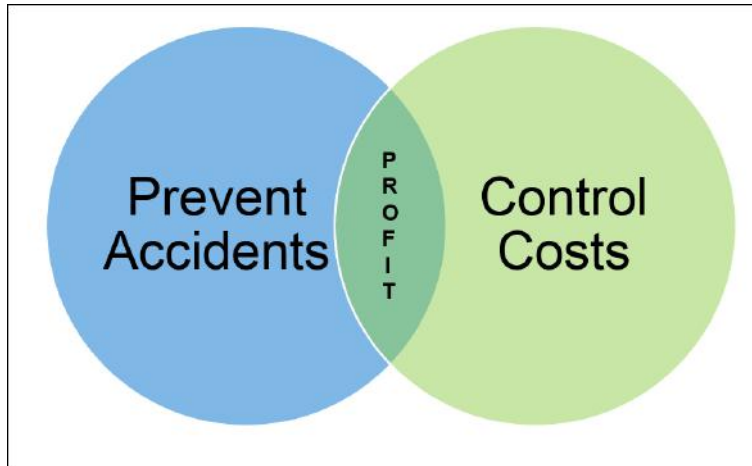
offered the opposite. After presenting these images, the team mixed in 48 new scenes, showed the entire set of 96, and then recorded whether the subjects remembered the originals. The color images, they found, made much longer-lasting impressions than did the black-and-white ones.

Color Images More Memorable Than Black and White

Getting Creative With Simple Infographics




Other Examples of Communicating Through Graphics





Don't Be Afraid To Use PowerPoint for Non-Presentations


“Poor Man’s” Infographic Software



Successful Return-to-Work Update

<p><u>Our Challenge</u></p> <p>\$17M</p> <p>paid annually in temporary disability WC payments</p>	<p><u>Our Promise</u></p> <p>WC Operating Principle #4</p> <p>“We commit to recognizing and responding to the unique needs of all injured workers and returning them to meaningful work as soon as possible following their injuries. We believe this is in the best interest of the injured workers, their families, the employer, our company and the communities we serve.”</p>
<p><u>Our Crossroads</u></p>  <p>We say RTW is important, but we don't have the resources to help the member get started</p>	<p><u>Our Mission</u></p>  <p>Make successful RTW achievable to all members from the small business to the commercial middle market account</p>

Our Solution: A New Webpage



- Sam's Story video – the why of SRTW
- Interactive PDF walks member through the development of implementation of an effective program
- Sample forms and postings needed to run the program
- References to other resources that can be used for accident prevention
- Educational programs to allow LCS, U/W, claims, etc. to “sell” SRTW

