



**Sticky Safety is a uniquely powerful training experience that employs the psychology of humor, master storytelling and proven neuroscience to drive enduring positive safety behavior change in participants and your ongoing safety plan.**

# STICKY SAFETY

***“Home run! Best ever!”***

*~ Great Plains Safety and Wellness*

***“Funny, relevant and impactful***

***safety messages!” ~White Sands Missile***

**With STICKY SAFETY, participants identify *Safety Traps* and embrace *Safety Solutions* that prevent accidents and boost morale and retention. Tim presents thought-provoking questions and guides your people toward meaningful, actionable answers:**

### **What’s your “Why Factor?”**

In this “head-and-heart” section, participants explore why safety matters to them personally, and reflect on how a single moment of carelessness could negatively reshape many lives.

### **What “sticks” with you?**

Tim translates sticky training gems like, “Don’t die of shame,” “I never unbuckled a dead body,” and, “Getting hurt isn’t stupid—not telling anyone is,” into practical insights, and guides participants to craft and share their own sticky sayings.

### **Can numbers be fun?**

Tim’s compelling storytelling involving real people, real lives—and, yes, *real numbers*—lends context and contrast that spring statistics to meaningful life.

### **Safety’s no joke...but can it be?**

Of course, not all humor is appropriate but, used effectively, it becomes a powerful tool in

one’s own stress plan. Tim guides participants to inject humor into safety meetings certain to bolster employee retention and morale.

### **Are people taking “time to live?”**

Safety violations often occur when people are in a hurry. Tim’s “flip of a coin” technique teaches participants to pause and consider consequences before acting, and shows how taking seconds to mentally flip a coin may give them “time to live.”

### **Can you really do your job *in your sleep*?**

Confidence in one’s skills may ease stress, but thinking, “I can do this in my sleep,” proves a very dangerous mindset. Participants discover how to stay “in the “now” no matter how many times they’ve accomplished a task.

### **Is stress dangerous?**

Dig deep into a safety violation and you’ll likely find stressed-out, tired people. Tim’s resilience training techniques help participants define their stress boundaries and reframe how stress impacts their work, so a common negative becomes a safety-enhancing positive.



# TIM'S SAFETY STORY

*There's nothing funny about accidents or injuries, but light-but-potent storytelling can help build and reinforce a safer workplace in which good decisions become "sticky." Just ask Tim Gard.*

As a sought-after professional speaker, Tim is celebrated for his humor, which has delighted audiences at more than 2,000 main-stage events around the world.

What's less-known about Tim is his extensive understanding of—and background in—safety training.

Tim's uniquely diverse work history includes stints as an enlisted sailor aboard the USS Midway during the evacuation of Vietnam, work at a lumber yard, digging ditches, building and selling camper-trailers, time on a seismography crew, and a stretch as a welfare fraud investigator and welfare caseworker. He's held some very dangerous jobs and experienced and witnessed his share of workplace injuries.

***In short, Tim both talks the talk and has walked the walk.***

Tim's personal journey and tireless commitment to research informed the evolution of *Sticky Safety*, which marries neurolinguistic programming (NLP), psycholinguistics (the study of how to craft persuasive dialogues), humor and potent storytelling to drive home safety messages that endure.

Tim focuses on situations all can identify with and learn from, and delivers key points and methods that are profound, proven and, often, hilarious.



## STICKY SAFETY

Over a long career, Tim discovered that while much safety training bored audiences, some offered impactful messages that have remained with him for decades. For example, he saw that while showing horrible photographs or video may provide shock value, the impact dissipates if audiences question if it could ever happen to them. By contrast, hearing how accidents altered the lives of employees and all in their circle of family and friends tends to hold resonating influence.

What's more, the impact of training often fades as soon as the audience leaves the room, unless safety trainers become effective storytellers who convey "sticky" messages that endure. Funny, insightful stories keep good ideas in participants' minds, because people remember what makes them laugh. Sure, Tim keeps his audience in stitches, but he also provides information and emotional context that makes participants ponder the personal importance of safety. He transforms critical safety messages into lessons and calls to action that "stick."