

# SAFESTART HUMAN FACTORS



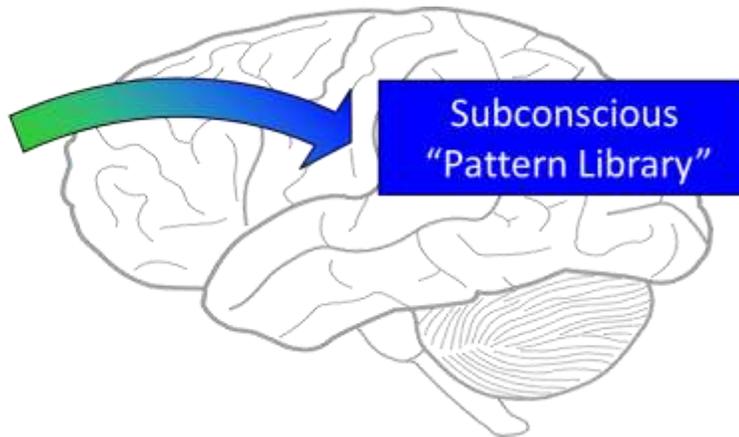
## CONFERENCE

# 2022

Orlando, FL

February 8 & 9

Our Experiences  
(Real, Vicarious or Imagined)



Subconscious  
"Pattern Library"

## THE NEUROSCIENCE BEHIND SAFESTART'S IMPROVEMENTS TO SITUATIONAL AWARENESS

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SafeStart Division of Electrolab  
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Cell: 1-613-969-5644

# The Universal HF Injury Risk Pattern



This **State to Error** risk pattern is involved in over **95%** of all accidental acute injuries - **24/7/365**



# SAFESTART<sup>®</sup> NOW Uses Modern Graphics & Icons to Illustrate the Universal HF Injury Risk Pattern

States

Cause

Errors

Which Cause **Less Risk** to become **More Risk**



Rushing



Frustration



Eyes not on task



Mind not on task



Fatigue



Complacency



Line of fire



Balance, traction, grip





So It's Simple – Always Pay Attention to the States & Errors and You Won't Get Hurt !



Can People **Decide** to Always Pay Attention?



# Telling People ‘Don’t Go on Autopilot’ Doesn’t Work!



Autopilot is not a ‘bug’ in the system, it is the system!