Safety Signs / Posters

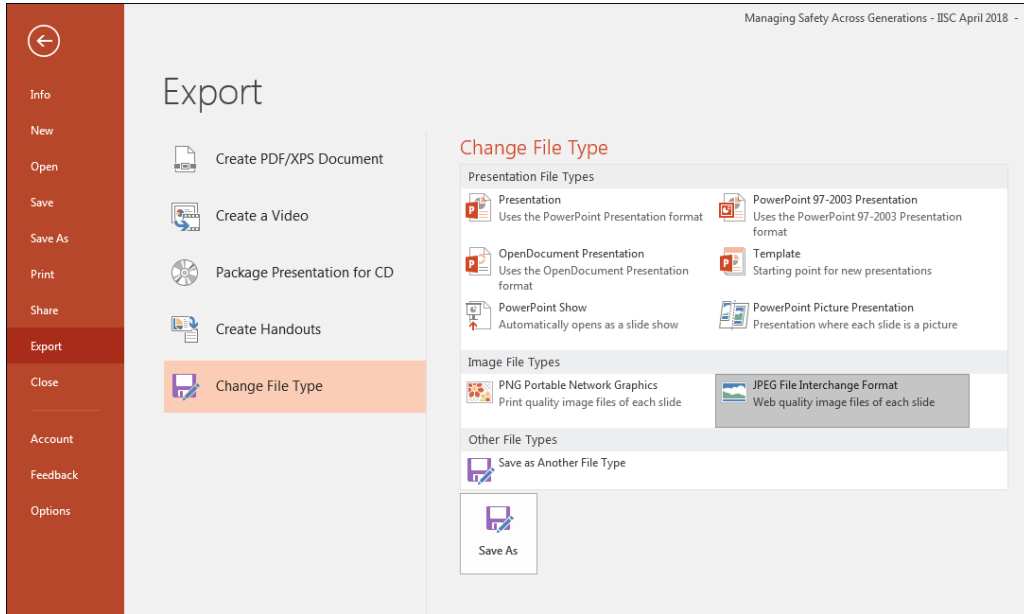




DANGER

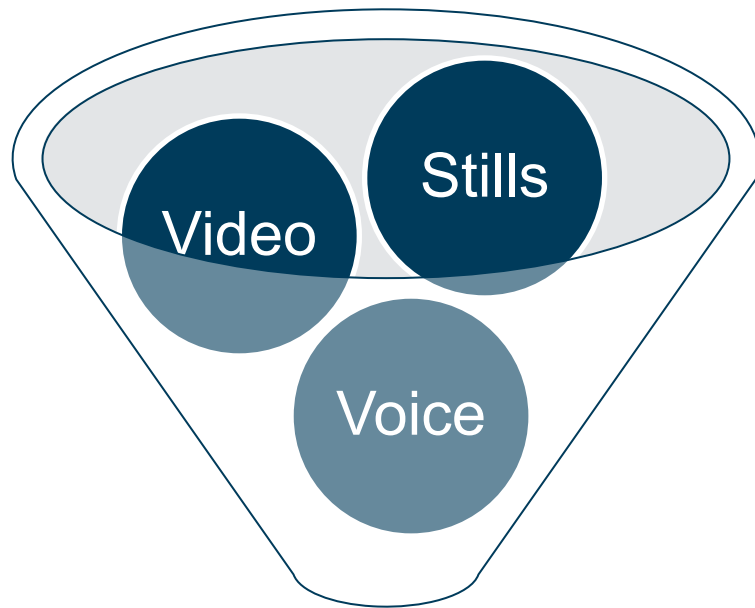
**HIGH
VOLTAGE**

PowerPoint Slides Exported as JPEGs



Microtraining: Short Learning Videos

- YouTube style training – using nothing more than your iPhone
- **Two-minute video can require <30 minutes to produce** – and you don't need more than YouTube tutorial to learn the iMovie process



