August 8-10, 2016
20TH TEXAS SAFETY SUMMIT
Celebrating 20 Years
1996 2016
WORKPLACE SAFETY AND HEALTH CONFERENCE

Annual Workplace Safety Conference

Division of Workers' Compensation

THIS AIN'T YOUR NORMAL SAFETY TRAINING

James "Skipper" Kendrick, CSP

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(Insert personal picture)

MAKE IT PERSONAL !

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Wanna P

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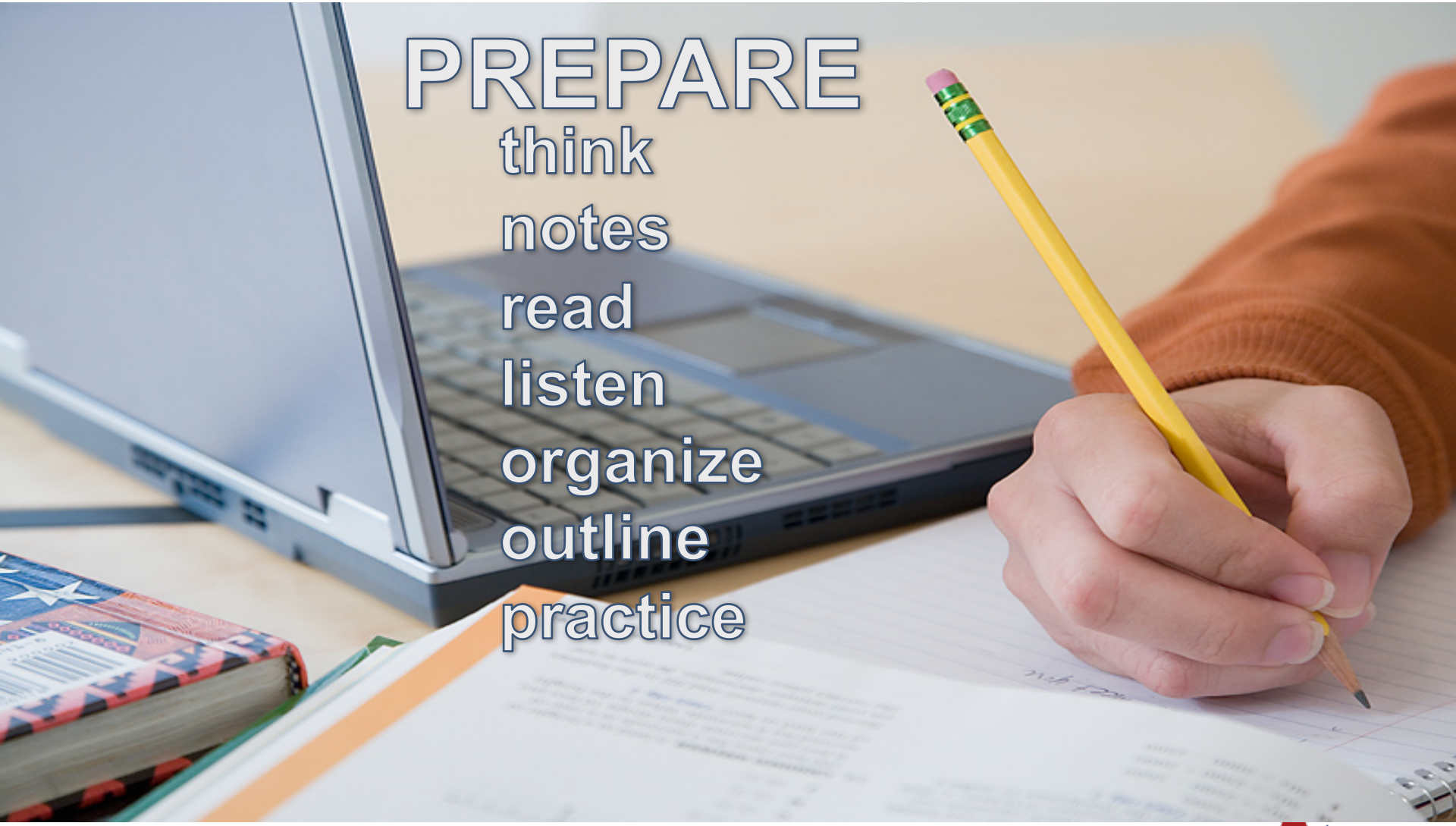

