NSC Business & Industry Division

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Presenters

• John Farris
  • Environmental, Health & Safety Manager, Pfizer

• Rick Barker, CPE, CSP,
  • Principal Solutions Strategist, VelocityEHS
Common Questions About EHS Measures

• Direct Questions About Measurement:
  • How do I know if I'm reporting the right measures?
  • Am I reporting enough (or too many) measures?

• Other Questions That Are Still About Measurement:
  • How can I get my leader to better understand what EHS is accomplishing (or trying to accomplish)?
  • Do you have any ideas for how I can get the project support I need to make improvements?
Agenda

- Communications Tactics
- Selling Safety
- Know Your Goal
- Adjusting Your Pitch
- Continuing the Drive
“Good Communication is the bridge between confusion and clarity.”

- Nat Turner
Communication 101 – The Basics

As EHS Leaders, we need to influence the way others see reality through language and action (shaping culture)

• **Mediums: Which is best?**
  • Face-to-Face, Phone, Text, Email, Video, Meetings, Posters, Bulletin boards, Software

• **Basic Tips:**
  • Convey Enthusiasm. Passion can be infectious!
  • Be a good listener. Hearing what isn’t said.
  • Check your facial expressions and body movements.
  • Ability to communicate effectively and create trust
  • Show Credibility
Selling Safety

• How to communicate “EHS”

• Building relationships and getting input from others, including SMEs

• Try to get in at the beginning of projects

• Know what you are trying to get across

• K.I.S.S. Keep it Simple Stupid (or Straightforward)

“Communication must be HOT. That’s Honest, Open and Two-way.”

– Dan Oswald
Know your Goal

- Keep it SMART
- Connect your idea to existing strategies within your company
- Do your Research
- Outside Perspectives can help mitigate perceived risks and shift the odds in your favor
- The Devil You Know (Devil’s advocate)
- Think BIG PICTURE, but use SMALL STEPS
“To truly understand a business, you have to wear all the hats before you can take some of them off.”

-Jim McNelis
Adjusting the Pitch

• Understand your business and how each individual/department is involved in decision making and get their input

• Employee Level
  • Relate it to their task
  • Involve your supporters and antagonists

• Front Line Supervision:
  • How does it affect their duties and production metrics?

• Leadership:
  • How does it affect their priorities/Company’s priorities?

• Contributing Groups: (Finance, Contracting, Insurance)
  • Speak in their language
Continuing the Drive

• Keep it out in front of the business

• Build off your successes

• Be agile, change is constant

• Be value-added, cost-saving

• Be bold, take risks

“The secret of change is to focus all of your energy not on fighting the old, but on building the new.”  - Socrates
Thank You
Learn more about VelocityEHS

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