Safety Meeting Material with Substance

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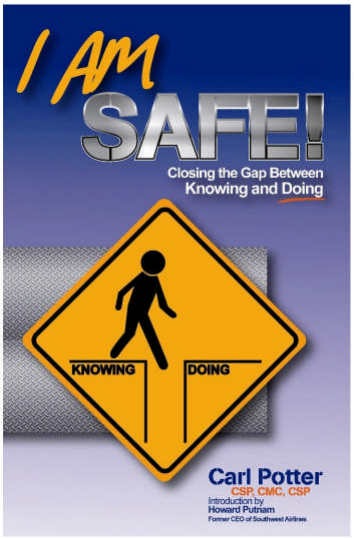

The current American workforce is the most educated of any generation. Yet, annually over 5500 workers die as a result of workplace injury and over $45 billion is spent on hundreds of thousands of workplace injuries. Knowledge and education aren't the problem. Today, the burning issue is that people do not apply what they know – a deadly scenario when it comes to workplace safety.

The gap between knowing and doing is much greater than the gap between knowing and not knowing. The battle for a safe workplace will only be won when every employee is actively engaged in closing the gap between knowing and doing.

Well-known author Carl Potter provides thought-provoking concepts that will activate employees to develop a personal safety strategy and infuse leaders with information they can put to work to close the knowing-doing gap so that everyone can go home every day without injury.

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