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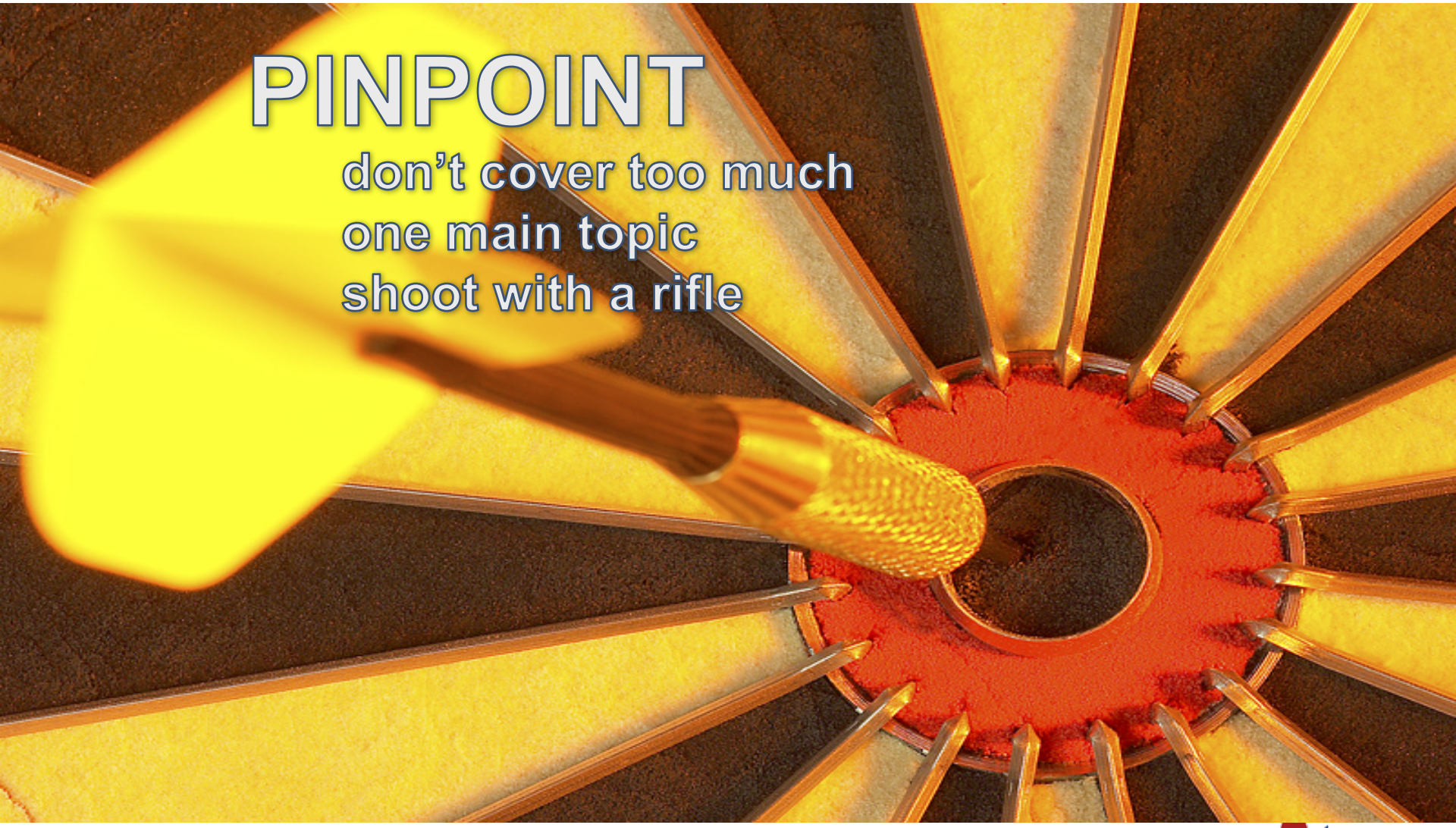

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PICTURIZE

clear mental image

appeal – eyes & ears

“see” your point

visual aids

many senses

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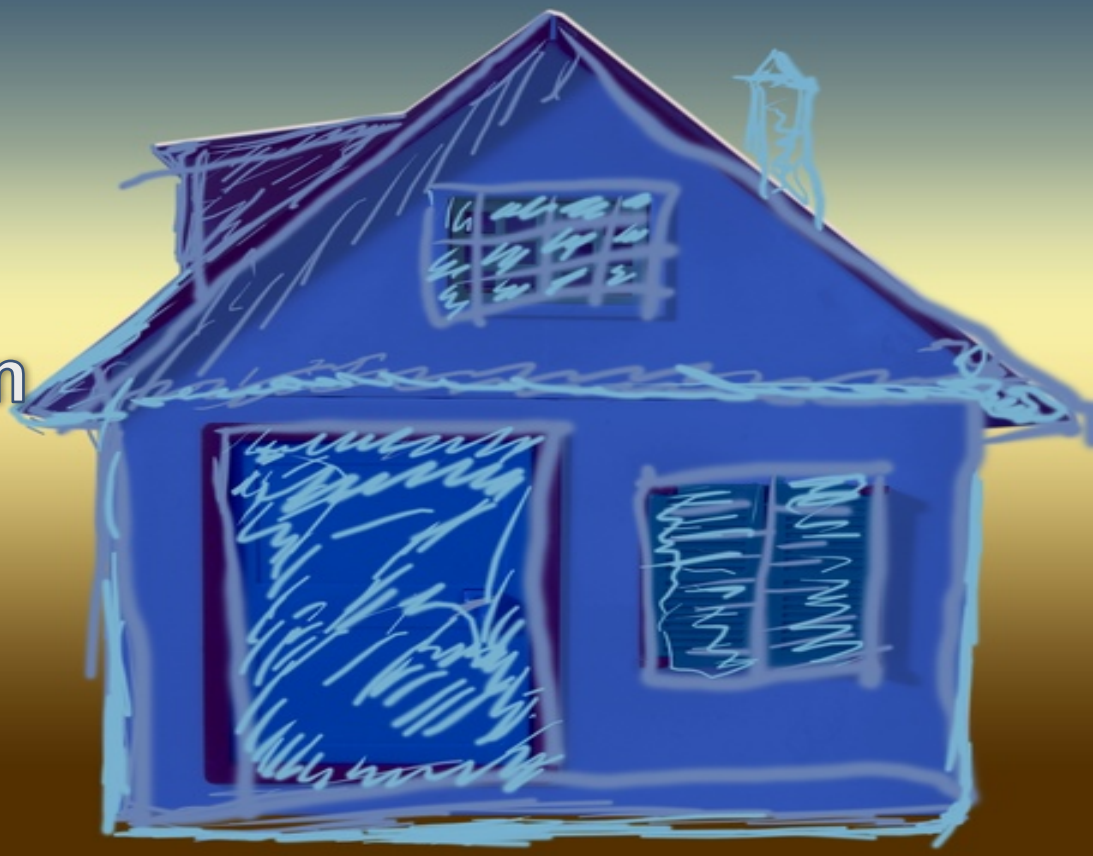
PERSONALIZE