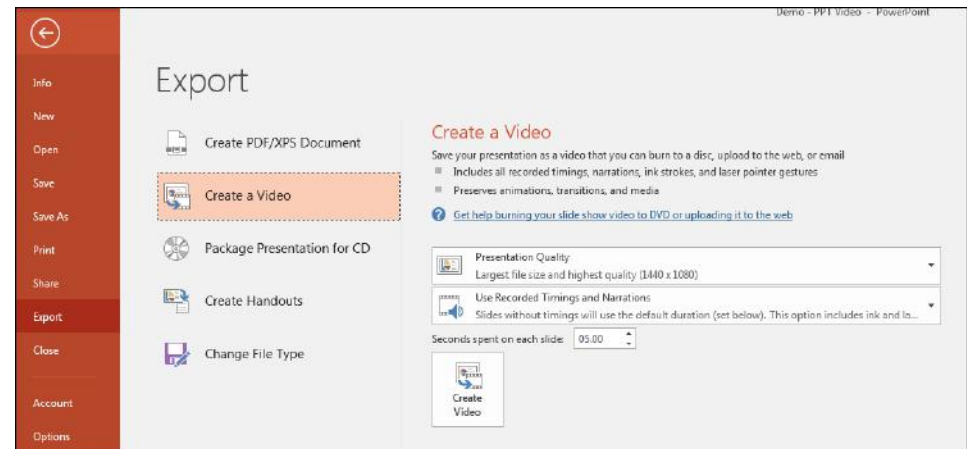
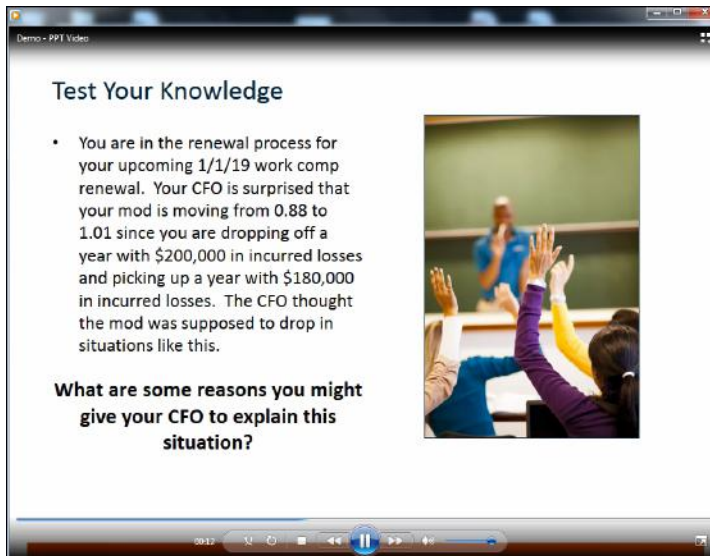
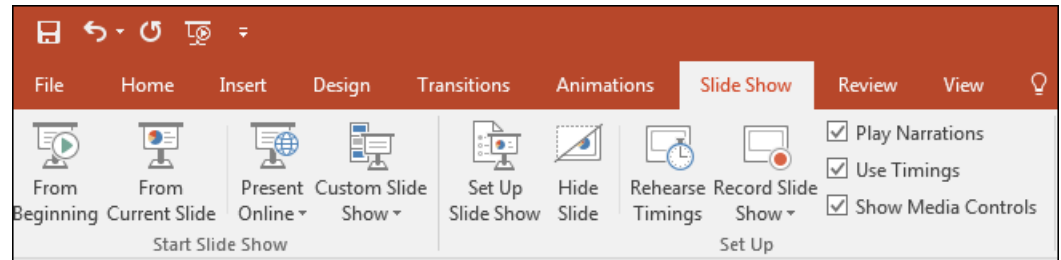
Simple Video



1:18 video
20 minute production time
Using only iMovie

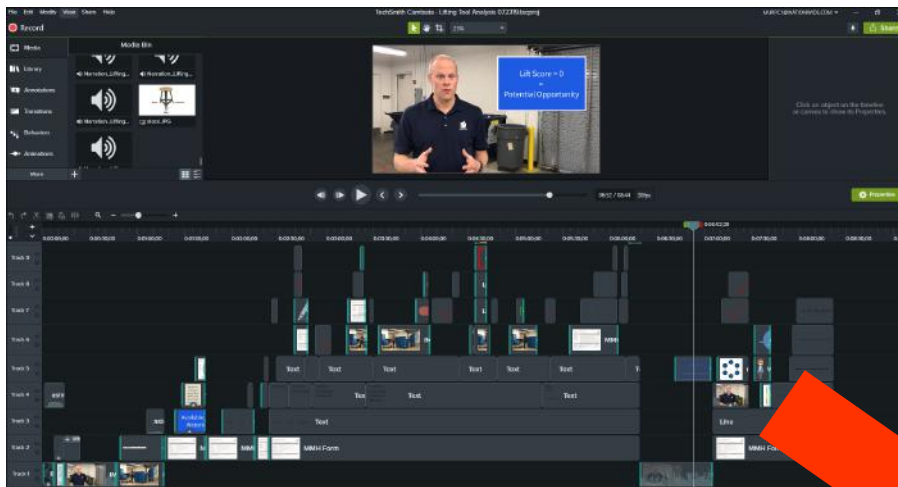
Microlearning: Short Learning Videos

- Use Record Slide Show
- Export as Video
- Place mpeg-4 on your company intranet