# Who's *Really* Driving the Car? Your Conscious or Subconscious Mind

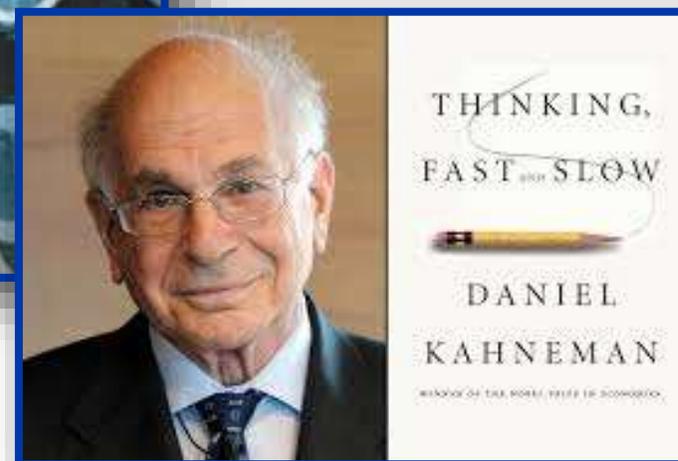




# What Does Current Research in Psychology & Neuroscience Tell Us?

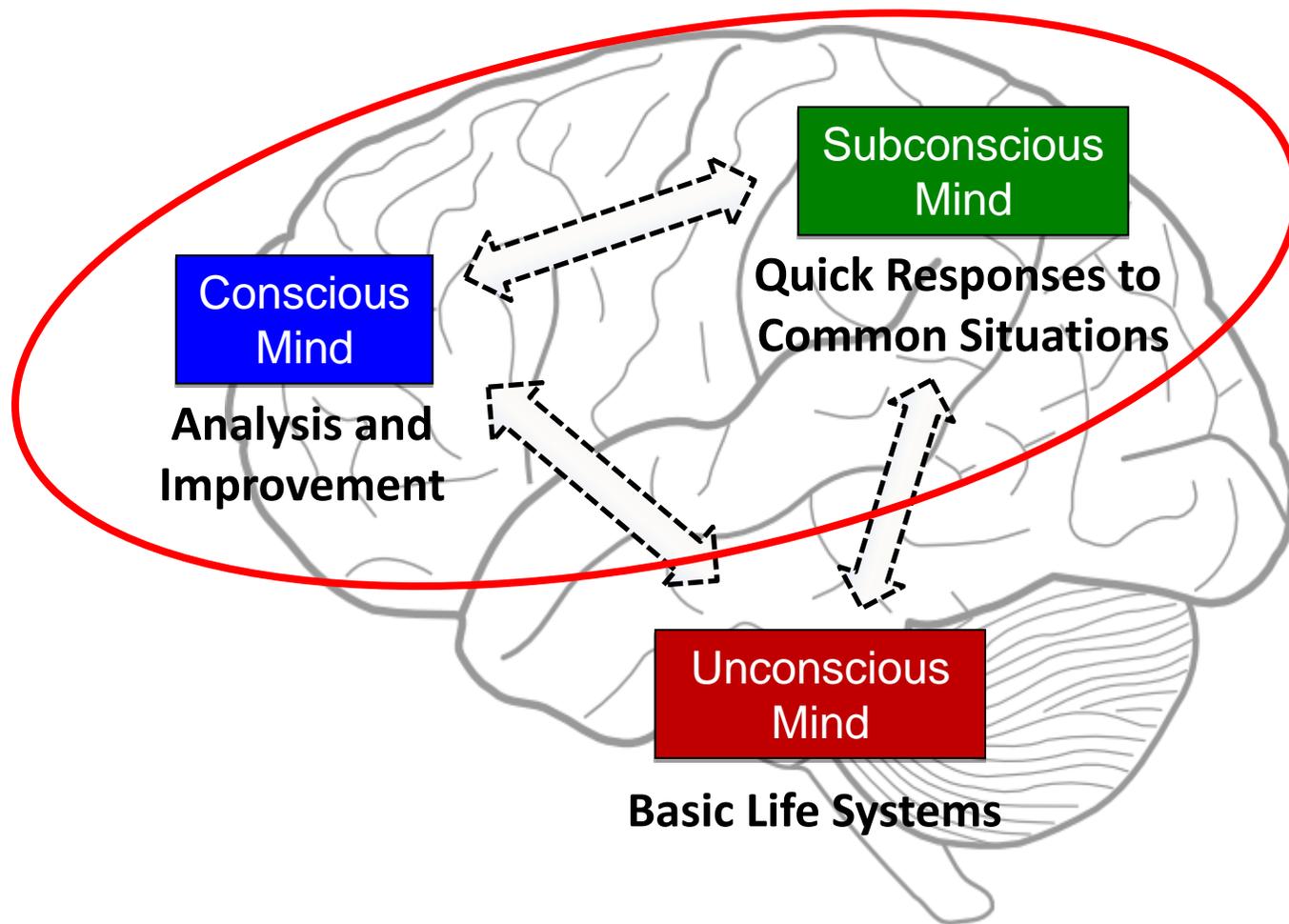


Daniel Kahneman  
Author & Nobel Prize Recipient

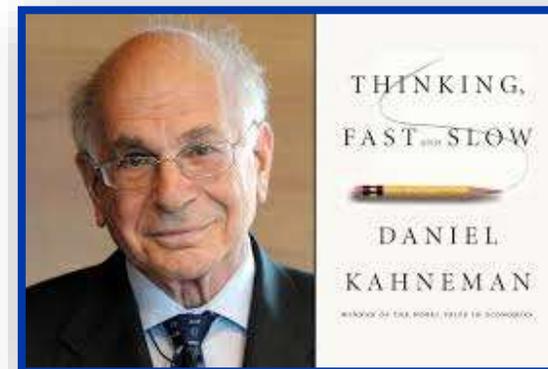


# ONE BRAIN – THREE MINDS

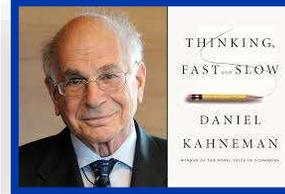
(three different and competing cognitive functions)



**Personal  
Safety**



## Conscious Mind (Slow)

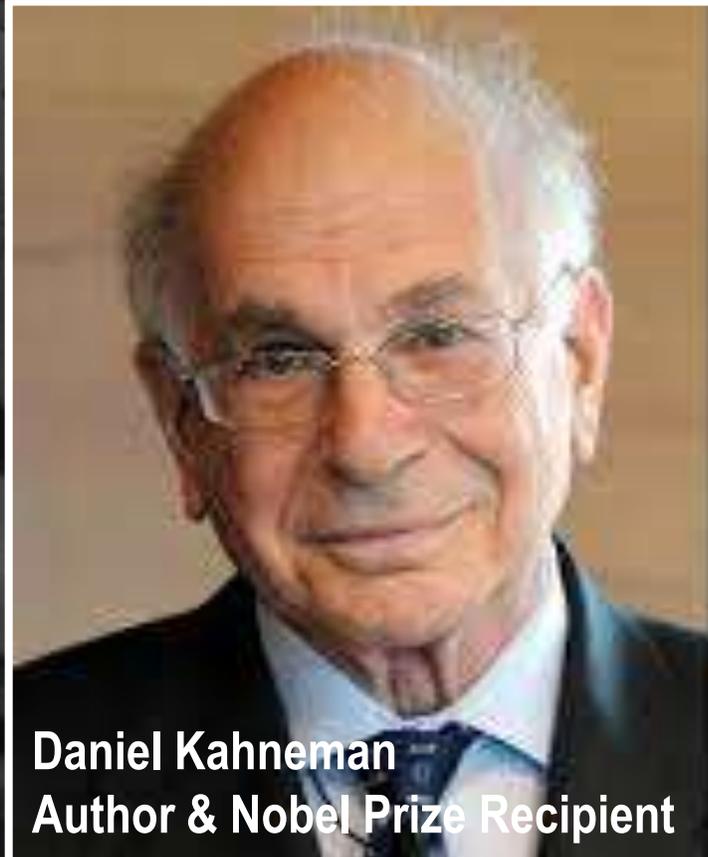


- **Center for “foresight, hindsight & insight” enabling:**
  - decision making
  - learning
  - flexibility
- **Deliberate (effortful)**
- **Slow & high energy**
- **Has limited endurance (performance limits)**
- **Self-aware**
- **Determines 5% of what we do**

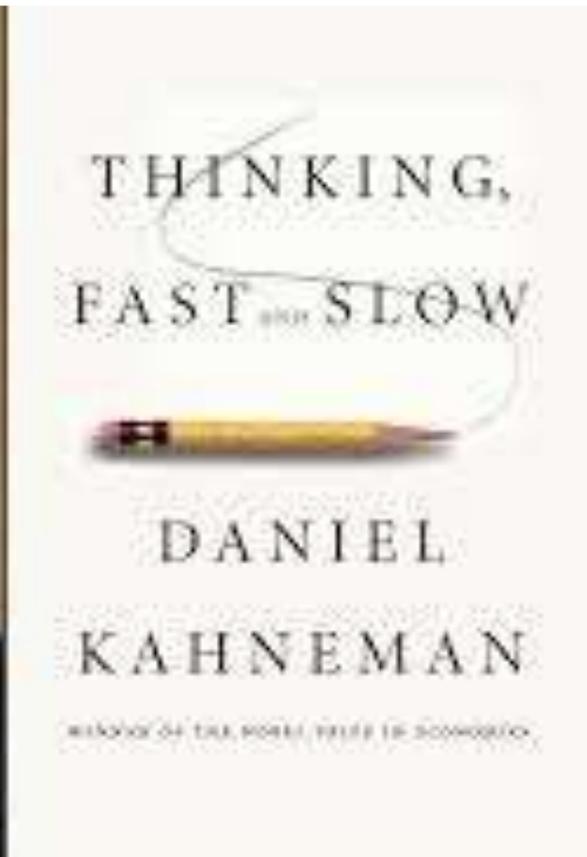
## Subconscious Mind (Fast)

- **Center for habits & skills enabling:**
  - intuition & instincts
  - judgements & emotions
  - prompt responses to common situations
- **Automatic (effortless)**
- **Fast & energy efficient**
- **Works continuously 24/7 (always on in the background)**
- **Not self-aware**
- **Determines 95% of what we do**

If we were doing a movie about our brain, our  
Conscious Mind would think it was the star...  
Even though it only appears in 5% of the film.

