

SAFETY TRAINING VIDEOS BUYER'S GUIDE

Find out:

- Why it's **HOW** you present information that's important
- What makes safety videos effective
- How to choose safety videos that will work for your audience
- & much more!

SafetySmartTM

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INTRODUCTION: WHY WE USE TRAINING VIDEOS

In a world where workplace safety talks are inconsistent across multi-location companies – the safety training video is a breath of fresh air. It gives safety professionals the peace of mind in knowing that all employees are receiving consistent, compliant training that meets the standards of their organization.

Organizations that have multiple locations save thousands by using effective safety training videos, and online training, when having an instructor travel between locations isn't an option. And when chosen

correctly, the videos are quite effective at showing learners exactly what their safety training requires and what will go wrong if they don't follow the procedures.

Note that phrase, “When chosen correctly.” As useful as safety videos can be, they can also be a detriment when the wrong videos are chosen and used to train.

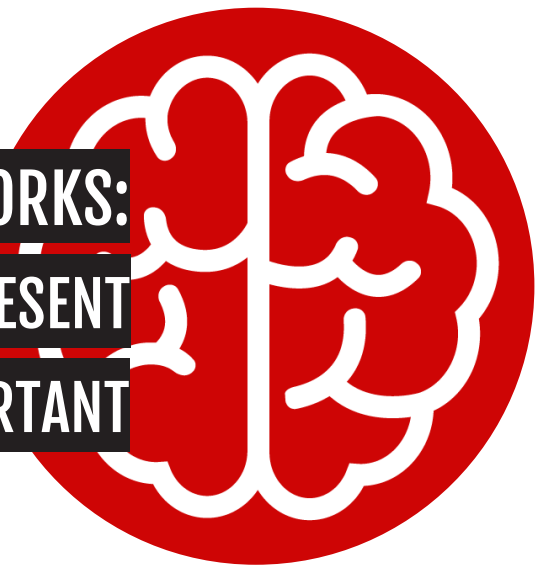
This Buyer's Guide walks you through everything you need to know when looking at safety video providers to ensure you receive the best safety training

resource for your investment. Specifically, you will:

- learn the pitfalls of memory that make safety training so difficult;
- learn why safety videos are an effective training resource;
- understand which features to look for when examining safety training resource providers;
- be able to identify the key buying considerations associated with buying a safety training resource.



HOW LEARNER'S MEMORY WORKS: WHY IT'S HOW YOU PRESENT INFORMATION THAT'S SO IMPORTANT



THE PROBLEM

The human memory is fickle. We can all recite the lyrics to “YMCA” verbatim, but if I asked you to describe a logarithm right now my bet is I’d hear crickets.

Simply put, when our brain gets overwhelmed it reacts by dumping new information out (and for many people, math was a pretty