Microtraining: Short Learning Videos With Camtasia

- Similar to iMovie, but much easier to use on a computer than a phone
- License is about \$300 per user



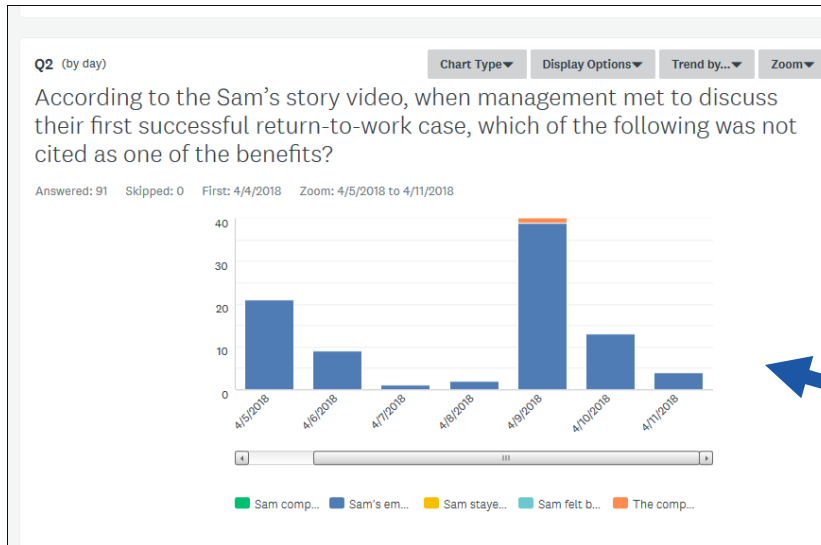
Add still photos, audio, screen captures, and video in layers on a timeline...


...then export the video to MP4 file, YouTube, or other services.



Microlearning: Spaced Repetition

- Reintroduce topics 2-4 weeks later with a “throwback Thursday”
 - Case study scenario
 - 5 minutes on your workplace floor, toolbox talk – “what would you do if...”
 - Quiz to test understanding
 - Free quiz maker now on SurveyMonkey





Return-to-Work Case Study

Background Information

It has now been a few months since our new Successful Return-to-Work (SRTW) resources were introduced to the Programs page of mylosscontrolservices.com. We hope that you've had a chance to look over the resources and use them in the field. You can also [watch a recording of our SRTW webinar](#) outlining the resources, if needed.


The purpose of this exercise is to ensure that you can use the SRTW website to understand several key takeaways regarding SRTW. If you are interested in getting an assessment of your knowledge, please click the link below to enter our SurveyMonkey quiz and answer the questions, one at a time, as you read through the case. If you change your mind about an answer, simply click on it again and the screen will scroll back up and allow changes.

<https://www.surveymonkey.com/r/SRTWCase>


Please note – this is an open book quiz! We encourage you to navigate to the SRTW page and use it to ace the quiz, demonstrating your knowledge of the importance of SRTW in an overall workers' compensation risk management program. If you have any questions after taking the quiz, please contact your regionally assigned WC Consultant ([Gregg Kloss](#) or [Phillip Maddox](#)).

Scenario

It's been a good week, and you don't expect things to be much different as you pull in to the parking lot of Supreme Graphics, in business (family owned and founded) since July 1996 and recently insured by Nationwide for property, commercial auto, GL (including products), and workers' comp. The risk is a custom print shop, much of their work being for universities (items like enrollment manuals, magazines, etc.) – all to customer specifications. The business operates with 54 employees: 45 production workers (a mix of machine operators, bindery workers, etc.), 5 office/clericals (3 of which are managers), 2 sales staff (both with off-site responsibilities), and 2 drivers. Total account premium is \$151,586.



