



# STICKY SAFETY

Hall of Fame Speaker, Tim Gard, CSP, CPAE

## PROGRAM OVERVIEW

Safety meetings don't have to be boring and a touch of humor and improved storytelling can create a safety message that is both sticky and dynamic. There is not one thing funny about an injury or an accident, but there is much that trainers and workers at every level can discover about how humor can help participants not just enjoy the safety training but more importantly better reinforce safety messages into their safety plans. The positive impacts of humor in training are like electricity, it exists whether you believe in it or not. Now, more than ever safety programs must try new things and do anything possible to reduce or eliminate accidents and injuries.

Tim uses his extensive background as a professional humorous speaker who has performed globally at over 2000 main stage events with his study of Neuro-linguistic programming (NLP) as a welfare fraud investigator and psycholinguistics, the study of how to craft persuasive dialogs into this unique training seminar. Tim also researched why some safety messages stayed with him for decades such as "Don't die of shame", "I never unbuckled a dead body" and "Getting hurt isn't stupid, not telling anyone is stupid" and the result is Sticky Safety.

In his very diverse work history Tim discovered early on that some safety training was very boring and other training left impactful messages in his brain that have remained with him for decades. They "stuck" with Tim for some reason. In his ongoing research into safety and his own experiences he discovered that there are several factors that come into play regarding safety training and there are fun ways to make it more "sticky". Some things are stickier than others to different people, but there are commonalities that work consistently.

For example, some trainers Tim experienced were better story tellers than others. Good story tellers helped make the message sticky. He discovered that showing horrible photographs and video at safety meetings are impactful, however if you don't prove to attendees it could happen to them or anyone then a key factor is lost. It's critically important that attendees hear the stories of how the accidents impacted on the people involved, their families and even people seemingly unconnected for years and years.

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Safety trainers and audience members need to become good storytellers to increase the effectiveness of the message. The safety message needs to become a “sticky message” that remains with the participant beyond the day of training. Sticky can be funny or insightful or uniquely creative by applying Tim’s easy “sticky safety” process. One way to make the message sticky is with humor.

Funny is sticky. People remember things that make them laugh. Most people would probably point out safety is serious and there is nothing funny about safety. In a way they would be correct. There isn’t anything funny about an injury accident but the principals you’ll learn in this inspiring keynote will demonstrate how humor helps people stay focused, present and “in the now”

He also discovered that safety training that included a portion about why safety was important personally had a higher sticky factor. While researching safety and applying his experience in safety training he discovered that the most successful safety training combined information with emotional context. You can provide statistics or pictures and video of safety violations but without emotional context the information often doesn’t stick with the participant. That emotional context Tim calls the attendees “why factor”.

Finally, he remembered that another sticky factor involved trainers that only spoke about safety but didn’t know what it meant to be actually on a job and be injured. They talked the talk, but never walked the walk. Tim had a very diverse work history as an enlisted sailor aboard the USS Midway during the evacuation of Vietnam Nam, he worked at a lumber yard, dug ditches, built and then sold camper/ trailers, was a “juggie” and Vib Op on a seismograph crew, worked as a welfare fraud field investigator and a welfare caseworker and built a unique safety philosophy along the way that you can replicate to help your employees stay safe every day. Tim has worked in some very dangerous jobs, experienced workplace injuries and his insights are based on real life situations anyone can identify with and learn from. His message and proven methods are both profound and hilarious.

## OBJECTIVES

Participants who experience Tim’s Sticky Safety program will leave with a greater understanding of the following factors that will impact them for years and years:

- 1. Your “What is Why Factor”? Participants will identify their own reasons why safety matters to them.**
- 2. Discover sticky concepts and how they can help you accept your own sticky concepts and share them with others.**
- 3. Learn the power of applying storytelling to statistics.**





4. **Humor isn't always appropriate, but used effectively it can be a very powerful tool in your own stress plan. Discover how anyone can use humor effectively with just a few guidelines.**
4. **Being really good at your job can reduce stress but thinking, "I can do this in my sleep" is a very dangerous mindset.**
5. **Discover how stress can be a positive or a negative in safety and learn techniques to diffuse difficult situations.**

## ABOUT TIM GARD



Tim attended hundreds of safety meetings throughout the course of his varied employment history, while serving in the US Navy onboard the USS Midway CVA-41 and while working on a seismograph team, as a heavy equipment operator, working at a lumber yard and as a State and Federal Government in Human Services, as a fraud investigator.

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Tim is a certified speaking professional (CSP) and a member of the Speaker Hall of Fame, an elite honor held by fewer than 150 speakers worldwide. He is the author or co-author of *Just Plane Funny*, *My Policy Manual*, and *Motivational Leaders*. Tim is an internationally recognized authority on stress reduction and conflict resolution and is an inventor of stress reduction office products that are marketed and enjoyed worldwide.

In his 23-year career as a professional speaker, Hall of Fame Speaker Tim Gard has spoken worldwide at more than 2000 events. Audiences from Texas to Tasmania and everywhere in between enjoy his clean sense of humor and unique way of seeing the world.

For more information or to book Tim, contact the Safety Institute:

Email: [info@safetyinstitute.com](mailto:info@safetyinstitute.com)

Phone: 800-259-6209

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**800.259.6209**