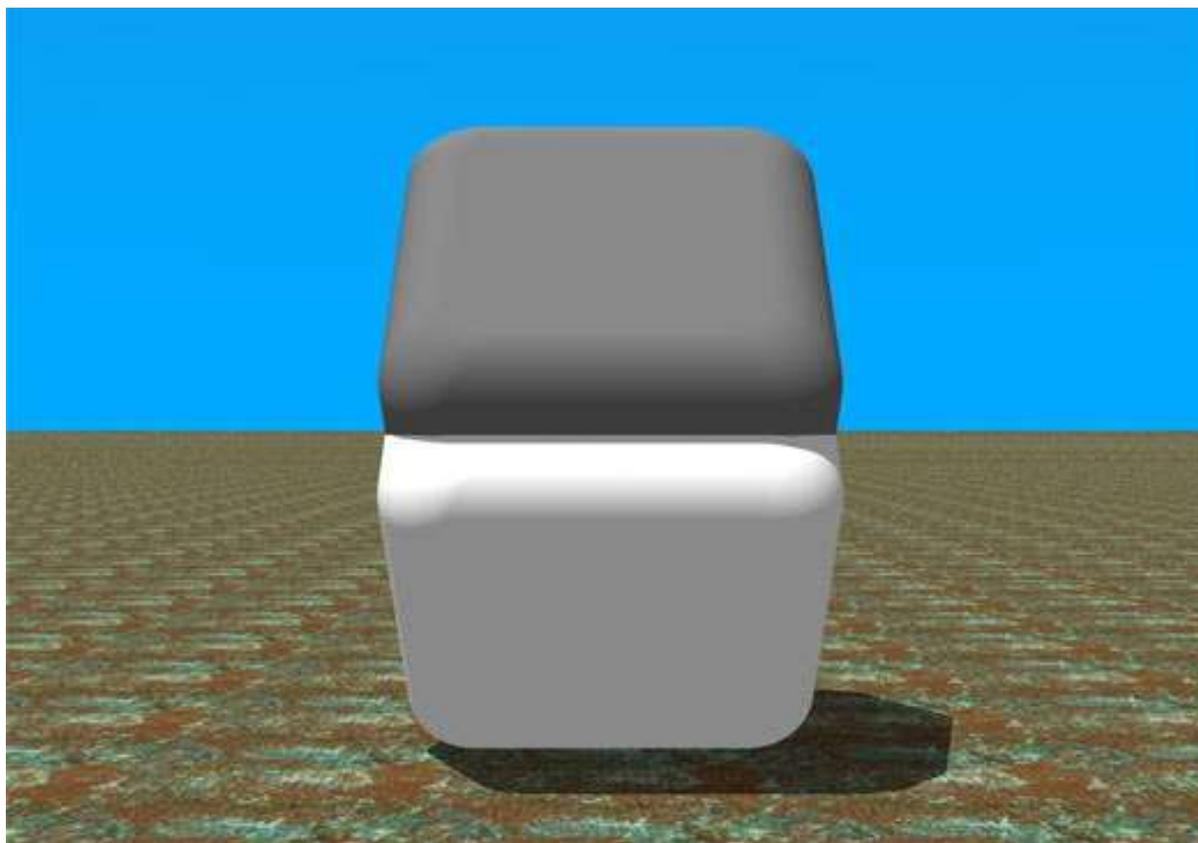


**Daniel Kahneman**  
Author & Nobel Prize Recipient





# Our Subconscious Mind Even Controls How We See the World!



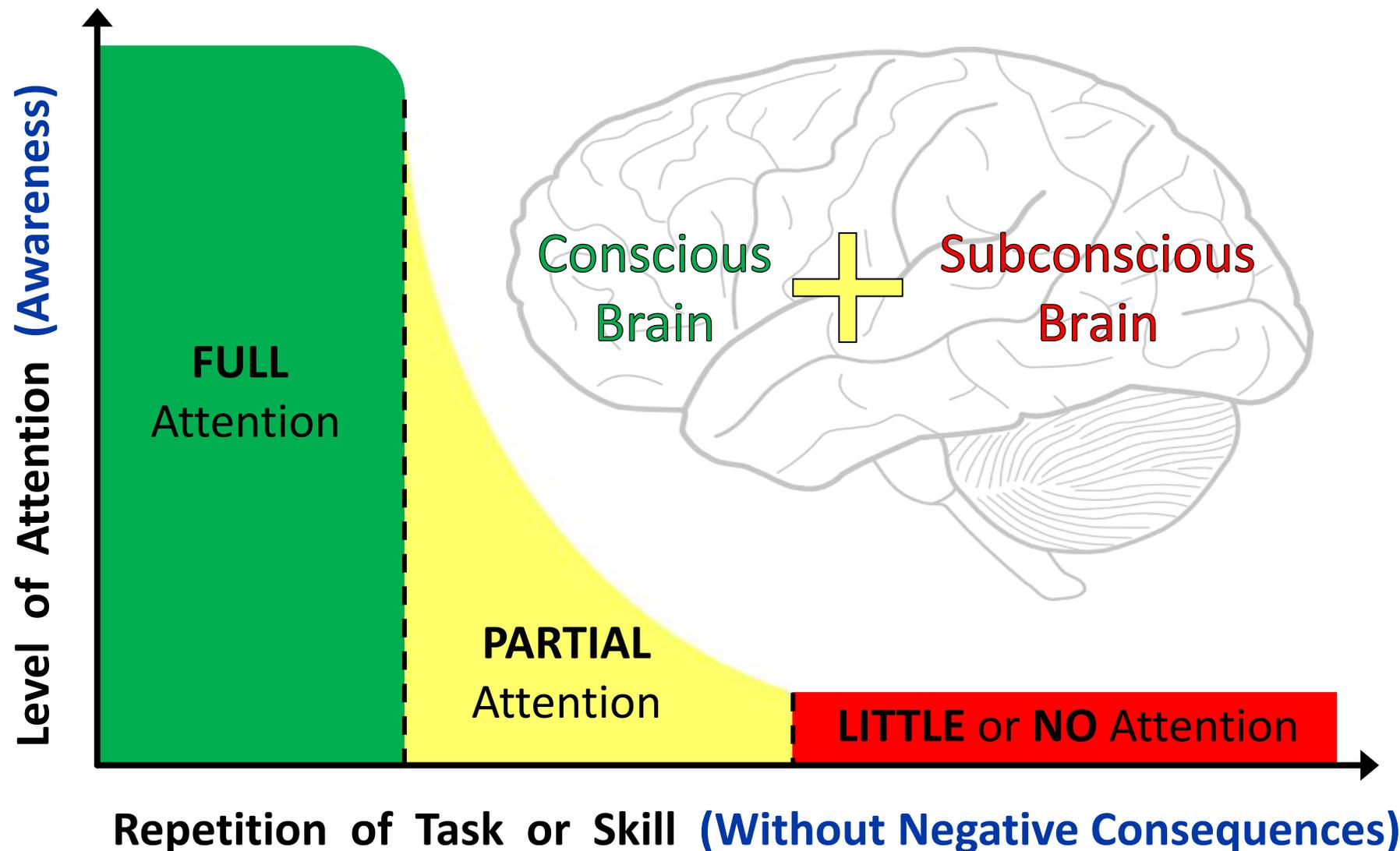
We Can't Consciously Decide to Override this Effect



How Does  
Subconscious  
Habitual Behavior  
(Good or Bad)  
Develop from  
Conscious  
Behavior?



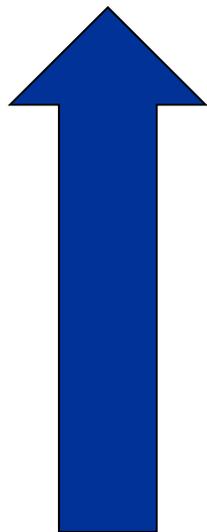
# Remember How **Focused** You Were Learning to Drive a Car?