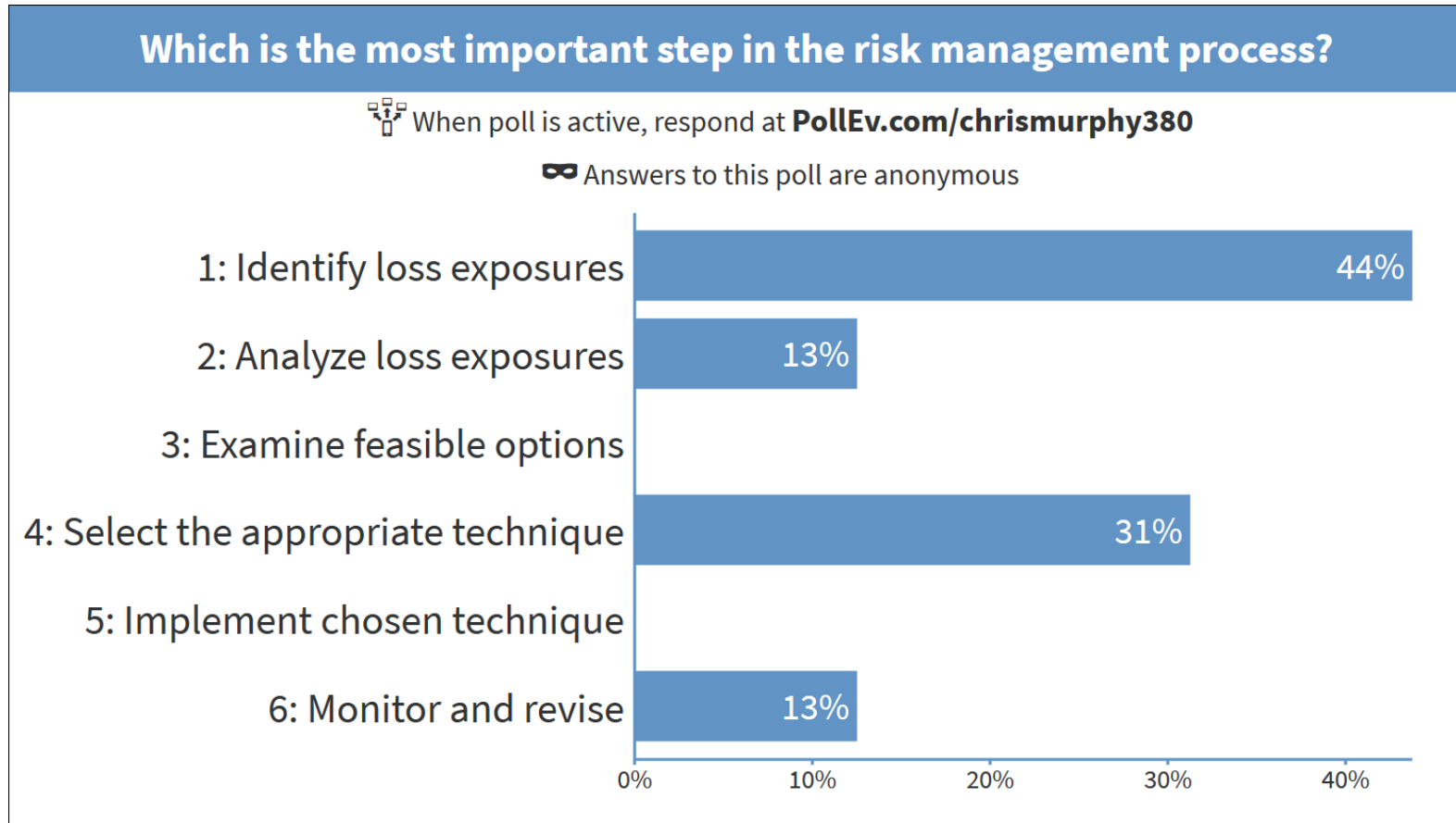
On the workers' comp, Supreme has averaged (with their previous carrier) 11 claims per year each over last 4 years (9, 11, 10, 14) with average \$71,000 incurred per year (\$284,000 overall severity). Of the 44 claims, 30 are medial only and 14 involve lost-time. WC injury trends include: cuts (frequency - 60% of all injuries), sprain/strain/CTD and lifting injuries (severity - 83% of all WC costs). The process involves lots of repetitive motion and lifting, as shown in the photo above.

