

# Making Safety Personal in a Time of Social Distancing

written by Lauri Moon | April 20, 2021

Have your safety communication soft skills taken a back seat during the pandemic? You're not alone. The rush to implement COVID-19 mitigation protocols has eaten up a significant amount of time and resources across the board. As a result, many safety leaders haven't been able to go beyond the basics, focusing instead on technical and compliance safety messaging. To make matters worse, social distancing, occupancy limits, and face masks introduced barriers to in-person communication— where soft skills are often used to build real connections and gain employee buy-in. And yet, it's still your responsibility to move the needle on everything related to safety, not just COVID-19 mitigation.

In this webinar, you'll learn why soft skills—like the ability to make safety personal—are more important than ever. In addition, you'll discover practical ways to influence front line employee behavior... even as social distancing and an evolving workplace continue to mess with your safety communication mojo.

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**Speakers**



### **Patrick J. Karol CSP, ARM, SMS, Karol Safety Consulting**

Pat's work in the safety field began as a front-line supervisor with safety as a collateral duty and now involves advising senior leaders on strategies to reduce risk. His experience includes over 20 years in the corporate safety departments of two Fortune 200 companies and the Federal government. Pat currently works as an independent safety and health consultant specializing in strategic safety planning, safety leadership workshops and motivational speaking.



### **Anna Nieman, Director of Content, Appspace**

Anna Nieman is a workplace communication professional with over 15 years of experience in the field of visual communications. As Director of Content at Appspace, she fuses EHS expertise with a deep understanding of core trends in digital media to create tools for strategic safety communication in the workplace. Anna holds a 30-hour OSHA Certification and a graduate degree in Film Studies.



### **Sean Donnelly, Director of Marketing, Appspace**

What's your favorite part of the day? For Sean, it's connecting with customers. For the last decade, that has meant building relationships with a lot of professionals in the safety and HR Technology world who want to improve workplace communication and employee engagement. As Director of Marketing at Appspace, Sean takes pleasure as a marketer to help everyone from managers to CEOs discover the right solutions for their industry and situation, and then nurture their understanding of that solution all along their journey to success

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