

Speak Up and Stand Out for Safety.

Training Frontline Leaders in Communication Skills.



This session is eligible for 1.25 Continuing Education Hours.

For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session



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Mike Murphy
Rosendin Electric
Workforce Development
Manager.



Speak Up and Stand Out for Safety.

Training Frontline Leaders in Communication Skills.



Construction accidents are not caused by a lack of technical knowledge—they're caused by a failure to communicate clearly, confidently, and at the right moment.



Do Young Workers Feel Confident Reporting Safety Issues?



No.

- Research shows that:
- Age
- Experience
- Authority, and
- Fear of retaliation

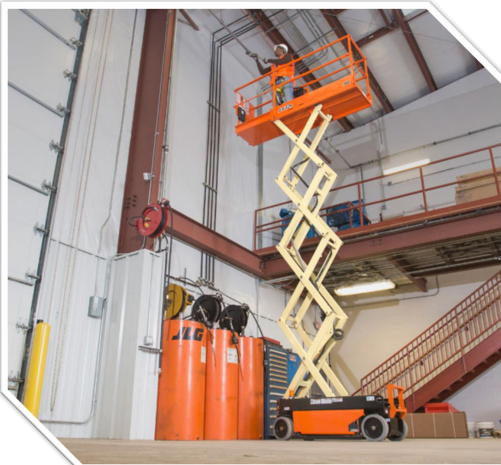
Strongly influence whether young workers raise safety concerns.

Young workers often discuss hazards privately with peers hoping they will say something.



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Real Life Example.



- Worried about schedule.
- Intimidated by supervision.
- Wanting to do a good job.
- Not wanting to look scared.

**“It should have only taken two minutes.”
Foreman.**



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What About Everyone Else?



72% of workers do not speak up or report hazards when they see them.

29% of workers fear backlash for reporting safety concerns.

17% of workers are not sure how to report a concern.

47% of workers feel that schedule is stressed over safety.

While many workers recognize hazards, many near-misses go unrecorded.



GLOSSOPHOBIA: Fear of Public Speaking.

The number one fear of Americans is public speaking. Number two is death.

That means that at a funeral, the average American would rather be in the casket than doing the eulogy.

Jerry Seinfeld



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Public Speaking For Electricians?



Not what we're talking about."

- "We are talking about communicating.
- Clearly
- Confidently and with
- Conviction.



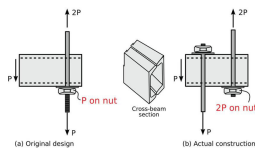
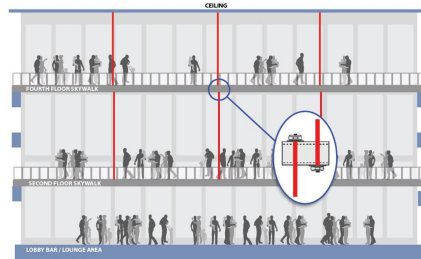
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Hyatt Regency Walkway Collapse

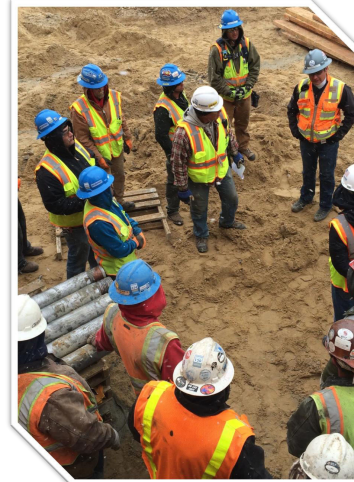
The disaster killed 114 people and injured more than 200.

Root cause was a breakdown in verbal and written communication.

- Engineer assumed the contractor did the calculations.
- Contractor assumed sketches were finalized drawings.
- Workers onsite neglected to report the steel beams bending.
- They instead routed heavy wheelbarrows around the walkways.



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"If you work in construction, you already speak publicly. The question is whether anyone ever showed you how."

