

How to Create Sure-Fire Training Demonstrations

ASSP

Columbia-Willamette
Chapter Meeting

December 12, 2024

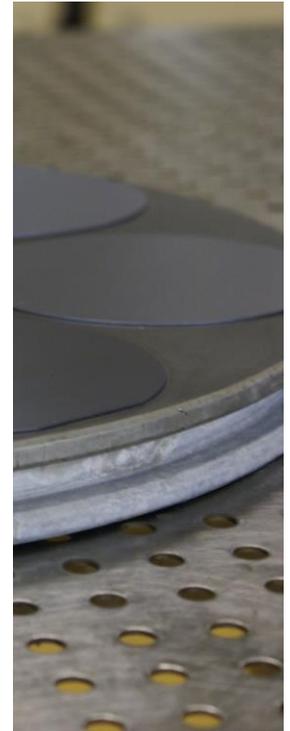
Presented by: Todd Hudson
President, Maverick Safety Training



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My Safety Journey

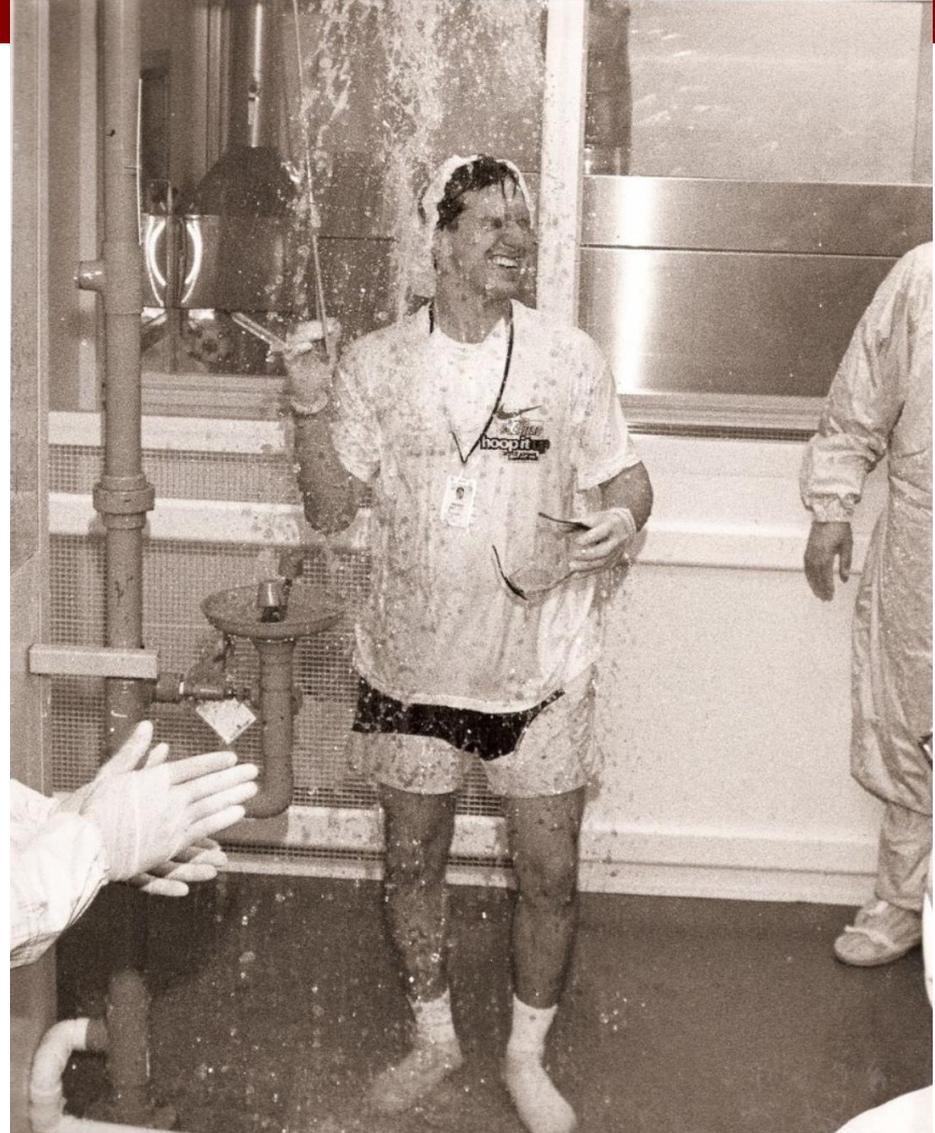


My Safety Journey

Would people use
the safety showers?!