 1. Based on the facts above, do you think an SRTW program is a good risk management control for Supreme to put into place?

As you enter the building, you are set up with Katie Smith, the company safety director (who also wears other hats, including a role in product quality and process design). After some time, the discussion leads in the direction of SRTW. Katie mentions that she has two workers off with restrictions and that “the owner isn't thrilled, since our experience mod is creeping up and our premiums are \$50,000 higher than two years ago – even though business hasn't grown at all.” Since Katie is at her desk, you decide to show her the Sam's story video (getting her registered for the mylosscontrolservices.com site in the process).

 2. According to the Sam's story video, when management met to discuss their first successful return-to-work case, which of the following was not cited as one of the benefits?

Live Polling Leads to Great Discussion/Debate!




www.polleverywhere.com

Simple Engagement Tool: Kahoot!

- Electronic based quiz builder
- Podium feature “gamifies” the training



Seems to have converted to a pay service beyond free trial

 **Nationwide** Energize Your Training with Live Polling & Quizzes

Loss Control Services

The following are two resources that can help you energize your training with audience interaction. Please note that you will be required to sign up for a free account to use both sites (takes under 5 minutes) and you will need to have internet access available during your training to use them.

Poll Everywhere: www.polleverywhere.com

- Ask the audience a question, and watch their responses update in real-time on the screen. Works well to get the audience engaged during a presentation.
- Many different types of questions – open ended, multiple choice, click a picture, etc.
- Works best with smartphones using the website voting, but also allows for texting responses.
- Slide integrations are not supported by Nationwide without IT help (requires administrator access). However, you can easily switch back and forth between the website and PowerPoint.
- This software works best in Firefox browser.

What is the goal of this business?

Respond at PollEv.com/chrismurphy380

Answers to this poll are anonymous

"Sell online"

Kahoot!: www.kahoot.com

- Works best for a pre-session quiz, post-session quiz, or both.
- Typically used for multiple choice quizzes, but they do have options like Poll Everywhere (Discussion, Survey).
- Jumble Mode makes you put four items in the proper order.
- Make sure to turn Podium to "On" if you want to make it a points-based competition.
- Super easy to use, only real weakness is that you are limited on the length of the question (95 characters) and answers (60 characters).
- Works well to recap the most important takeaways from your talk. Getting it right in a quiz makes it stick!

Underwriters consider ownership duration and management experience as part of

12 0 answers

Control analysis Economic analysis Item analysis Business analysis

Create a new kahoot

Quiz (Review, create and reuse)

Jumble (Word Match game)

Discussion (Review and facilitate debate)

Survey (Collect opinions and insights)

Key Takeaway:

Interaction through free services like PollEverywhere and Kahoot! can be a game-changer for otherwise quiet audiences.

Tips for Young Presenters and Experienced Workers

Focus on how the training helps make the job better *today* – find the “why”

Facilitate, don't just lecture

Get hands-on

Don't be afraid to try the “new” styles used in this program

Combining Multiple Ideas

- Hold a safety training contest pairing up multiple generations to:
 - Create a safety poster using Instagram/PowerPoint/other
 - Need not be workplace related – risk is everywhere!
 - Create a 60-second safety video using only a smartphone
 - **KNOWLEDGE TRANSFER!!!!**
 - Design a Kahoot! Quiz for an upcoming safety meeting
 - Present a short safety meeting

Key Takeaway:

