



Learn how to manage your
Safety Program like a Pro
while creating a culture of
engagement and support

Through repeatable processes that organically foster a company culture of safety, engagement, teamwork, quality, efficiency, and pride, while ensuring that nothing gets missed or forgotten, resulting in a more profitable organization



KNOWING THE REGULATIONS IS NOT ENOUGH FOR AN EFFECTIVE SAFETY PROGRAM

If you're like most organizations and Safety Managers in our industry, the responsibilities of safety management were given to you as a promotion or new position. In fact, a recent survey from the National Safety Council states that 70% of organizations will promote from within when they hire their next safety manager. This results in managers needing to learn it as they go.

And where do most would-be safety leaders start? The regulations.

However, although it is important that regulations are met, a program based on regulations will never give the organization the full benefits that safety can provide.

Safety is the only department within a company that has a positive impact on all the other departments. Safety can reduce overall costs, improve efficiency, reduce turnover, improve quality, improve employee relations, and generate sales through certifications or a display of effective operations.

But this can only happen when you go beyond the regulations. When you stop focusing on the minimum and start developing a well-rounded safety program that creates positive relationships and generates a culture of teamwork, collaboration, as well as safety.

Safety is the catalyst to effective operations.

And this is what gets missed or put off until later when most new safety managers are getting started. They focus on regulations first. When they should working on the full picture of the program right in the beginning.

Stop putting off improvement strategies for later. Start implementing safety culture processes from the beginning.



4 REASONS MOST ORGANIZATIONS CAN'T GET TO ZERO INCIDENTS



Reason #1



USING LACK OF CONTROL OR HUMAN



ERROR AS A CRUTCH

The belief that there was nothing the company could have done and it was just an employee not following the rules is a huge mistake. There are strategic steps and processes that can be put in place that will positively affect the results of your safety program and your bottom line.



Reason #2

TOO MUCH FOCUS ON REGULATIONS AND BEING HAPPY TO MEET THE BARE MINIMUM

The regulations and laws were not designed to save the company money and increase profits. They are there as the absolute minimum you need to do to prevent fatalities and serious injuries. So doing the bare minimum will still result in high insurance costs, turnover, poor quality, and inefficiencies. A world-class safety program will pay for itself in dividends.



Reason #3

LACK OF IN-DEPTH ANALYSIS AND TO MANY EMOTION-DRIVEN DECISIONS

Effective Safety management comes down to focusing on what will give you the biggest return for your effort, but most safety leaders don't understand how to collect or read their data wasting time and money on the wrong things.



Reason #4

SURFACE LEVEL COLLABORATION AND MISUSE OF YOUR MOST VALUABLE ASSET

Your organization is a wealth of company intelligence that is likely not being valued or utilized. Management teams think they know best, but the most effective programs include deliberate collaboration. Having processes that foster collaboration without hindering operations is vital to getting the most from this resource.



HOW TO IMPLEMENT PROGRAMS IN THE REAL WORLD IS NOT BEING TAUGHT

Unfortunately, most safety training classes or seminars teach regulations and use a lot of legalese to protect themselves. They don't tell you what to do when you go to implement new policies for a group of employees who have different values, experiences, and beliefs.

They don't teach the Psychology of Safety.

This is what makes safety management so difficult. The human aspect of it all. As safety leaders, to be effective, we need to know how to influence behaviors and manage change.

And that's what is missing from most college degree programs, safety certifications, and training classes.

And that is what The Safety Geek is here to help with...

Introducing...



I've taken everything I've learned from training hundreds of Safety Managers, working in over 15 different industries, being an SGE with OSHA, and mentoring over 20 VPP applicants. It's all channeled into a comprehensive, step-by-step implementation program that not only teaches you the high-level theory but the actual EXECUTION of how you can do the same.



THE ONLY PROGRAM OF ITS KIND THAT...



COMBINES BOTH THE NITTY-GRITTY WITH THE SAFETY CULTURE

Yes! You'll learn all the ins and outs of running a workplace safety program like a pro, but instead of waiting until all your ducks are in a row, we'll start seeding safety culture into your program during the early stages and avoid all the headaches down the road.



FOCUSES ON CREATING SAFETY AWARENESS THROUGH TEAMWORK & COMPROMISE

You know that mantra "Safety is EVERYONE's Responsibility", SMA takes that to the next level. Not only will team members understand what they should be doing when it comes to safety, but they'll want to do it. When your safety program jumps to this level, safety awareness seems to ooze from everywhere.