NO!

- Stop production
- Embarrassed to make a scene
- Water freezing cold
- Water filthy
- Get fired



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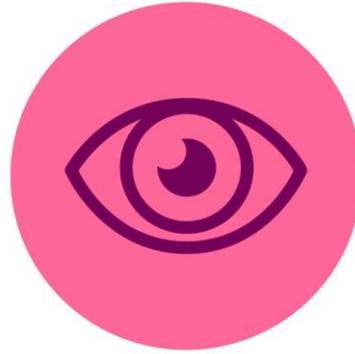
Make Today's Learning Personal

Think of a safety skill at your organization that is regularly performed *incorrectly*.



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Humans Are Built to Sense the World



The Default Human Brain Settings

FORGET



REMEMBER



Let's Talk About Body Language...



REMEMBER



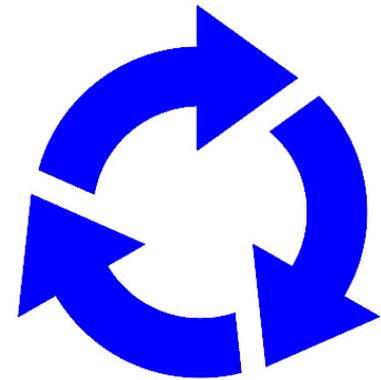
YOU Must Turn 'REMEMBER' On



Prime the Pump



Chunk Content



Repeat and Boost

Columbia Distributing Safety Director

**PROPER
LIFTING 1**
w/ Jason Stark!



Before you give a demonstration, how are you getting people's attention, making content relevant and building receptivity?



PRIME THE PUMP!



Doing It Wrong...

“I know you’ve heard this before, but...”

“You’re never going to use this, but...”

“You probably already know this, but...”



Build Receptivity

- Context - work environment, job expectations, hazards
- Fear - near misses, incidents, fatalities, job termination
- Curiosity - poor performance on pre-training assignments
- Pride – achieve/maintain high performance and standards
- Community - co-workers go home to families alive and well



Build Receptivity for Proper Lifting



- 76,000,000 cases moved annually
- 26 lbs. avg weight
- 1,976,000,000 lbs. lifted in total
 - Merchandizer - 2.8 million pounds
 - Delivery Driver - 3.1 million pounds
 - Warehouse Teammate - 3.3 million pounds



When you are planning a demonstration, how are you making the content easy to remember and recall?



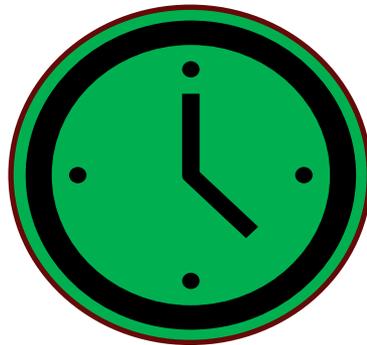
CHUNK CONTENT!



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Memorize 12 Letters in One Minute...Round 1

ABOCBCSNHBCB



Memorize 12 Letters in One Minute ...Round 2

ABC CBS NBC HBO



Haphazard versus Chunked

ABOCBCSNHBCB

ABC CBS NBC HBO



Chunk Content with Acronyms

R_{est}

P_{ull}

I_{ce}

A_{im}

C_{ompression}

S_{queeze}

E_{levation}

S_{weep}



Chunk Content with Mnemonics

Stop,

Run,

Drop,

Hide,

Roll.

Fight!