# SafeStart & Subconscious Skills

- People can dramatically improve their “Subconscious” safety awareness skills & habits
- Teach them improvement strategies beyond the “School of Hard Knocks”





As We Grow From  
Children into  
Adults



Hourly



Daily

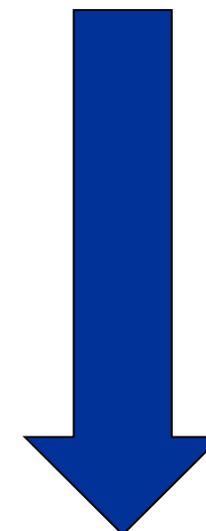


Weekly



Rarely

Everyone's  
Personal Injury  
Frequency **Decreases**

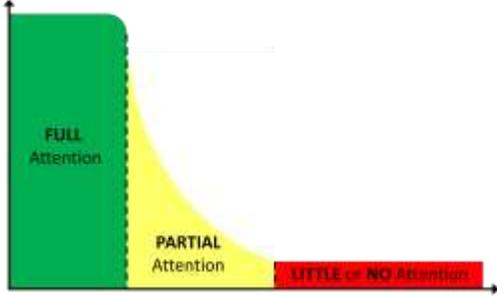
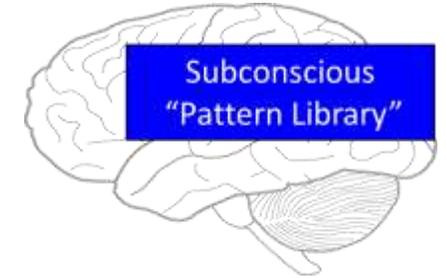




# Natural Increase in Subconscious Skills



## How Does Our Subconscious Brain Communicate **Danger** to Us?



- Repetition (without negative consequences) lays down **preferential** neural pathways that create automatic “patterns” of response (your personal “Library” of reactions & habits – both good and bad)
- Subconscious recognition of situations associated with negative consequences or experiences are communicated via “a **gut feeling**”





# I've Got a Bad Feeling About This!





**FIREXTalk**  
*Talks on Fire!*  
**PDX 12/19/2015**

**Captain Wayne Morris**  
Eugene-Springfield Fire

**Trust Your Instincts**

Your Subconscious **Warns** You With a **Feeling!**

<https://youtu.be/cb-bzKD2nu8>



## Good News! - Your Subconscious Can't Distinguish Between **Real** and **Unreal** Experiences

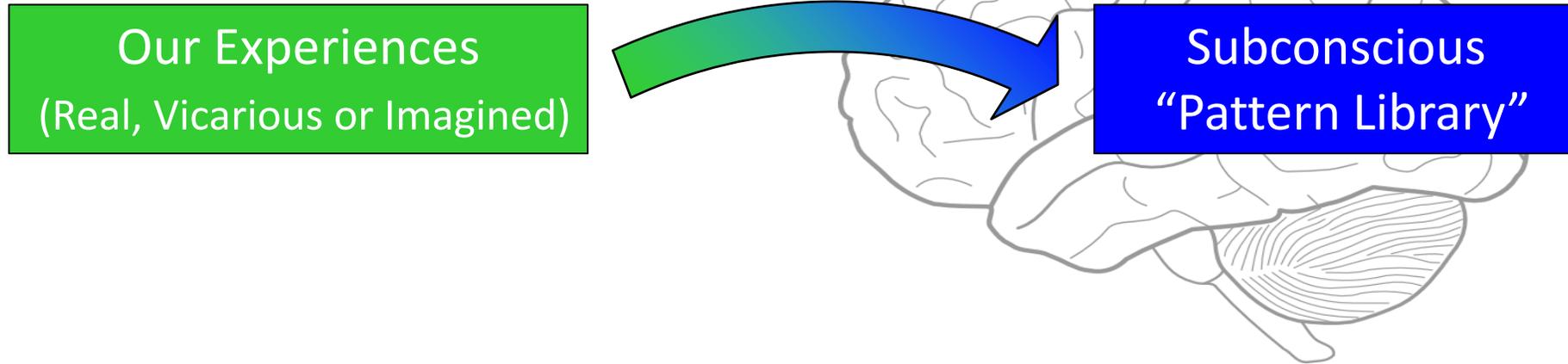




# Are You Afraid of Sharks?

(even though you have never “actually” been hurt by one)





**Because** the “Subconscious” functions of our brain can’t distinguish between real and imagined events, they can be **“Re-Wired”** three ways:

- 1. Real Experiences** - the school of **“Hard Knocks”**
- 2. Vicarious Experiences** - learning from the **“War Stories”** of others
- 3. Imagined Experiences** – thinking about and **“Picturing”** the possible severe negative outcomes after a minor injury or close call when serious injury potential exists

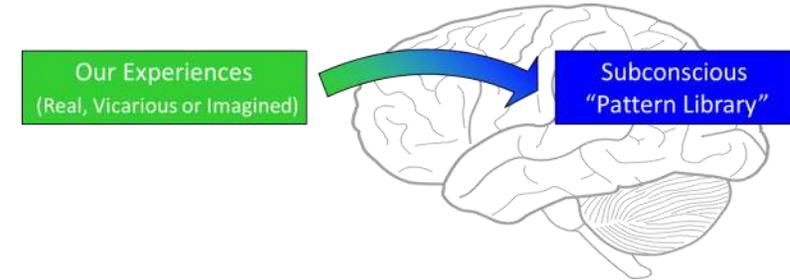


# SafeStart – Classroom Components of ALL Training Units



- Tutorial Content on 24/7 Concepts & Techniques
- Workbook Story Exercises
- Video Story Exercises
- Group Story and “Self Discovery” Exercises

# The Neuroscience of SafeStart in the Classroom



- 1. New 24/7 Concepts & Techniques** - Teaching participants new concepts like the “State to Error” pattern and CERTs. Cementing new learning through repetition, spaced retrievals and application of newly acquired knowledge.
- 2. Real Experiences** - Getting participants to analyze close calls and injuries from their lifetime “School of Hard Knocks” experiences using the newly learned concepts and techniques. This repeated analysis “reframes” those past events in their subconscious “Pattern Library”.
- 3. Vicarious Experiences** - Building each participant’s subconscious “Pattern Library” through exposure to the “War Stories” of others in video, workbook and table group exercises.
- 4. Imagined Experiences** - Teaching participants how to expand their subconscious “Pattern Library” in the future by using CERTs to think about and “Picture” the possible severe negative outcomes after a minor injury or close call when a more serious injury potential exists



# SafeStart Classroom Training – Spaced Learning

**SAFESTART**

These four states...

- Rushing
- Frustration
- Fatigue
- Complacency

can cause or contribute to these critical errors...

- Eyes not on Task
- Mind not on Task
- Line-of-Fire
- Balance/Traction/Grip

...which increase the risk of injury.

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Over 3 Million Injured

Introduction & Overview

**SAFESTART**  
Critical Error Reduction Techniques

UNIT 1

Over 3 Million Injured

Eyes on Task  
Mind on Task

**SAFESTART**  
Critical Error Reduction Techniques

UNIT 2

Over 3 Million Injured

Line-of-Fire  
Balance /  
Traction / Grip

**SAFESTART**  
Critical Error Reduction Techniques

UNIT 3

Over 3 Million Injured

Rushing  
Frustration  
Fatigue  
Complacency

**SAFESTART**  
Critical Error Reduction Techniques

UNIT 4

Over 3 Million Injured

Critical Error  
Reduction  
Techniques

**SAFESTART**  
Critical Error Reduction Techniques

UNIT 5

2

Story Card

What were the states and errors?

