

**YOUR  
COMPLETE  
GUIDE TO** **PERSONALIZED  
SAFETY TRAINING**

How to reduce workplace incidents through  
engaging training content for your workforce.

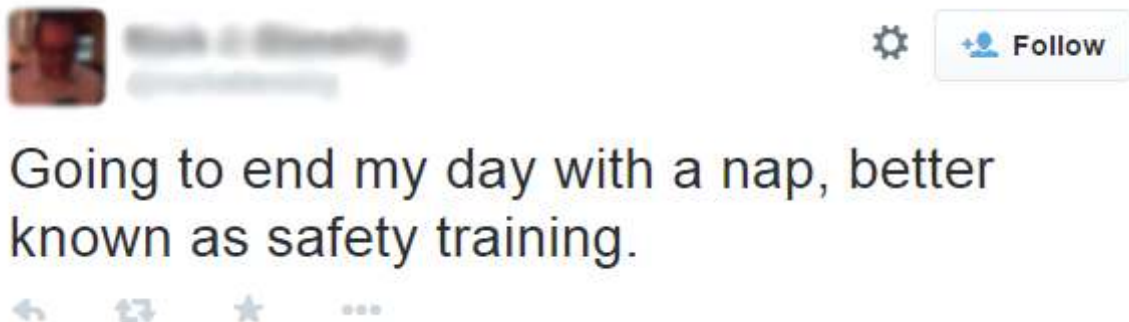
## Common Training Challenges

One of the most common challenges we hear from safety managers when it comes to training is keeping participants engaged.

Organizing a workforce into a classroom is stressful for both the trainer and the workers themselves, with workers feeling the brunt of the frustration. For example, while on assignment in a gold mine deep in the Australian outback, one of TalentClick's safety trainers was scheduled to give training to a shift coming off the seventh 12 hour workday in a row. Our trainer had been warned by an in-house instructor that the workforce was so impatient and aggressive in the past that they had made previous trainers leave in tears.

These workers just want to get home, put their feet up, and crack open a nice cold brewsky, not sit at a desk and be talked at.

Workers are even taking to social media to express their frustration. Doing a search for "Safety Training" on platforms like Twitter will pull disinterested participant such as our friend below.



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## Why the Frustration?

The growing frustration with many safety training solutions is that it is ultimately a catch-all solution. Most training does not take into account the unique learning style and pace each individual has.

For example, a worker may be a fast learner and may out-pace the instructor leading the session. This participant may begin fiddling around with his or her phone, rather than paying attention. On the flip-side, someone who may take a bit longer to digest information may start feeling overwhelmed as they try to keep up.

Both these examples lead to the one thing that every safety trainer wants to avoid: poor retention rates and little improvement in safety related behaviors.

## A Proactive Solution

Forward thinking safety professionals are beginning to understand that the most effective safety training needs to be focused on the individual rather than being generalized for the entire workforce.

By focusing on the individual, you can identify the unique training needs of your workers allows you to provide a much more engaging and enjoyable learning experience. A worker who feels that their company is invested in their personal success and well being will no doubt become a happy and harder worker.

So how can we accomplish this personalized, engaging learning experience? Simple, Through **Assessment-Based Learning** and **Safety Self-Awareness**.



### How an Industry Leader in Construction & Engineering Reduced its Incident Rate by 59% with Personalized Training

#### Assess Training Needs

Employees participated in the **Safety Quotient™** (SQ™) assessment to identify their default personality traits and **provide safety managers insight into their unique training needs.**

#### Continuous Training

Using TalentClick's **Safety Self-Awareness Training**, the company hosted multiple workshops to train Workers, Foremen and Safety Mentors in **practical methods for reducing preventable incidents.**

#### Data Tracking

Regular updating and analysis of company wide correlations between incident data and internal SQ™ data allowed the company to have **a full 360 degree view of its Safety Risk Profile and develop more relevant training regimes.**

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## Assessment Based-Learning

The best way to predict and improve behaviors is by first understanding employee personality through **Assessment-Based Learning**, a cost-effective and scalable program proven effective for individuals, small businesses, and enterprise-level organizations.

**Assessment-Based Learning** involves asking a series of questions designed to gain insight into a worker safety related behavior. How these questions are answered allows for personalized training tips to be automatically generated for the participant's unique training needs.

## Safety Self-Awareness

A research study by **TalentClick** and **The National Research Council (NRC)** has shown that people are "hard-wired" with personality characteristics that influence how they behave. For example, a naturally *resistant* worker will be more likely to push back against safety protocol, or a naturally *impatient* person may have difficulties working with a colleague who works slower.

Through **Safety Self-Awareness**, we can interrupt the natural default behaviors that keep us from behaving in a way that is productive, efficient, and safe.

**Safety Self-Awareness** gives you the tools to help your workers understand their "Default Personality" and facilitate the improvement of their safety behavior at work and at home. By helping your workers take control of their own **Safety Self-Awareness** and truly understand who they are underneath it all, your team can achieve *safety greatness*.



### A THREE STEP PROCESS TO SAFETY GREATNESS

#### Learn

Reflect upon aspects about your employee's unique training needs that you might not be aware of. This allows you to understand their characteristics and how they react to different situations.

#### Improve

Through personalized coaching tailored to unique training needs, employees and their supervisors work together to improve upon safety risk factors and leverage their innate strengths to become safer employees.

#### Achieve

Improve safety related behaviors in your workforce to achieve a reduction in corporate incident and injury rates by an average of 20%.

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## Personalization = Productivity

When workers are actively and continuously engaged in programs to prevent workplace injuries this, contributes to the development of a work culture which is more safety conscious. One on one employer-employee training sessions are key to sustaining this culture. An injury free workplace requires people to coach themselves and one another to identify barriers to safe acts and provide constructive behavior-based feedback and thinking in ways that activate and support safe behavior.

The aforementioned research study by **TalentClick** and the **NRC** gave evidence that safety programs which have been tailored to the individual have been a useful tool for employers and workers because they offer the opportunity to build a learning relationship and to meet the personal learning objectives of the learner.

The impact of personalized safety training has been reviewed in various work settings and it was highlighted that both learners and instructors prefer the use of coaching as a learning method, because it allows learning to take a more person-centered approach. Individual based safety training has been proven to be a more efficient and effective learning methodology and behavior modification tool in comparison to and in addition to traditional standardized training.

Remember those Aussie miners from before who had made safety trainers leave in tears due to their irritability and aggression? When provided personalized safety training focused on their unique training needs, they were open and eager to learn! **84% of participants found the training effective** for them in preventing incidents, and **89% stated they would recommend it to others.**



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## Get Started Today

You can begin providing your workforce with engaging training by signing up for **TalentClick's** personalized safety solutions, including:

### SELF-STUDY

The **SafeSELF Action Plan** allows them to reflect on past and current behavior. It also encourages them to map out steps to improve their safety-related behavior.

### INSTRUCTOR-LED

A half-day workshop is focused on behavioral safety and risk-tolerance attitudes in the workplace that uses individual and group exercises to teach participants to understand and manage their own personality.

### TRAIN-THE-TRAINER

A TalentClick solutions expert trains organizational leaders, managers, and trainers on how personality contributes to workplace incidents, and how they can play a key role in reducing incidents.

### eLEARNING

An online course that can be delivered on your workers' own schedule. This is the **ONLY** online safety training course that focuses on personality-risk and adapts course content according to the unique personality of each participant.

Click here the button below to register for a free consultation on setting up **Personalized Safety Training** for your company.

[CLICK TO REGISTER](#)

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