MANAGES YOUR TIME EFFECTIVELY SO YOU CAN DO WHAT YOU DO BEST

Stopping incidents from happening (in case you weren't sure). All those days and nights of little progress are coming to an end. When everyone is handling safety issues like a team, safety can focus on being proactive.



TEACHES YOU HOW TO COMMUNICATE THE VALUE OF SAFETY TO THE DECISION MAKERS

Safety is a profit center and positively affects all areas of the organization. But if the decision-makers don't fully understand the impact a safety initiative has, it makes it harder for them to support safety. So let's spotlight all the value safety brings to the table and be clear about why it's imperative to THEIR success that safety is included.

It's time to stop managing safety and step into the role of a SAFETY LEADER and who manages the safety program like a pro.



Meet Your Guide

Brye Sargent, CSP

Sometimes referred to as the Wonder Woman of safety. After ditching the safety police hat long ago, I've seen more success by working alongside management and collaborating with employees, than EVER doing it all myself. Or by being a drill sergeant to get the message through.

20+ years as a safety professional and working in 15 different industries has taught me to pay attention more to marketing and psychology to really make an impact for my employers and workers. And that's why I pursued my degree in psychology and became a certified coach specializing in Leadership and Achievement.

My passion for safety took me, and the companies I worked with, all the way to VPP. I've mentored over 20 facilities reaching for that STAR status. I was honored to be an SGE and assist OSHA with on-site inspections.

After personally training over 125 Safety Managers in person, I have taken my coaching, mentoring, and training online reaching thousands of Safety Professionals.

Let me be that neutral person for you and help you gain clarity on how to move your program forward, improve your career, and guide you with experience.



Degree in Industrial/
Organizational Psychology



Certified Safety Professional
from the Board of Certified
Safety Professionals



Post-Graduate Certificate in
Project Management

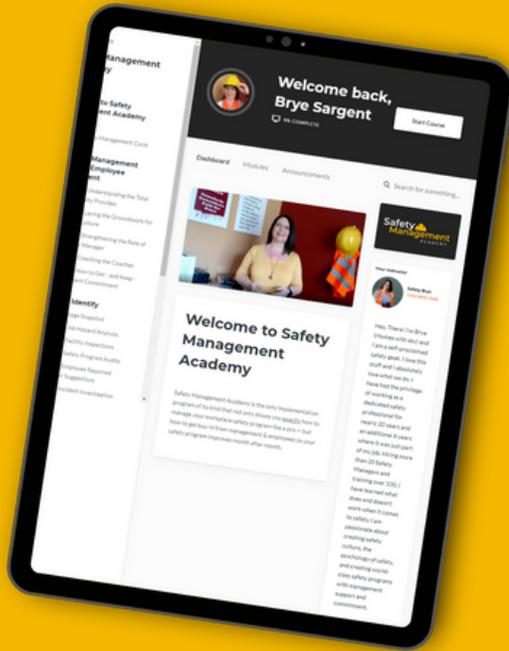


Certified Life Coach from The
Life Coach School specializing
in Achievement, Productivity, &
Leadership



HOW IT ALL BREAKS DOWN

What's Inside...



The core program materials include 37 video lessons each with an audio version and many with a written study guide/worksheet. Most lessons come with additional materials such as PDFs, templates, forms, and more. Everything is available to you at enrollment, but you work through them at your own pace.



VIDEO LESSONS



STUDY GUIDES



AUDIO FILES



CHECKLISTS



TEMPLATES



PPT FILES



SPREADSHEETS



MOBILE AND TABLET FRIENDLY



WORK AT YOUR OWN PACE



CHOOSE THE FORMAT WHERE YOU LEARN BEST - VIDEO, AUDIO, WRITTEN.



REVISIT AS OFTEN AS YOU WANT, YOU HAVE LIFETIME ACCESS.

plus...



LIVE Q&A



BONUS TRAININGS



LESSON FORUM

includes lifetime access



6 CORE MODULES TO TAKE YOU FROM MANAGING SAFETY TO LEADING IT

MODULE 1:

SOLIDIFYING MANAGEMENT SUPPORT AND LAYING THE GROUNDWORK FOR A SAFETY CULTURE

The foundational skills of leadership, communication, and creating positive relationships.

- Communicate the value safety provides
- Develop a business case for safety initiatives
- Clarify responsibilities and roles
- Understand accountability
- Learn how to collaborate with operations
- Implement a communication cadence
- Develop an Executive Advisory Committee

MODULE 2:

IDENTIFYING ALL HAZARDS WITHIN YOUR ORGANIZATION

Frameworks that not only find your current hazards but highlight any new hazards quickly to makes it super simple to throw them through your Safety Management Cycle to eliminate them.

