

52 Benefits of SAFETY

FACILITATOR GUIDE



PEOPLEWORK
Supervisor Academy

HOW TO USE THIS GUIDE

Congratulations on investing in the 52 Benefits of Safety program for your team. This isn't another compliance video library. This is a year-long employee buy-in program designed to answer the one question that every employee silently asks: **"What's in it for me?"**

Traditional safety programs focus on rules, compliance, and consequences. They tell employees what they could LOSE. The 52 Benefits of Safety flips that entirely. Each week's video shows employees what they GAIN by getting behind the safety program. It's the difference between pushing safety down their throats and helping them see that safety actually makes their lives better.

THE FORMAT

Each of the 52 weekly videos is approximately 2–4 minutes long. They're designed to be shown at crew meetings, toolbox talks, safety meetings, or any regular team gathering. After the video, use this guide to lead a 5–10 minute discussion with your team.

For each week, you'll find:

Video Summary	A quick overview of what the video covers so you can prepare.
Key Message	The one takeaway you want your team to walk away with.
Discussion Questions	Three questions to get your team talking. You don't need to use all three—pick the one that fits your crew.
Facilitator Tip	A coaching note on how to get the most out of each episode with your team.

TIPS FOR SUCCESS

Be consistent. Pick a day and time each week and stick with it. Consistency builds habit and anticipation.

Let the video do the heavy lifting. You don't need to prepare a presentation. Just play the video and let the discussion guide lead you.

Don't force it. Some weeks, the discussion will flow naturally. Other weeks, the video will speak for itself, and you'll just move on. Both are fine.

Make it safe to speak. The questions work best when people feel comfortable being honest. No judgment, no consequences for sharing.

Go in order. The 52 benefits are sequenced intentionally. They build on each other. Trust the process.

Remember: this program isn't about telling your team to be safe. It's about helping them discover why they'd want to be. That's the difference between compliance and buy-in.

Keep caring,
Kevin Burns

WEEK 4

You Build Better Teamwork and Trust

Theme: Team Dynamics

VIDEO SUMMARY

Trust is your ability to predict what a coworker will do based on their history. Every shortcut or risky behavior erodes trust. Every good decision builds it. Safety creates trust, and trust creates safety.

KEY MESSAGE

Your history of decisions is what your coworkers use to decide whether they can trust you. Build that history with good choices.

DISCUSSION QUESTIONS

After showing the video, use these questions to spark a conversation with your team:

1. Can you trust every person on your team to have your back? If not, what would need to change?
2. What does someone on your team do that builds your trust in them?
3. What's one behavior you've seen that erodes trust between coworkers?

FACILITATOR TIP

This can bring up real tensions on the team. Keep it constructive—focus on behaviors, not people. The question isn't "who don't you trust" but "what builds trust."