



AMERICAN SOCIETY OF
SAFETY PROFESSIONALS

Use the Decker Method™ to Communicate Your Safety Message

Workshop Agenda

This workshop is designed to raise your awareness around the total communications experience: both what you say and how you say it. We have completely customized the exercises and applications specifically to ASSP's goals and objectives.

Here's a snapshot of the core principles covered in the session:

Part One: Making Impact and Changing Habits

- The Communicator's Roadmap: Learn how to intentionally create the most effective experience for your listeners
- Understand what really counts in communicating. Is it what you say? Or how it's delivered?
- Build individual awareness of The Behaviors of Trust for connection, energy and credibility: Examine the importance of eye communication, learn what to do with your hands, practice keeping the audience tuned in with your voice, eliminate annoying non-words
- Use the 3x3 feedback process to identify Keepers and Improvements in behavior and content

Part Two: Creating Messages That Motivate

- Change the way listeners think or act about ideas by framing a message of inspiration, rather than just plain information
- Master The Decker Grid™ Cornerstones – a methodology to help you quickly organize your thoughts and present them in a way that means something to your listener
- Practice SHARP (Stories, Humor, Analogies, Reference/Quotes, Pictures/Visuals) principles to connect emotion with logic and create memorable messages
- Develop and deliver prepared message, bring together the principles for effective behavior and content

Part Three: The Continuous Improvement Process

- Learn the process of changing habits and forming new ones through the stages of learning
- Develop individual action plans for continuous improvement