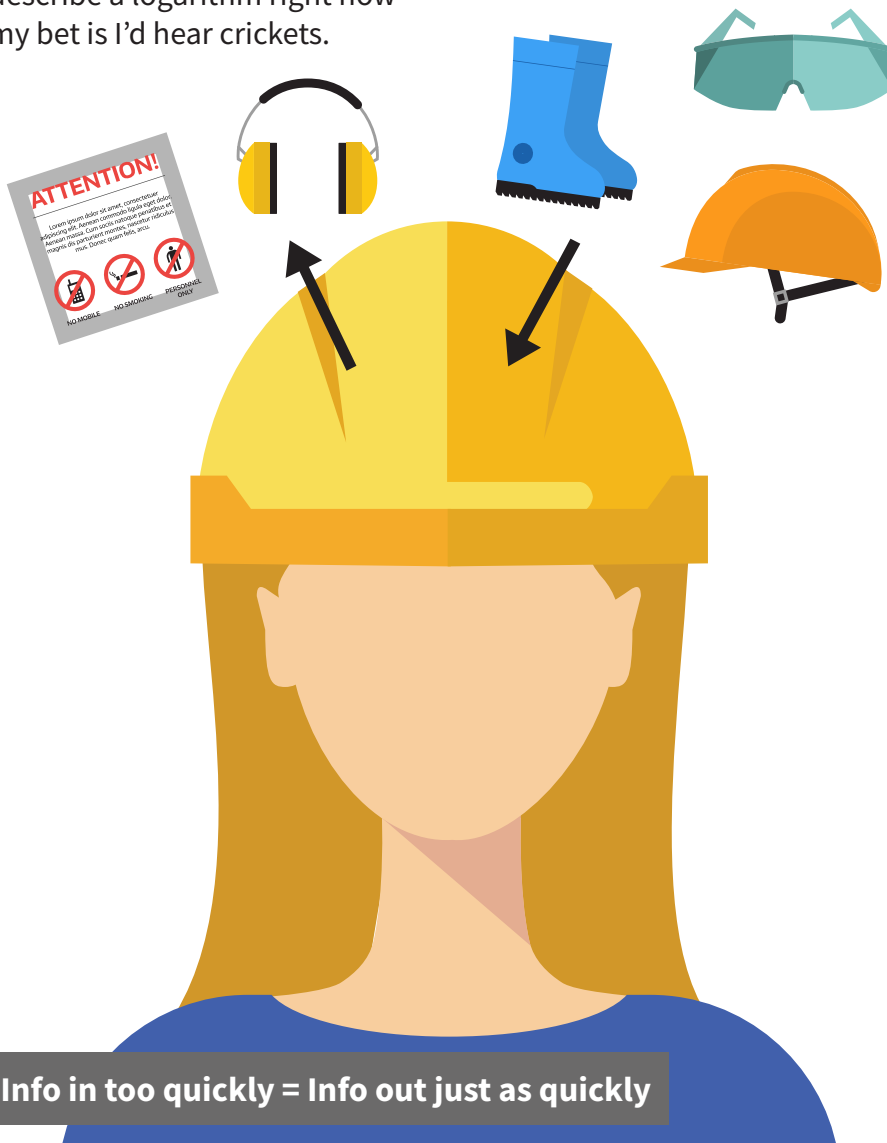
overwhelming class).

At its core, it’s a survival mechanism. If we tried to remember every piece of information we heard during the day, our brains would constantly be so active that we wouldn’t be able to sleep or perform basic survival functions.

So when you’re training employees on new safety techniques, it’s important to do everything you can to get “YMCA” level retention. That’s going to include keeping things simple and repeating training.

Employees know safety is important. So why do you have to constantly remind employees of safety procedures?

It can’t always be chalked up to poor attention during safety training. In fact, the majority of the time what’s happening is the employee’s memory is being so overwhelmed that their brains aren’t holding on to the information you’re giving or have given.



Info in too quickly = Info out just as quickly

COGNITIVE LOAD

The Cognitive Load Theory is a theory that suggests that our memories go through several steps before they're committed to our brains. Because of this, there are multiple opportunities for memory formation to fail.

More precisely, we gather new information into our "working memory" which then filters it and decides what to commit to our "long-term memory" (the "YMCA" memory). It's like our very own memory filter system – and it's strict. Our "working memory" isn't interested in wasting its

resources. This makes it crucial to give learners information in chunks they can easily process.

Every time your safety training includes unnecessary information (no matter how small), you're taking up more space in your employees' "working memory". And that unnecessary information could be what ends up getting through, instead of the important technical step you've explained.

However, our memory isn't all bad – and there is a lot we can do to help those "working memories" become "long-term "YMCA" type memories".

VISUAL + AUDITORY LEARNING

It has been proven that while we have limited capacity in our "working memory", when we combine visual and auditory cues we can significantly boost how much gets through the filter. In the simplest terms: Using media that combines the visual and auditory experience, like training videos, can be very effective – IF the videos you use cater to the limited capacity of our memory.



FACT

49.3% of safety professionals say keeping employees engaged during safety meetings is their largest safety training challenge

WHY SAFETY TRAINING VIDEOS?



Training videos are a great way to supplement your online or instructor-led training with some “real world” examples of the material in practice. In many videos, learners can see exactly how they would apply the materials they’ve learned. Then, they can pull from these memories when they’re in the workplace.