STATES

- Rushing
- Frustration
- Fatigue
- Complacency

ERRORS

- Eyes not on task
- Mind not on task
- Line of fire
- Balance, traction, grip

The four states can cause or contribute to four critical errors, which increase the risk of injury.

**SAFESTART NOW**

A DIFFERENT PERSPECTIVE  
ON RISK

UNIT 1

24/7 SAFETY KEEP YOUR FAMILY SAFE See how serious an accident is.

**SAFESTART NOW**

INCREASING  
SAFETY AND AWARENESS

UNIT 2

24/7 SAFETY KEEP YOUR FAMILY SAFE See how serious an accident is.

**SAFESTART NOW**

BUILDING SAFETY SKILLS

UNIT 3

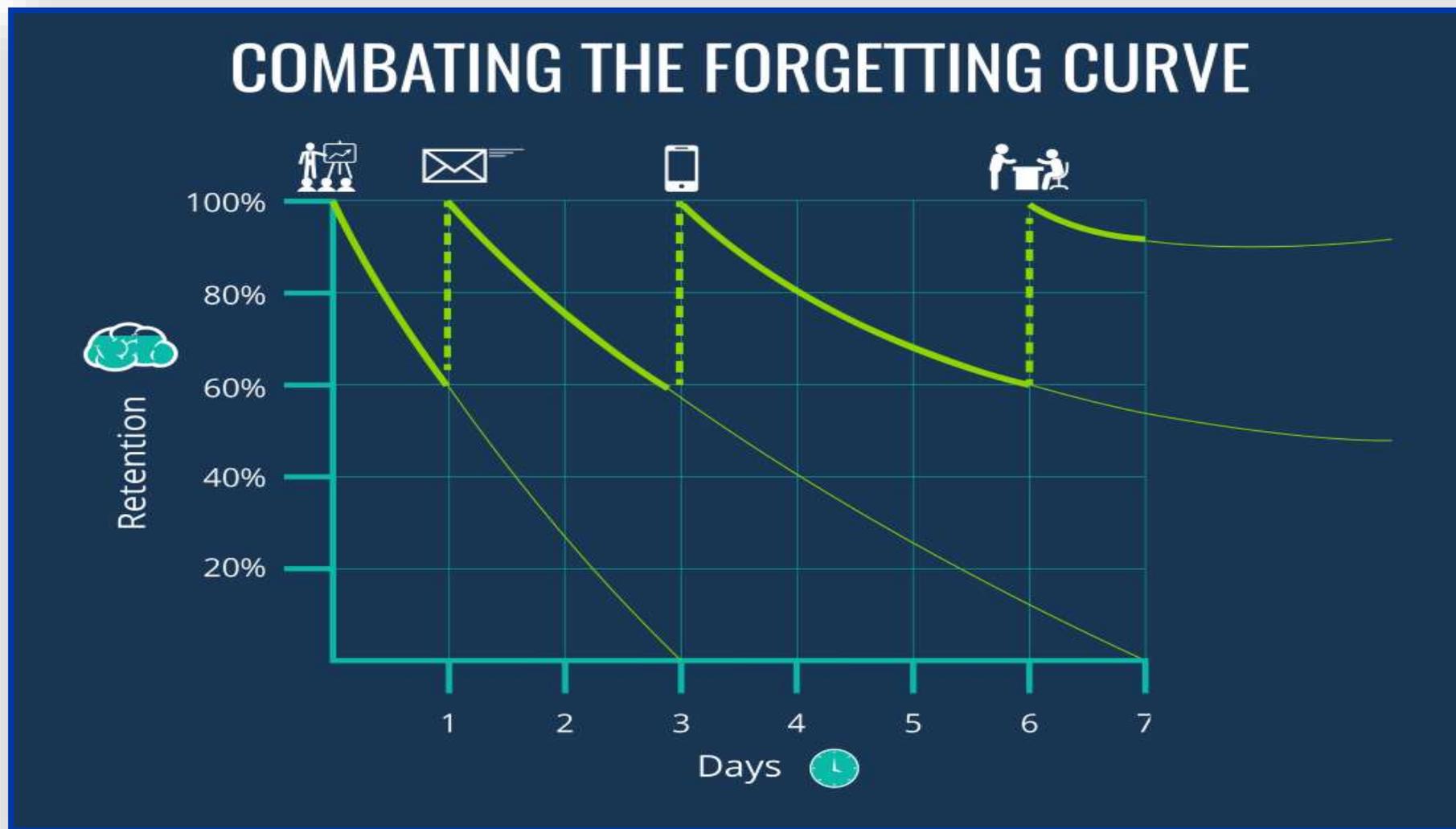
24/7 SAFETY KEEP YOUR FAMILY SAFE See how serious an accident is.

**SAFESTART NOW**

WORKING TOGETHER TO  
IMPROVE SAFETY

UNIT 4

24/7 SAFETY KEEP YOUR FAMILY SAFE See how serious an accident is.



Spaced Repetition in Learning - <https://youtu.be/cVf38y07cfk>

# The Power of Three in Learning Retention

- ✓ In learning retention, research has shown that it is most effective to get to multiple **retrievals**.
- ✓ Memory studies have shown that **three** retrievals yield the best accuracy and retention.”





# SafeStart ToolBox Talks Help Employees Retrieve & Apply Key Learning Points & Techniques (Between Units and Over Time)



**SAFESTART**  
ToolBox Series

**Story 1: Vehicle Collision**  
(From DVD 6)

**Juan**  
Truck Helper

Well, I was on the way to the metal shop to pick up a load of metal and that's when I had the accident.

There was another truck parked at the metal shop next door. And there was a space and I thought I could fit in there.

To get in there is a pretty tight squeeze. So when I turned into the spot, I turned and the truck



jumped a little. That's how I hit the directional light of the other truck, the tailgate.

**QUESTIONS**

1. What traditional safety practices would have prevented this?  
\_\_\_\_\_  
\_\_\_\_\_
2. What were the states and errors that contributed to this accident?  
 Rushing  Eyes not on task  Self-trigger on the state or amount of hazardous energy  
 Frustration  Head not on task  Fatigue  Mind not on task  Analyze close calls & small errors  
 Line-of-sight  Look at others for the justifications that increase the risk of injury  
 Complacency  Miscommunication  Work on habits
3. What critical error reduction techniques would have prevented this accident?  
 Self-trigger on the state or amount of hazardous energy  
 Analyze close calls & small errors  
 Look at others for the justifications that increase the risk of injury  
 Work on habits

**SAFESTART**  
ToolBox Series

**Story 1: Vehicle Collision**  
(From DVD 6)

**At-Home Example**

Can you think of an at-home example that would relate to these traditional safety practices or state-to-error pattern?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**NOTES:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

