




# Driving Safety Culture By Leveraging Technology

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## Using Technology to Deliver your Culture

**How can Technology help connect your culture with your desired goals?**

- 1. Analytics – Show your current safety situation (Starting Point)**
- 2. Connect culture with accountability / strategy.**
- 3. Align your culture with your desired Brand.**



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## Top 5 Technology Adds in Construction Safety 2022

- #1 Smart Wearables
- #2 Virtual Reality Simulators
- #3 Digital Communication
- #4 Safety Software
- #5 SMART Tools



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## **SMART Wearables**



**realwear**





**Smartapp.com**



**blacklinesafety**  
G7 Lone Worker Monitor



**KENZEN**



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## Enhancing your Safety Culture using AR / VR Technology



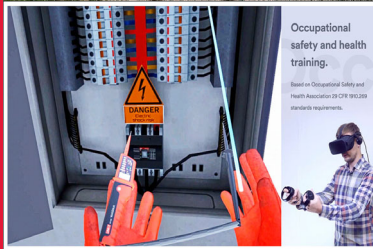
- Builds Confidence of your team members.
- Removes them from hazardous learning environment.
- Reduces errors by 15%
- Staff to student ratio can be greater with this technology.
- Several Apprentices Programs are currently using this technology due to labor force issues.
- Boeing, GE, and Bosch started using this in 2017. RealWear and Hololens



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## AR / Virtual Reality



Occupational safety and health training.  
Based on Occupational Safety and Health Association (OSHA) 1910.133 standards requirements.



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## Digital Communications

### SMS BEATS EMAIL & SOCIAL!

WHAT ARE CUSTOMER'S HABITS

TRUE REACH: WHAT IS THE OPEN RATE

SMS	EMAIL	SOCIAL
98%	22%	2%

People look at their phones 150 times per day

70% of email is open

80% of social is viewed

CHANNEL ENGAGEMENT

HOW FREQUENTLY COUPONS ARE REDEEMED

SMS	EMAIL	SOCIAL
29% Redemption	2.7% Redemption	15% Redemption

Fast and effective delivery

It is affordable

90%

On average, 90% of the SMS messages are read by users within 3 minutes of receiving.

75%

Around 75% of millennials prefer SMS communications for updates regarding deliveries, promotions, and surveys.

SMS is convenient

A time-saving tool

**ALL-IN-ONE MARKETING AUTOMATION**  
Smarter Marketing Done Automatically

Learn More

Voice Social Mobile-Text Email Marketing Automation

SOS Message from Alan Fiben, ACME Inc HQ

Safety Alert: Evacuation tornado warning for Rhode Island. A tornado is on the ground. Take cover now. Move to an interior room on the lowest floor of a sturdy building. Avoid windows. If in a mobile home... a vehicle or outdoors... move to the closest substantial shelter and protect yourself from flying debris until 9:00 pm.

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## Digital Communications

### LinkedIn at a Glance

Daily Time Spent: <1 min (11 minutes per month)

Monthly Active Users: 200 Million

Monthly Job Applications: 100 Million

Total Registered Users: 756 Million

### Twitter at a Glance

Daily Time Spent: 31 min

Monthly Active Users: 436 Million

Daily Tweets: 500 Million

Active Daily Users: 206 Million

### YouTube at a Glance

Daily Time Spent: 19 min

Monthly Active Users: 2.56 Billion

Videos Watched Daily: 5 Billion

Daily Video Views: 122 Million

### Instagram at a Glance

Daily Time Spent: 29 min

Monthly Active Users: 1.47 Billion

Daily Stories Users: 400 Million

Photos Uploaded Daily: 95 Million

### TikTok at a Glance

Daily Time Spent: 32 min

Monthly Active Users: 1 Billion

Total Downloads: 3.3 Billion

Active U.S. Users: 80 Million

### Facebook At a Glance

Daily Time Spent: 33 min

Monthly Active Users: 2.91 Billion

Daily Data Produced: 4 Petabytes

Active Daily Users: 1.9 Billion

### Snapchat at a Glance

Daily Time Spent: 31 min

Monthly Active Users: 557 Million

Snapshots Created Daily: 5 Billion

Active Daily Users: 319 Million

### WhatsApp at a Glance

Daily Time Spent: 28 min

Monthly Active Users: 2 Billion


Daily WhatsApp Status Users: 500 Million

Daily WhatsApp Messages: 100 Billion

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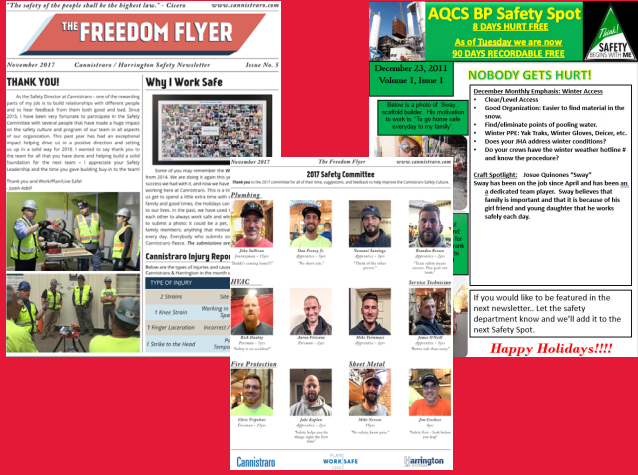


## Digital Communications Examples

### Text Alerts



### Safety News Letter





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## Safety Software













### Jobsite BOARD™

A state-of-the-art hardware package that completely integrates with Smartapp.com™ software. Featuring a first-of-its kind large interactive touch Jobsite Smartboard. Everything gets shipped directly to your jobsite ready to work!



### Injuries by Body Region



Body Region	Percentage
Head	18.3%
Shoulder	18.3%
Arm	8.8%
Upper Leg	6.2%
Knee	6.2%
Foot	13.8%
Neck	1.7%
Abdomen/Chest	6.2%
Wrist	1.7%
Hand	37.9%
Lower Leg	6.2%



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The image features a large red background. On the left, there is a circular logo for Milwaukee. The logo consists of a white circle with the word "Milwaukee" in its signature script font across the center, with a white lightning bolt graphic underneath. The words "INNOVATION", "AGILITY, SPEED, URGENCY", "OBSESSED WITH HIGH PERFORMANCE", "NEVER SETTLE, ALWAYS IMPROVING", "DOMINATION", "CANDID", "WE CREATE EMPLOYED LEADERS", and "ONE TEAM MENTALITY" are arranged in a circular path around the central text. On the right side of the image, the text "LEAD WITH SAFETY" is written in a bold, white, sans-serif font, underlined. Below this, the text "THANK YOU!" is also written in a bold, white, sans-serif font, underlined. In the bottom right corner, there is a small logo for NECA (National Electrical Contractors Association), which includes the text "NECA" and "SAFETY LEADERSHIP EXCELLENCE" below it.

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## Complete the Online Evaluation



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