In addition, videos can do

things instructor-led training simply can’t. Videos can show “what could happen” when safety protocols aren’t followed by using incredibly realistic simulations. Letting learners see for themselves the dangers associated with doing their job incorrectly really motivates safety compliance.

As we’ve discussed, combining both visual and auditory cues

is a golden ticket to “long-term memory” town. This gives training videos incredible training power. Combining learning styles helps employees get different kinds of memory cues they can pull from at a later date when the training is coming into practice. This approach also helps ensure that workers who have different learning styles get the information they need.



TRAINING TIP

Make sure the videos you show combine multiple memory “cues,” like using visual and auditory ways to explain the training.





FEATURES TO LOOK FOR IN SAFETY TRAINING VIDEO SOLUTIONS

The features to look for in training videos aren't a guessing game. Very specific science comes into play when we're talking about memory which makes choosing a safety video provider very important.

There are 8 basic features to look for when comparing safety video providers:

1

SIGNALING

Do the videos use signaling (also known as cueing)? This is the on-screen use of text or symbols to highlight important information. These help guide our memory toward the goal of the video.

2

SEGMENTING

Is all the information on the topic presented in one go, or is it split up into "chunks" of information? This allows learners to engage with small pieces of new information while giving them control over the flow of new information.

3

WEEDING

Does the video say too much? Weeding is the elimination of interesting but extraneous information from the video that does not contribute to the learning goal. Videos that are well "weeded" will ensure that there isn't anything unnecessary taking up space in learners' "working memory".

4

MATCHING MODALITY

How does the video present its information? Does it use both visual and auditory channels, or is it, for example, just a video of a person talking directly to the camera? Remember, having a combination of channels is best.

5

LENGTH

The video should be as short as possible, taking into account how in-depth the training on the topic needs to be.

TRAINING TIP



SafetySmart has 350+ safety training videos that cover hundreds of topics, including: confined spaces, fire safety, electrical safety, office safety & more!

6

NARRATION

There are two issues to consider when it comes to the narration of training videos:

1. **Narrator Uses a Conversational Style:** Using conversational language, as opposed to overly formal or complex language, helps learners understand the training by removing any barriers complex language has for them.
2. **Narrator Speaks Relatively Quickly and with Enthusiasm:** Nobody enjoys listening to a monotone speaker. If the video has a narrator, make sure they're enthusiastic in their tone and don't talk too slowly or your learners will be falling asleep. The less time learners have for their minds to wander between topics, the better.

7

WORKPLACE FIT

It makes it hard to understand the content if learners are having to imagine how it would apply to their workplace. Try to find video content that suits your workplace and jobs.

8

ADDITIONAL MATERIALS

Bonus points if the video provider can also provide reinforcement materials like quizzes to help learners commit what they were taught to memory.



FEATURES IN ACTION

So how does this tie back to our “YMCA” example? First, the song uses signaling. Right before we burst into the chorus it prompts us with a staccato beat and we all know what’s coming. Next, it’s split into chunks that are separated by repeating chorus lines. These “verses” are easier to remember because they are sung with separation. Additionally, it’s short. The song doesn’t drag on for 10 minutes. It’s been weeded of unnecessary information. And finally, it uses matching modality by combining lyrics with dance moves. We remember the lyrics not only because of the song, but because of the dance moves we do along with it.



WHAT'S AT STAKE: THE BOTTOM LINE

When an accident or incident happens at the workplace, it's too late to figure out that your safety training wasn't engaging employees. Not only has an employee potentially gotten hurt, but so has your company's bottom-line.

The only way you can ensure you avoid expensive and dangerous accidents and incidents is to make sure your safety training is grabbing employees attention,

and being committed to memory.

With safety, it can be difficult to show exactly how it is profitable since it doesn't produce a tangible income. However, the costs associated with an accident or incident far outweigh the costs associated with taking preventative measures. Telling your executives that hundreds of billions of dollars are spent by businesses each year as a result of accidents and incidents makes

a small monthly fee a lot easier to swallow.

Use the model that follows to find out just how much an accident or incident would cost your workplace. Once you have your number, compare it to the costs associated with buying a safety compliance solution and you'll find out exactly how much money safety makes.