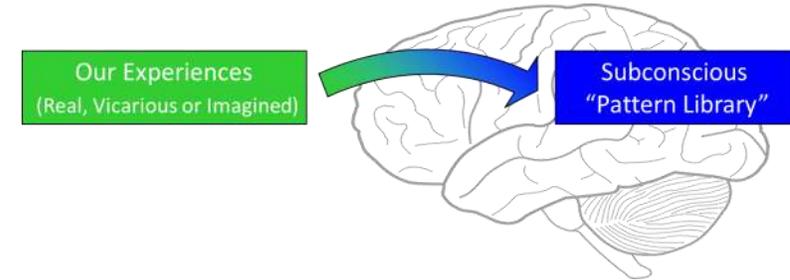
\_\_\_\_\_

\_\_\_\_\_

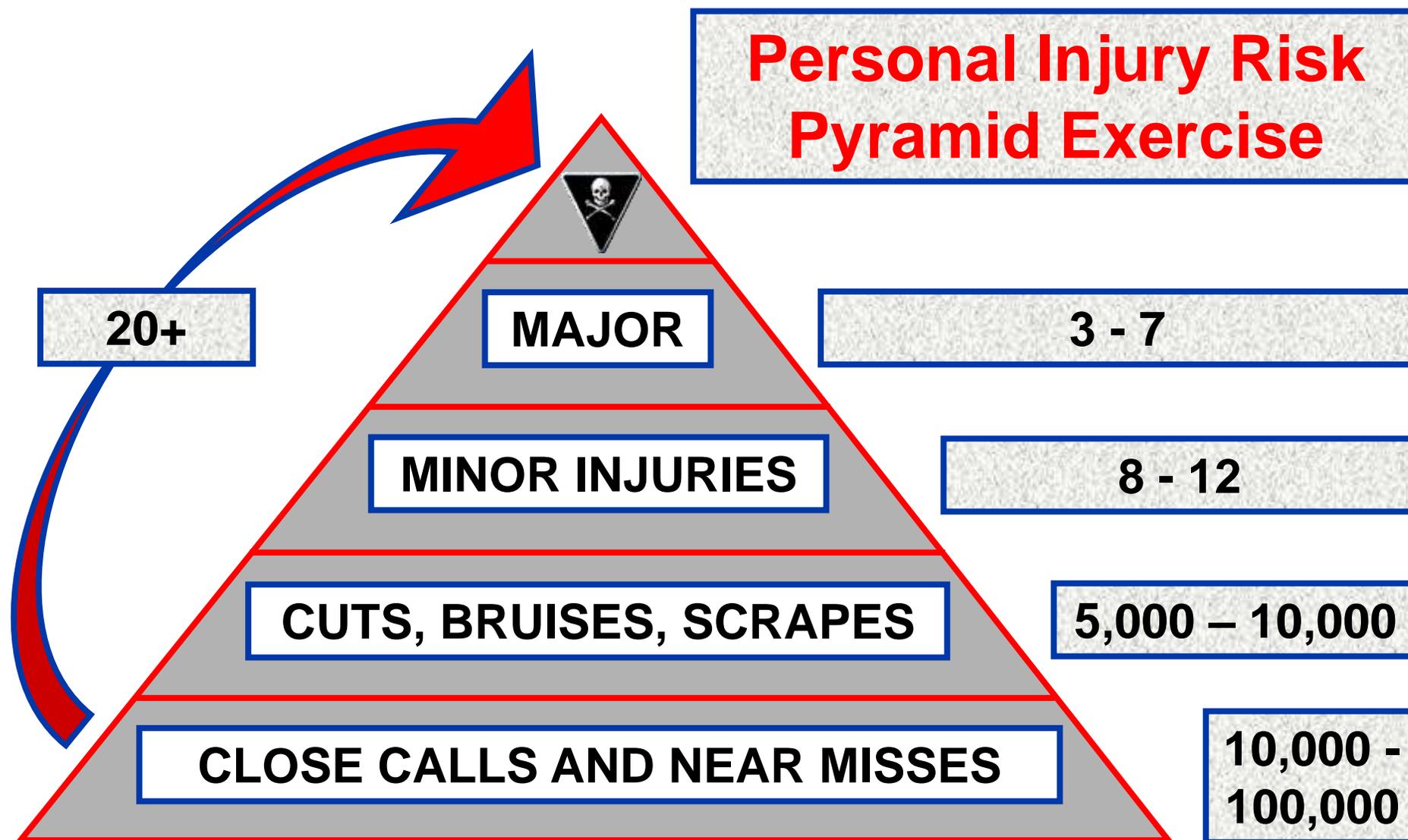
**ANSWERS**

1. What traditional safety practices would have prevented this?  
Wear seat belt & working  
Get a better, full view  
Observe & they speed into  
Have authorization to drive crane
2. What were the states and errors that contributed to this accident?  
 Rushing  Frustration  Fatigue  Complacency
3. What critical error reduction techniques would have prevented this accident?  
 Eyes not on task  Head not on task  Line-of-sight  Miscommunication  Self-trigger on the state or amount of hazardous energy  Analyze close calls & small errors  Look at others for the justifications that increase the risk of injury  Work on habits

# The Neuroscience of SafeStart in the Classroom



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People Learn From  
Their “Big” Injuries



