



Who Are You Safe 4?

The “Safe 4 the Right Reasons” message is the foundation to build a positive safety culture.

Safe 4 the Right Reasons: For over a decade this simple yet sophisticated safety message has helped to eliminate accidents and injuries by getting employees to practice safe behaviors because they WANT to, not because they HAVE to. This presentation delivers what safety professionals and companies have been trying to instill in their employees forever - valuing their own safety and willing watch out for each other. **The Safe 4 Program** delivers **what** to do and **how** to achieve your safety goals.

Bringing Safe 4 the Right Reasons to your employees:

Safe 4 Culture Program

Takes you beyond Compliance and the “**Dependent**” stage by delivering a sustainable plan that addresses all the critical aspects necessary to get your employees to “**Interdependence**”. A sustainable program that addresses all the critical aspects of an effective safety culture including engagement from every level - leadership, management, supervisors, and employees.

Safe 4 Safety Celebration

Delivers the **Safe 4 the Right Reasons** message with a Live Presentation, banner signing, and commemorative employee gift.

Safe 4 DVD

Available in English, Spanish, French, and French Canadian.

A few Comments

The Safe 4 Program has increased employee morale and engagement and our recordable incidents went to **ZERO!**

This is the best thing this company has ever done for its employees! I don't need a lunch or a coffee cup – I need to take care of my family, my 4

Safe 4 the Right Reasons cuts to the real deal. I have worked at a bunch of places but this company just showed they care about us and our families.

A few of our Clients



Improving your Safety Culture; it's not as tough as you think!

Q What is the Safe 4 Culture Program?

A The Safe 4 Program is an organized, planned, and proven method of improving a company's safety culture and eliminating injuries. It is sustainable & easy to implement.

Q Why does it work?

A It makes safety personal for every employee. By tapping into their emotional intelligence employees adopt safe behavior because they **Want** to, not because they **Have** to. It also provides your employees with the positive messaging and ability to watch out for each other in a respectful way, becoming "our brother's and sister's keeper".

Q How is it different from other programs?

A It's foundation is Safe 4 the Right Reasons – a positive and proven message that has over a decade of influencing employees to adopt safe behaviors and watch out for each other.

Q We have tried other programs in the past, they were expensive, hard to administer and we never saw results – is this easy to implement?

A The Safe 4 Culture Program is **Simple & Effective**, easy to implement and administer – the best part is that we **TEACH YOU** the principles so you are able to manage the program yourself. You will establish what success looks like, set your own goals and KPI's and measure your performance as you go.

Q How long does the Program last?

A Lack of sustainability is the number one reason initiatives fail. The Safe 4 Program lays out your first 24 months of planned events, activities and messaging. With the skills you will learn your program can be utilized for years by infusing fresh ideas and employee engagement.

Q I have seen Safe 4 the Right Reasons, can't I just do this myself and save money?

A The credibility of the message and messenger matter! The beauty of the "Safe 4" message is its simplicity and mass appeal but don't be fooled. The delivery has a high degree of sophistication and its effectiveness is a result of over a decade of experience and expertise.

Q Is the Safe 4 Culture Program only for big companies?

A NO! Because this program is tailored to the client, we have companies that have a couple dozen employees at one location to companies that have thousands of employees at multiple sites across the country.



For more information on bringing the
Safe 4 the Right Reasons message
to your employees contact **Dale Lesinski!**

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