Sure-Fire Demonstration Chunks

1. What you want done – Important Step
2. How you want the step done – Key Point(s)
3. Why you want the Key Point done – Reason(s)

Demonstration Chunks - Proper Lifting



Important Step

Key Points

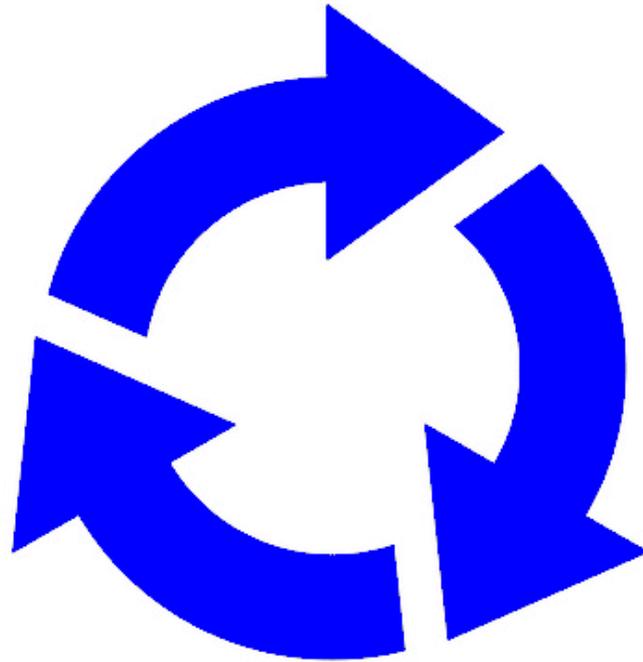
Reasons Why



During and after a demonstration, how are you making content stick?