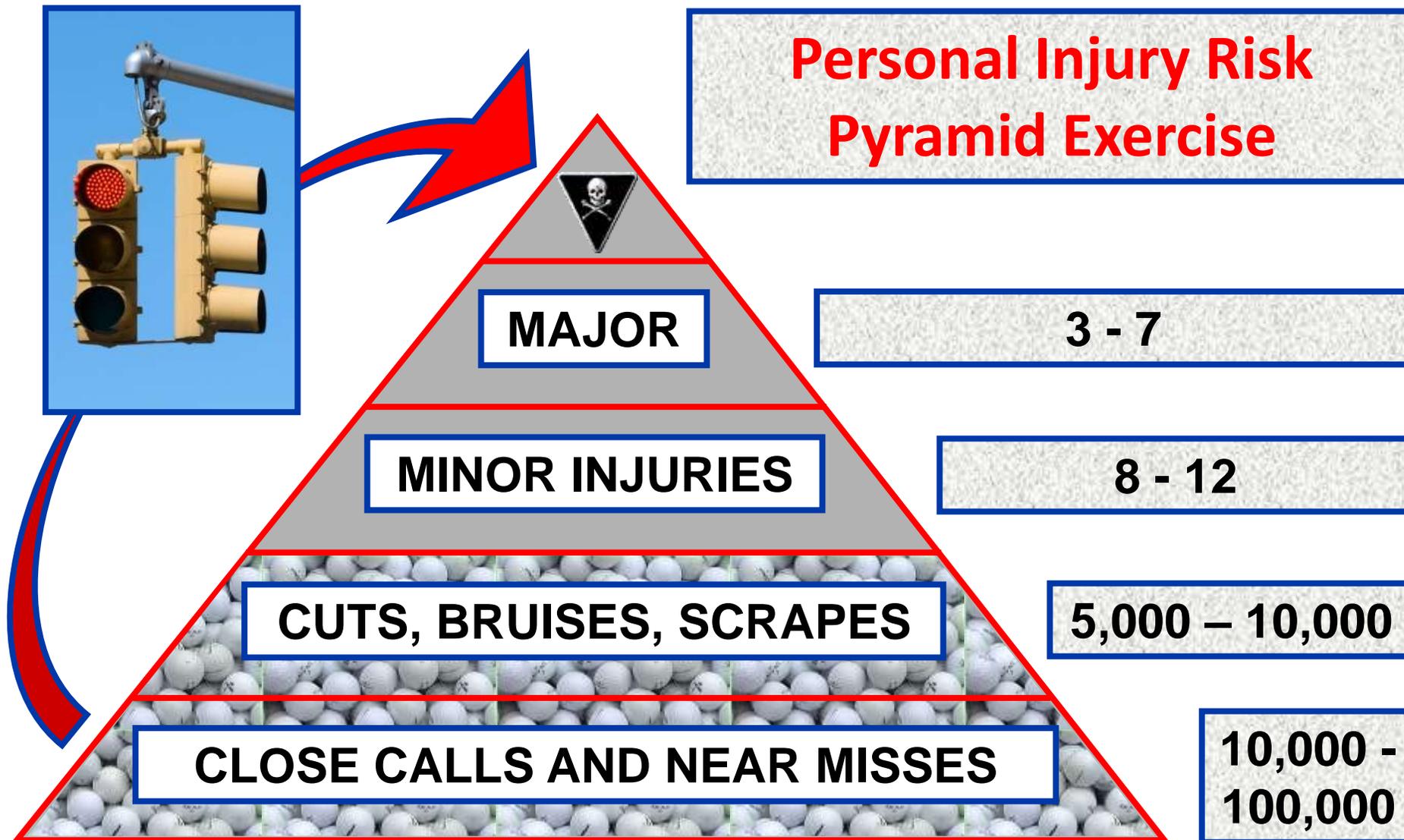
3 - 7

+

8 - 12



Lifetime Total  
“Only” 11 - 19



# Reframing Past Real Experiences

## The SafeStart Analysis Technique



 SAFESTART®

*These four states...*

- Rushing
- Frustration
- Fatigue
- Complacency

*can cause or contribute to these critical errors...*

- Eyes not on Task
- Mind not on Task
- Line-of-Fire
- Balance/Traction/Grip

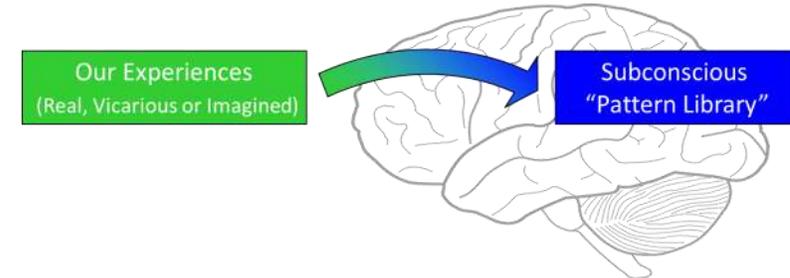
*...which increase the risk of injury.*

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**3Qs**

1. What precursor states were negatively influencing me at the time?
2. What critical errors did those states cause that contributed to the event?
3. What's the worst thing that could credibly have happened given the circumstances (in addition to what actually happened)?

# The Neuroscience of SafeStart in the Classroom



- 1. New 24/7 Concepts & Techniques** - Teaching participants new concepts like the “State to Error” pattern and CERTs. Cementing new learning through repetition, spaced retrievals and application of newly acquired knowledge.
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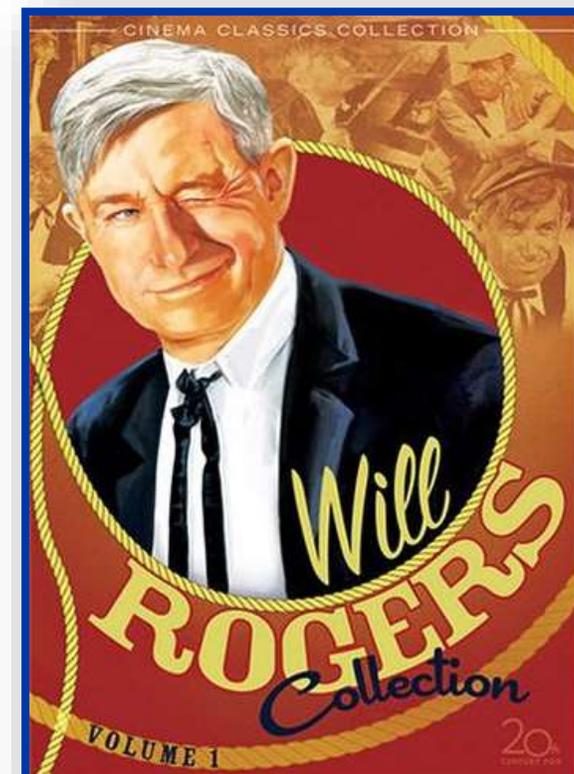
# The Science of Vicarious Learning

