



# SAFETY AND ENVIRONMENTAL RESPONSIBILITY AS A WAY OF DOING BUSINESS

Brad Kramer

## OVERVIEW

Today's consumer doesn't just want the least expensive option. They want to know that they're supporting a company that does things right and are willing to pay more to be a part of that brand. When a brand becomes associated with pollution, child labor, or employee fatalities, this news can spread like wildfire on traditional and social media and open that business up to scrutiny by regulatory agencies. Consumers want a brand that works with their communities to make the world a better place. This doesn't have to take a lot of capital and resources, and can not only help the brand in the marketplace but help to attract the best employees and free marketing! Whether you want your management team or employees to hear the message about what social responsibility can mean for them, their community, and your business, or want to build collaboration in your community, Brad's presentation will help bring that message home and inspire a desire to make our world better!

## OBJECTIVES

Some of the objectives we can focus on in this highly customized presentation are:

- > **Defining social responsibility in a way that is not political or controversial**
- > **Establish a connection between how a business operates and the effect it has on the local community, and the world in general**
- > **Define some of the benefits for companies that focus on social responsibility**
- > **Provide examples on how a business such as yours can champion projects that will positively affect your community and how those projects benefit the company**
- > **Motivate the audience to act and commit to social responsibility**

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## ABOUT BRAD KRAMER



Brad Kramer brings together a broad range of experiences to propel organizations towards success with safety and social responsibility as pillars. His background includes safety and environmental leadership in manufacturing and agriculture. He is a firefighter and emergency medical responder, and early in his career started

working in carpentry, agriculture, manufacturing operations, and maintenance. He sees the big picture and ties it together in a way that brings every member of a team into focus through the lens of continuous improvement. Brad lives in southeast Minnesota with his family, loves learning, spending time on the lake, and traveling.

For more information about Brad's programs or to book him, contact the Safety Institute at:

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