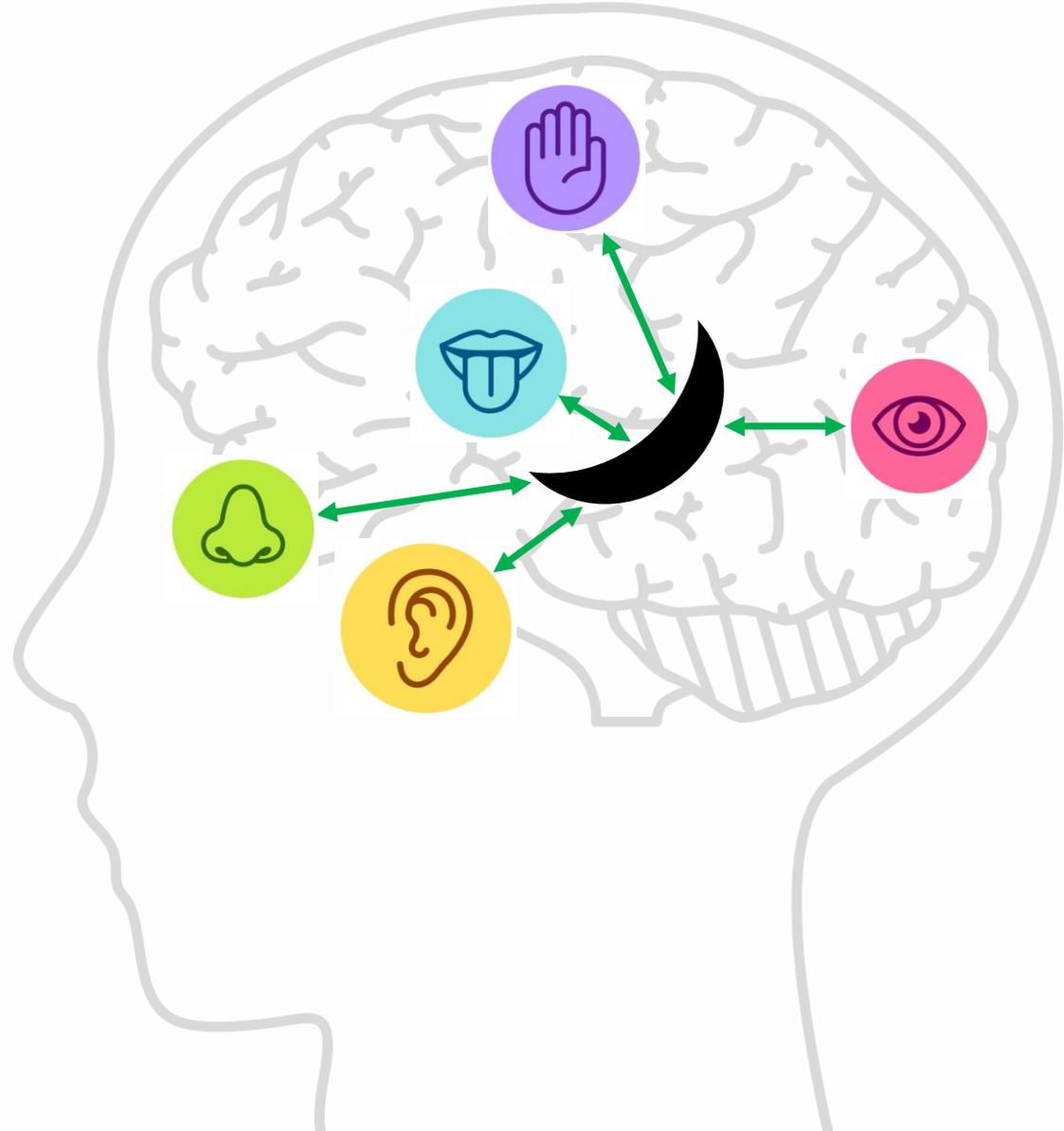


REPEAT AND BOOST!



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How Are Memories Formed?



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Sure-Fire Demonstration - Proper Lifting 101



Demonstrate 3 Times and Increase Complexity



Important Step	Key Points	Reasons Why
Squat Down	<ul style="list-style-type: none">• Thighs parallel to floor• Back straight• Align shoulders, hips and toes to the product	<ul style="list-style-type: none">• Distributes the weight to your legs• Keeps your spine straight• Takes the load off your back
Grab Product	<ul style="list-style-type: none">• Keep elbows close to torso• Keep product close to toes	<ul style="list-style-type: none">• Keeps the weight of the load centered to your body• Reaching too far takes you out of the green zone
Stand Up	<ul style="list-style-type: none">• Keep your back straight• Press your feet into the floor• Keep product close to your belly button	<ul style="list-style-type: none">• Utilizes your butt and thigh muscles instead of your back• Prevents twisting from the waist



First Demo...Just the Important Steps



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Second Demo...Add Key Points



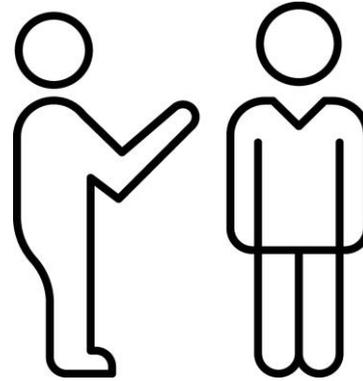
Third Demo...Add Reasons Why



Now, It's the Trainee's Turn...

Paraphrase

- Important Steps
- Key Points
- Reasons Why



Demonstrate Back

- THREE (3) times!
- Performs Important Steps in correct order
- Adheres to Key Points
- Explains the Reasons Why