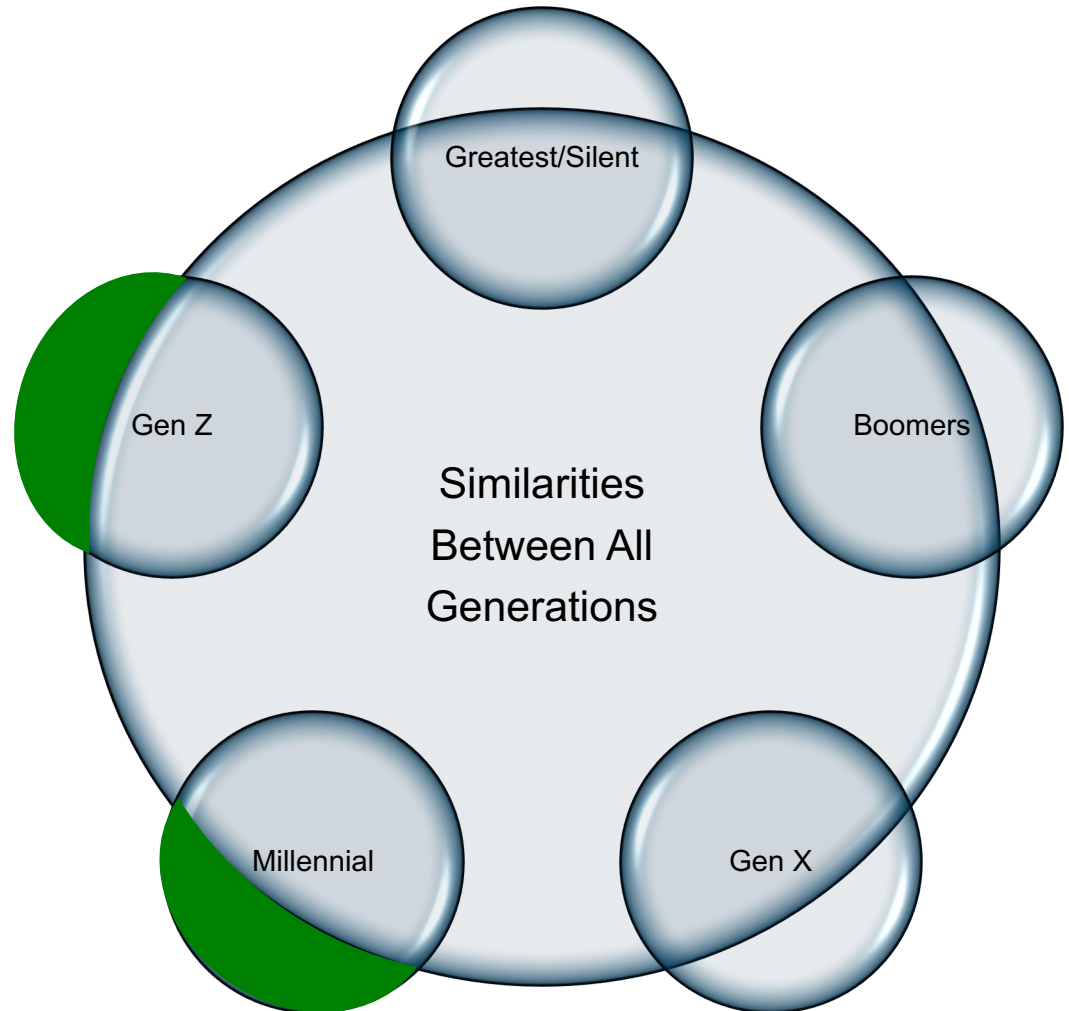
Engaging training that breaks the mold is appreciated by all generations. Make it fun, and it will be *sticky*.

Session Recap

Key Insight:

Almost everyone seems to like learning and communicating in the ways the younger generations learn and communicate. We probably should have been doing it this way all along (to the extent it was technologically feasible).

In a word, we are just
SIMPLIFYING.



Contact Information

- Chris Murphy, Sr. Workers' Compensation Technical Consultant
Nationwide Loss Control Services
murpc1@nationwide.com
(515) 508-2253
LinkedIn: www.linkedin.com/in/chrismurphy79/



Manage Safety Across Generations

Iowa-Illinois Safety Council Networking Breakfast

Chris Murphy, CSP, CPCU, CRM, CIC

September 17, 2019



Nationwide[®]
is on your side