- Develop Job Hazard Analysis for all tasks
- Create processes for inspections
- Implement easy-to-use hazard reporting structures.
- Use a tracking system for all hazards
- Understand how accident investigation fits into hazard identification
- Develop a safety audit process
- Use a continuous improvement model

MODULE 3:

FINDING AND DEVELOPING THE RIGHT CORRECTIVE ACTIONS

The tricks to uncover the best corrective actions that the entire team will be eager to follow. And developing a detailed plan on how to execute those actions with absolute success.

- Learn how to collaborate effectively with all levels of the organization.
- Implement processes for corrective action.
- Create ease-to-follow action plans
- Understand how to write effective policies, procedures, and SOPs



6 CORE MODULES TO TAKE YOU FROM MANAGING SAFETY TO LEADING IT

MODULE 4:

IMPLEMENTING YOUR CORRECTIVE ACTIONS AND EFFECTIVELY TRAIN AND ENGAGE YOUR TEAM

Being strategic about how your programs are executed and having a strong follow-up method practically guarantees your success.

- Effectively manage your action plan to completion
- Understand how adults learn
- Learn the strategies to market your safety program
- Develop techniques to improve the effectiveness of your training
- Craft an effective safety awareness program
- Construct a winning launch event

MODULE 5:

OBSERVE AND COACH TO VERIFY UNDERSTANDING AND EFFECTIVENESS

Even the BEST plans can fail and if you don't take steps to examine them after they're finished, you're missing the mark, big time.

- Develop the skill of effective coaching
- Implement a variety of coaching techniques
- Collect data on leading indicators
- Foster an environment of peer mentorship
- Measure compliance with SOPs
- Conduct meaningful observations

MODULE 6:

ANALYZE YOUR DATA AND IDENTIFY TRENDS

When decisions are made based on data, the drama is taken out of the equation and you're no longer guessing about what to do next.

- Know how to crunch your numbers
- Display your data in an easy-to-read manner.
- Utilize your data to drive continuous improvement.
- Make sure your focus is on the right things
- Learn how reactive and proactive data should be presented.



YOU ARE NEVER ALONE AS A SAFETY SCHOLAR

BONUS

#1



LIVE Office Hour Q& A Sessions with Access for Life.

All students of Safety Management Academy will be invited to join monthly group coaching sessions. This will be the place for networking with fellow students who are implementing the same processes and need guidance on their unique situations. They can also use these live sessions to ask any questions regarding the program and materials. All sessions are recorded for replay viewing for several months.

BONUS

#2



Open Lesson Forums with Access to Program Experts to Answer Questions

Every lesson inside of the program has its own comment forum where safety scholars can ask questions regarding that particular lesson. This is a great option when you need help or clarification right away and don't want to wait for the next live session.

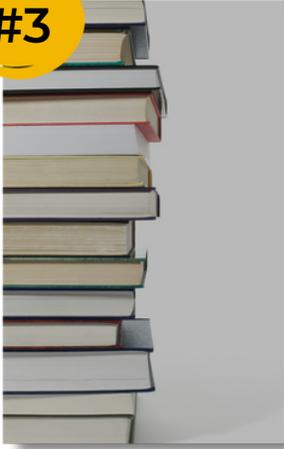
The Safety Geek team of program experts will respond directly in the forum for all students to benefit from the question and answer.

Safety Management Academy is not like any other training class - You continue to have access to the program and the trainer.



BONUSES TO ENSURE ALL THE BASES ARE COVERED

BONUS
#3



The Safety Management Fundamentals

Like a 30-hour course on steroids. The fundamentals break down the regulations to make them easy to understand with strategies for implementing them in the real world

How to Manage Safety Department Documentation & Recordkeeping

Helping you wrangle in all that Safety Department paperwork and make you "Audit-Ready" at all time.

BONUS
#4



BONUS
#5



Time Management and Organization for Safety Managers

There are a lot of moving parts in Safety Management. Learn how to fit it all into your workday and ensure you are always working on the most important

BONUS
#6

Access to a Library of Bonus Training

We spoil our students in Safety Management Academy giving them easy access to workshops, masterclasses, and trainings conducted outside of the core course



WHAT DOES IT COST

When you join Safety Management Academy, you get **lifetime access to the core course, bonuses, office hours, and all the templates and worksheets** that will transform your program from mediocre, just getting by, and still costing a ton to one that is world-class, **you'll be bragging to your customers about, and actually adds to the bottom line.**

YOU DON'T NEED A COLLEGE DEGREE TO BE AN OUTSTANDING SAFETY LEADER, BUT YOU DO NEED TRAINING.