common ground
close to home
important to them
personal to them
meaningful to them



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GAMES

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WELCOME BACK

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I didn't say he stole the money

I **didn't** say he stole the money

I didn't **say** he stole the money

I didn't say **he** stole the money

I didn't say he **stole** the money

I didn't say he stole **the** money

I didn't say he stole the **money**

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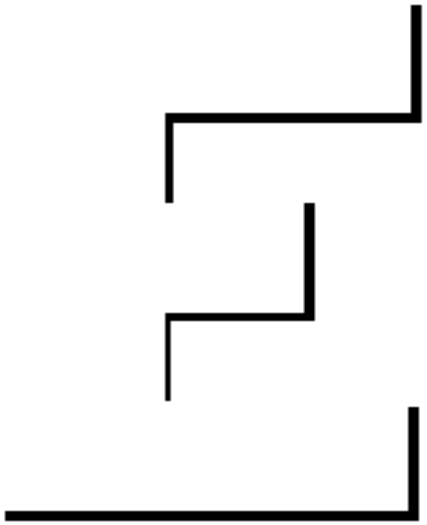

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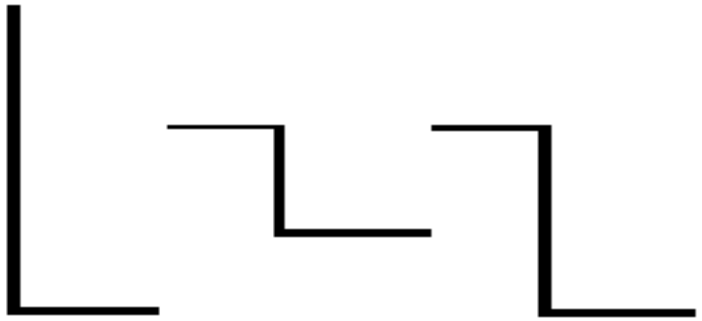

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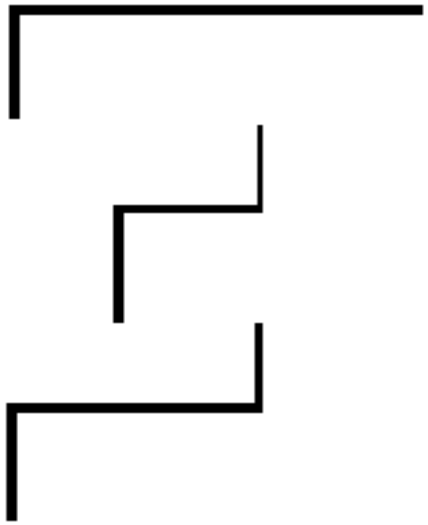

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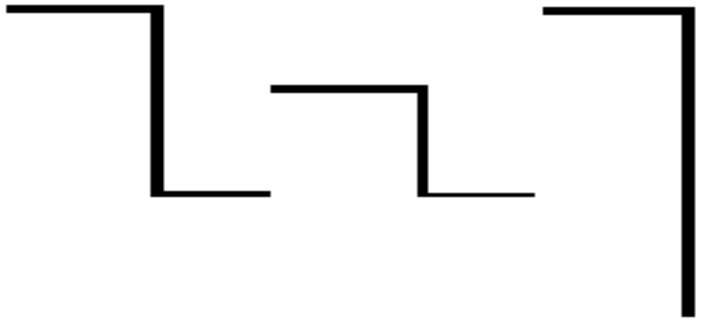

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THANK YOU !

James "Skipper" Kendrick. CSP

skipper.kendrick@gmail.com

(817) 428-3270

www.safetybyskipper.com

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