“SafetySmart makes it simple to deliver regular, engaging, compliant safety meetings and training in less time and with less effort.”

-Health and Safety Manager

CALCULATE THE IMPACT OF ACCIDENTS ON PROFITS & SALES

Use this worksheet to determine the total costs of injuries and illnesses and their financial impact on your company's business operations.

DIRECT COST

To calculate direct cost of accidents/injuries, enter the following information:

*Total value of insurance claim for injury/illness \$ _____
(consists of medical costs and indemnity payments)

INDIRECT COST

IF DIRECT COST IS	COST MULTIPLIER
\$0-\$2,999	4.5
\$3,000-\$4,999	1.6
\$5,000-\$9,999	1.2
\$10,000 or More	1.1

Formula to calculate indirect cost:

$$\begin{array}{ccccc} \$ \underline{\hspace{2cm}} & \times & \$ \underline{\hspace{2cm}} & = & \$ \underline{\hspace{2cm}} \\ \text{[DIRECT COST]} & & \text{[COST MULTIPLIER]} & & \text{[INDIRECT COST]} \end{array}$$

Formula to calculate total cost:

$$\begin{array}{ccccc} \$ \underline{\hspace{2cm}} & + & \$ \underline{\hspace{2cm}} & = & \$ \underline{\hspace{2cm}} \\ \text{[DIRECT COST]} & & \text{[INDIRECT COST]} & & \text{[TOTAL]} \end{array}$$

IMPACT ON PROFITABILITY

To calculate an injury/illness's impact on profitability, use your company's profit margin to determine sales your company would have to generate to pay for the injury/illness.

1. Divide total profits by total sales to get your profit margin

$$\frac{\text{TOTAL PROFITS}}{\text{TOTAL SALES}} = \text{PROFIT MARGIN}$$

2. Divide total cost of injury/illness by profit margin to calculate how many sales your company must generate to pay for injury/illness. Keep the profit margin in decimal form.

$$\frac{\text{TOTAL COST OF INJURY}}{\text{PROFIT MARGIN}} = \text{SALES NEEDED TO PAY FOR INJURY}$$

TOTAL IMPACT ON PROFITABILITY =



\$ _____

BUYING CONSIDERATIONS: CHECKLIST



This worksheet provides you with an evaluation framework that summarizes key buying considerations and essential questions, as well as features that an effective safety training video provider must provide to support your organization’s safety training program. Take note of your responses to the following questions.

CONSIDERATIONS	NOTES
LOGISTICS	
What industries do the videos cater to?	
What is the average length of the videos?	
Are the videos straight to the point, or do they include extra information to give learners a broader understanding of the topic? (Whether or not you need extra information will depend on your training needs, but remember the more “weeded” the content - the better)	
Do the videos use both visual and auditory cues? Is it just a speaker talking to a camera, or does it have visual elements throughout?	
Is there an option to purchase additional training materials, like quizzes, to go along with the videos?	

CONSIDERATIONS	NOTES
How often are the new videos released and old videos updated?	
Are the videos _____ (ex: OSHA) compliant?	
SOFTWARE	
How do you access the training videos? Are the videos available online, or do you need to order physical copies?	
If the training videos are part of safety software, is there any computer setup required? And do you have people committed to doing it if so?	
If the training videos are part of safety software, do you need the software to reflect your corporate branding?	
Are the videos viewable on all sizes of screens (from monitors to cell phones)?	
BUDGET	
How much will you need to invest to meet your needs?	
Who needs to review or approve a training purchase?	
How will this impact the bottom-line?	
Are the financial and other benefits of instructor-led training clearly understood by decision makers?	



HOW TO GET STARTED

TASK

- Decide How Often You'll Need to do Video Training
- Determine Who Will Organize Video Training
- Decide If You Need Other Features, like Quizzes or Safety Talks
- Review Features and Considerations for Evaluating Options
- Create a List of Possible Vendors
- Consult with Vendors - Use Worksheet Provided
- Evaluate Vendors Based on Value, Usability and Price
- Choose Vendor and Begin Implementing New Safety Training Solution

COMPLETED

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