Boost Afterwards...Follow the 2-2-2 Rule

2 days

Multiple-choice
questions

2 weeks

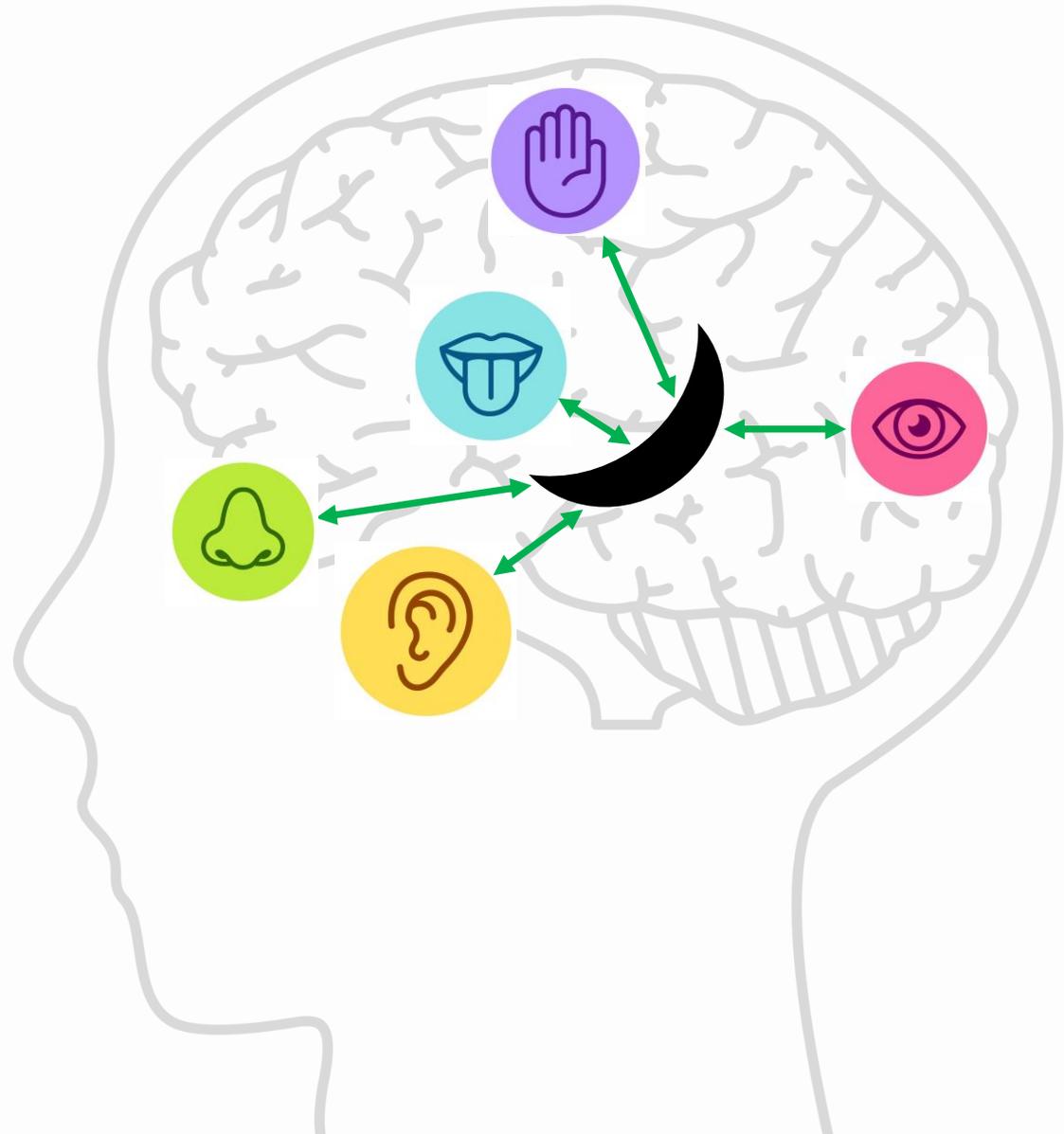
Fill-in-the-blank
questions

2 months

Open-answer
questions

- Use the Important Steps, Key Points and Reasons Why
- Written or verbal
- Just 2 or 3 questions is enough!
- Engage mentors, team leaders, supervisors and managers

Boosting
strengthens
neural connections.



How will you use what you learned today to improve your demonstrations?

Which concept made the biggest impression on you?



Thank You for Attending!

Jason and I will be presenting this at GOSH March 3 - 6, 2025.

We would REALLY appreciate your feedback and improvement suggestions!

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To learn more about how to make your safety training the best it can be, scan the QR code to sign up for our newsletter. Entry form is at the bottom of the page.

