



## Safety as a Customer Service: *Effective Communication for the Safety Professional*

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### Goals

Define	Define Positive (effective) vs Negative (ineffective) communication
Discuss	Discuss key components of safety related interactions
Identify	Identify "talking tips" to employ during coaching moments / safety interactions

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## Communication Defined

- Merriam Webster defines communication as: “A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior”
- “Exchanged” implies that the information was not only transmitted successfully but received successfully.

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## A Banking Institution vs A Wireless Provider

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- Empathy goes a long way.
- Consider your audience and their experiences.
- Being dismissive will get you dismissed.

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## Effective vs Ineffective Communication

- The end of the “Safety Cop”
- Communication begins before you speak
  - Appearance
  - Approach
  - Tone

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## iPhone in the Amazon

- Common sense is not common.
- Consider education, background, location, etc. when interacting
- Who can name all three Beastie Boys?
  - *Adrock, Mike D, MCA*



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## Talking Tips

### Disarm and defuse:

- Remember your approach
- People tend to be defensive when they feel they are being criticized.
- You yell... you lose.

### CARE:

- Insincerity is easily recognizable
- Remember your manners (please, do you mind, thank you)
- Sometimes we must detach but always remember why you do what you do!

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## Talking Tips Continued

### Connect:

- Incorporate smiles and laughter when possible.
- Remember that the goal is to educate, not chastise.
- Tell a story to relate.
- Ask for input.

### Take notes and follow up

- Let the person know what you are writing down
- If you need to gather info, set a target time / date

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## Summary

Communication delivered does not equal communication received.

Common sense is not common.

Communication is performed using much more than words.

Remember the "GOLDEN RULE".

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# THANK YOU!

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