- Leading a toolbox talk
- Explaining a task to a new worker
- Calling out a hazard
- Talking to a supervisor
- Speaking during a safety meeting
- Representing the crew
- Stop work authority



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Stop Work Authority

ROSENDIN


STOP WORK CARD

Project safety does begin with me. I will look out not only for my safety but also for the safety of others.

TO STOP WORK
I, the authority, without fear or favor, will STOP any work activities, or the public. I will be responsible for and correct any situation that does not comply with our safety and health policies, report any unsafe acts or conditions to supervision, and question any work activity that violates established safety and health policies or the established pre-task work plan. I will ensure that acts of discrimination, harassment, and/or racism by or against our team members, partners, and clients are reported and not tolerated.

Mark J. ...
Mark J. ...
CEO, Rosendin Electric Inc.

OSHA 1926.1418




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Dynamic Communication

Building Confident Front-Line Workers.






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The Response I got:

- More Training?
- Really?
- Grrrrrrr!




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That Sounds Boring.




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Make It Fun.

- Tell a story
- Use improv
- Impromptu topics



Spin the Wheel for your Impromptu Speech topic

Spin It

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Tell us about a mentor.

- Why do I use this topic?

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Communication is a Safety Skill.

Poor communication is a major factor in safety incidents.

Most hazards are recognized first by workers in the field, not management.

If concerns are not communicated unsafe conditions continue until someone is injured.

Speaking up about safety is a skill that protects everyone on the jobsite.

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Real Life Example.

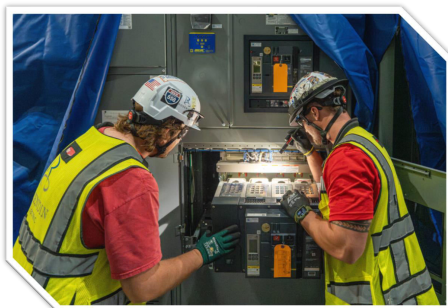
Technical skill keeps you safe. Communication skill keeps everyone safe.

Skilled craft worker gets promoted to lead.

- Solid skills.
- Strong work ethic.

No training on how to communicate expectations or correct mistakes.

Bad Communication led to: Wrong equipment being energized.



Communication and Career Growth.

What happens when you get promoted?

As you move up, the job changes:
Less hands-on work more:

- explaining
- directing
- coordinating.
- safety.

Nobody expects leaders to know everything.

They do expect them to communicate clearly.

Communication is part of leadership.



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Be Precise With Language



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Are you infected?

- ↳ Diminishes Credibility
- ↳ Disrupts the audience
- ↳ Takes Away from the Message
- ↳ Delivers Doubt

Home Remedies

- || Take a Pause
- 🫁 Focus on Breath
- 📖 Think before speaking
- 👥 Ask the Audience



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Trade Talk Technical Jargon Trade Slang

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The duck is ready to eat.

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Percentage	Description
55%	(body movements, face, arms...)
38%	(Voice tone, modulation, pauses...)
7%	(words)

Pay Attention To Non-Verbal Signs

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APPEARANCE

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Intentional Movement

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The Three E's of Gestures

EXPRESSIVE EXPANSIVE ELEVATED

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Manage Your Emotions

- Power of the Pause.
- Breathing.

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Know Your Audience

- And how they can help you.

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THE SPOTLIGHT EFFECT



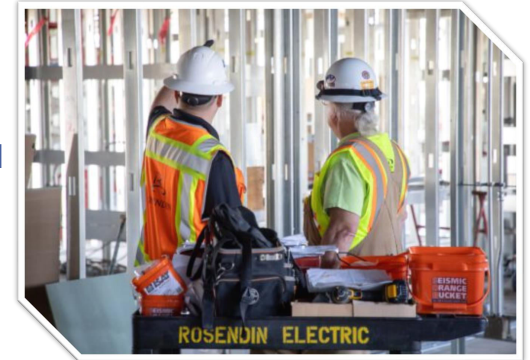
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Be an Engaged Listener

- Saves time.
- Allows you to assess the situation.
- Involves both listening and observation.
- Helps build relationships.
- Creates an atmosphere of approachability.