(without proper training, it will take 5 years to reach an effective program)



Working with a coach regularly can cost as much as \$10,000 a year.



Hiring a consultant to work with costs about \$1,500 a day + travel.



The average cost of one class at any university for a safety degree is about \$600 + books.



A 6-hour class at an OSHA OTI center or similar runs about \$350 and a multi-day class is upwards of \$1,000.



The time it could take you to learn this from free resources is about 5 years, with lots of trial and error.

Safety Management Academy is Your Most Cost Effective Option to a World-Class Safety Program



Let's Recap!
What's Included When You Join

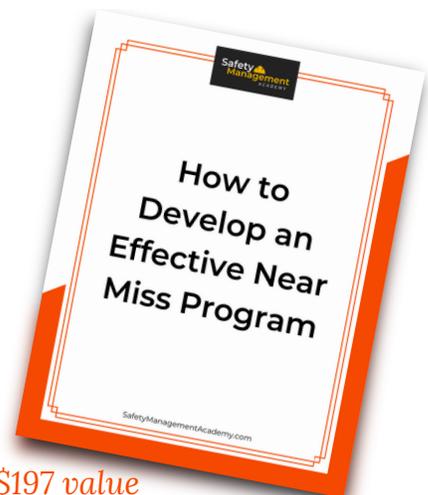
		SAFETY MANAGEMENT ACADEMY Standard Enrollment
LIFETIME ACCESS to the Safety Management Academy plus all your bonuses, including any future updates, as long as The Safety Geek is offering online courses.		(Priceless)
Access to Safety Management Academy, the 6 Core Modules plus all the PDF Downloads, Study Guides, Templates, Audios, PPTs, Spreadsheets, and Checklists (it's the equivalent of taking 15-20 individual safety courses)		\$10,500 value
The Safety Management Fundamentals		\$997 value
How to Manage Documentation and Recordkeeping		\$197 value
Time Management for Safety Managers		\$197 value
Access to a Library of Bonus Training Recordings		\$997 value
Ongoing Access to Program Experts in Lesson Forums and Comments		\$1,200 value
Monthly Live Group Coaching/Q&A Sessions		\$1,200 value
		6 Monthly Installments of \$389
		1 Time Investment of \$1,997

Total value of \$15,288!

Start Today for as little as **\$1,997**

(monthly plans available)

Plus, an additional bonus when you choose the 1 payment option



\$197 value

Please complete one form per student. Multi-student discounts are available, contact support for details.
If you have any questions or need technical assistance, please contact Safety Geek Support at support@thesafetygeek.com

STUDENT INFORMATION

Name: _____
First Middle Initial Last

Email Address: _____

Job Title: _____

Mailing Address: _____

Phone No. _____

COMPANY-BILLING INFORMATION

Company Name: _____

Company Address: _____

Company Phone No. _____

Billing Contact: _____

Billing Email Address: _____

SIGNATURE **Required

By signing below I consent to receive emails related to this course and other marketing materials from The Safety Geek. In addition, I agree to all the [terms](#), [conditions](#), and [refund](#) policies of The Safety Geek.

Student's Signature Date

Company Representative's Signature Date

HOW DID YOU HEAR ABOUT US?

- The Safety Geek Website
 - The Safety Geek Community
 - Educational Event Conference
 - LinkedIn
 - A colleague
 - Social Media
(please specify below which site)
- _____

PREFERRED PAYMENT METHOD

- Check Enclosed
- Invoice for Online Payment,
(credit card & ACH accepted)

The Safety Geek Payment Details:

Pay To: **BL Creations LLC, dba
The Safety Geek**

W-9 form available upon request

ENROLLMENT DETAILS

- Core Safety Management Academy Digital Course
- Lifetime Access to Safety Geek support and Live Q&A Sessions
- Bonus Courses on Time Management, Recordkeeping, and Safety Fundamentals
- Lifetime access to the course, bonuses, and future updates

Total Due: **\$1,997 per student**



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 www.linkedin.com/company/thesafetygeek

 www.youtube.com/c/SafetyGeek

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+1 352-363-1317 | support@thesafetygeek.com

Enroll Online at: <https://Courses.TheSafetyGeek.com>