

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 40

You Speak Up More Often

Theme: Courage & Communication

VIDEO SUMMARY

Speaking up is tough when you haven't laid the groundwork to feel safe doing it. Your team needs to agree now—before the moment arrives—that speaking up is expected, and that the person being corrected will say thank you.

KEY MESSAGE

Make the agreement now: speaking up is not personal. And if you're the one doing the risky thing, thank the person who had the courage to say something.

DISCUSSION QUESTIONS

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

1. Have you ever seen something unsafe and not said anything? What held you back?
2. What would make it easier for everyone on this team to speak up without fear?
3. Could your team make an agreement right now about how you'll handle it when someone speaks up?

FACILITATOR TIP

This is an action episode. Don't just discuss it, actually make the agreement as a team. Write it down. Refer back to it in future weeks.