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Psychological Safety



The 4 Stages of Psychological Safety
According to Dr. Timothy Clark

Allows People to feel safe to:

- Belong and be themselves.
- Learn, ask questions, and make mistakes.
- Use their skills to make a meaningful contribution.
- Challenge the status quo when they see an opportunity to improve.

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Real Life Example.

A new worker doesn't fully understand lockout/tagout on unfamiliar equipment.

They don't ask questions — not because they don't care, but because they don't want to look stupid.

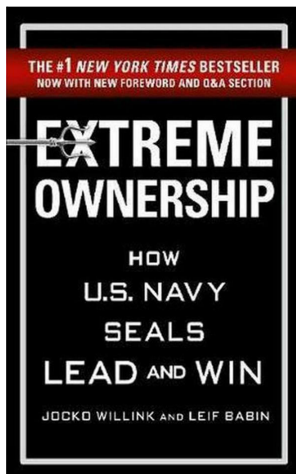
They guess instead. Luckily, the live dead live crew discovered the mistake.



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Don't Play the Blame Game.



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Real Life Example.

“A foreman gives a quick safety talk about a change in plan.
It's rushed.
No questions.
Everyone signs the sheet.
Two workers follow the old procedure.
Near-miss occurs.”

How many times have we mistaken a meeting for actual communication?
Did everyone hear — or just attend?”

“Signing a form doesn't mean understanding a risk.”



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Asking The Right Questions

▪Closed questions:

- “Yes”, “No” or short answer.
- Does not reveal much.

▪Open questions:

- Require workers to express themselves.
- Understand what the other person is thinking.
- Do they really understand the directions?

Do you understand how to apply it?

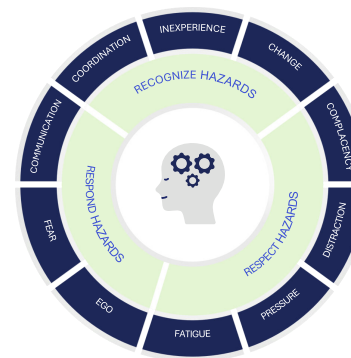
Tell me one thing that explains to me how you were applying that when you didn't want to change.



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What About Internal Hazards?

Are Workers Ready to Work Today?



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Vocal Dynamics and The Why.

Most safety briefings are ignored because they are read off a sheet in a monotone voice.

Use Vocal Dynamics and Start With Why!

Why does it matter to *you* (e.g., going home to your family)?

What is the immediate danger?

How are we doing things differently today?

- **Voice and Presence:** Using "Command Presence" without being aggressive. This includes volume control against site noise and using hand gestures to emphasize spatial hazards.



Communication Saves Lives



- Prevents injuries and keeps projects on schedule by addressing hazards early.
- Shifts safety from reactive to proactive, reducing incidents and near misses.
- Improves compliance with safety procedures and reduces misunderstandings.
- The message 'If you see something, say something' encourages speaking up to prevent injuries and foster respect.

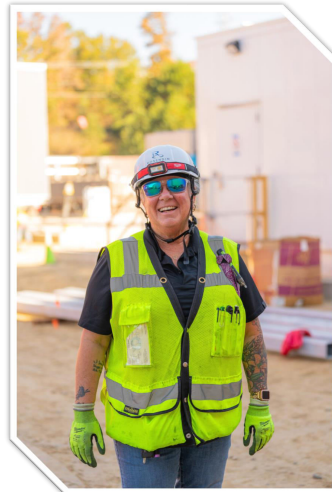


In Conclusion

"Safety isn't just about what we know. It's about what we're willing — and able — to say."

"If we want safer jobsites, we can't just train hands. We must train voices."

"When you go back to your job tomorrow, ask yourself one question: Do my workers feel confident speaking up before something goes wrong?"



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