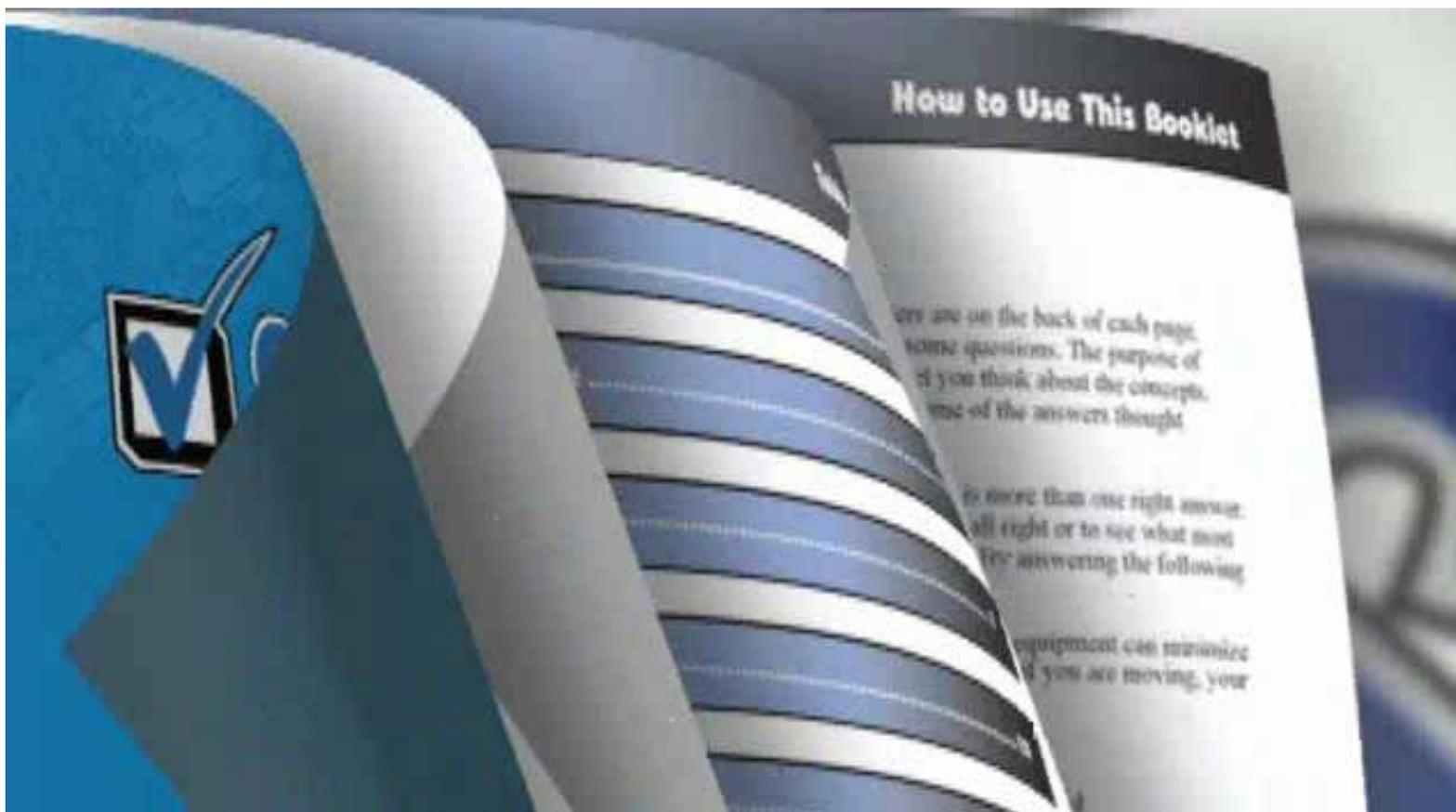


Christopher Myers - <https://youtu.be/G9B6UCP9RU0>

## There are Three Kinds of Men:

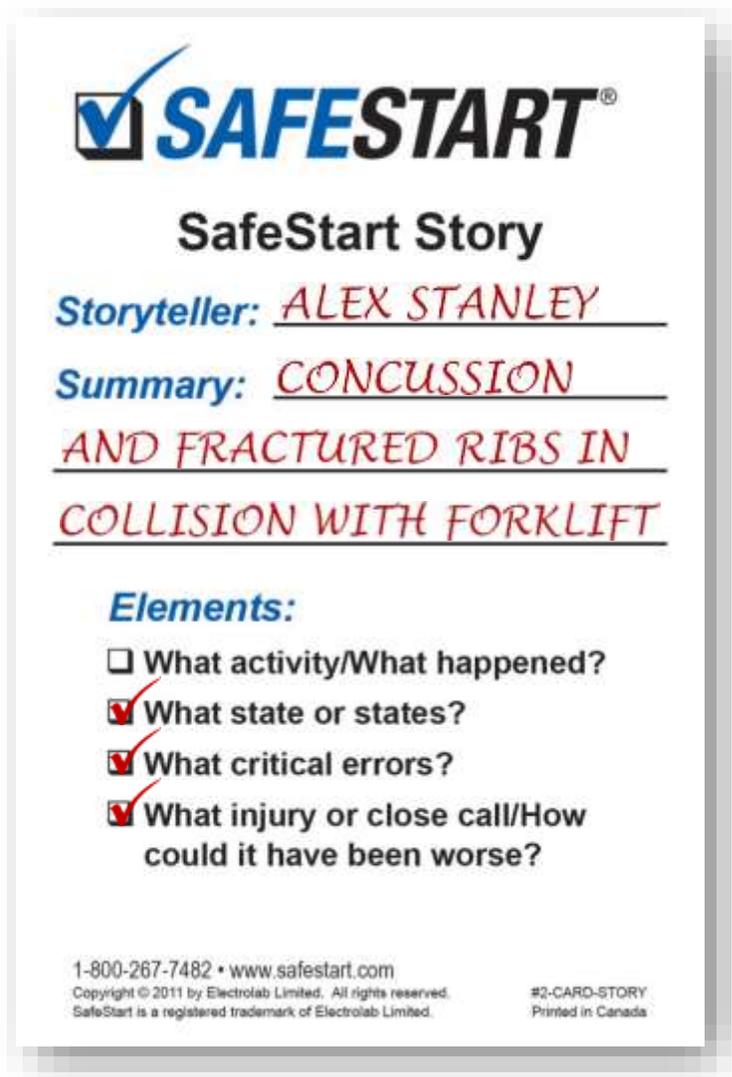
- Ones that learn by reading
- A few who learn by observation
- The rest of them have to “**water**” the electric fence and find out for themselves
- Or by learning from the stories and past experiences of others - storytelling





## Alex Stanley's SafeStart Story & Classroom Video Exercise

# SafeStart Story Analysis Technique

**3Qs**

**SAFESTART®**

**SafeStart Story**

**Storyteller:** ALEX STANLEY

**Summary:** CONCUSSION  
AND FRACTURED RIBS IN  
COLLISION WITH FORKLIFT

**Elements:**

- What activity/What happened?
- What state or states?
- What critical errors?
- What injury or close call/How could it have been worse?

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#2-CARD-STORY  
Printed in Canada

1. What precursor states were negatively influencing the person at the time?
2. What critical errors did those states cause that contributed to the event?
3. What's the worst thing that could credibly have happened given the circumstances (in addition to what actually happened)?

# Classroom Table Group Story Exercises

Trainer leads off with some of their own accident & injury stories and then participants share, analyze & learn from each other's past experiences in small groups (4 - 6)

## Good SafeStart Stories Can Come From Anywhere or Anytime

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Driving | <input checked="" type="checkbox"/> Farm   |
| <input checked="" type="checkbox"/> Home    | <input checked="" type="checkbox"/> Sports |
| <input checked="" type="checkbox"/> Work    | <input checked="" type="checkbox"/> Youth  |





## **Sharing Stories - Vicarious Experiences**

Mike, a retired lineman shares his life changing injury story with others (so that hopefully they won't actually have to go through the same pain & suffering that he did).

# What States & Errors Affected Mike?

**3Qs**


## These four states...

- Rushing
- Frustration
- Fatigue
- Complacency

can cause or contribute to these critical errors...

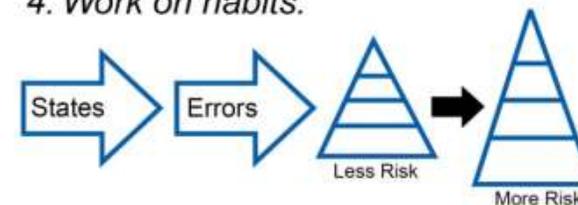
- Eyes not on Task
- Mind not on Task
- Line-of-Fire
- Balance/Traction/Grip

...which increase the risk of injury.



## Critical Error Reduction Techniques (CERT)

1. Self-trigger on the state (or amount of hazardous energy) so you don't make a critical error.
2. Analyze close calls and small errors (to prevent agonizing over big ones).
3. Look at others for the patterns that increase the risk of injury.
4. Work on habits.





# What States & Errors Affected Mike?

3Qs



## These four states...

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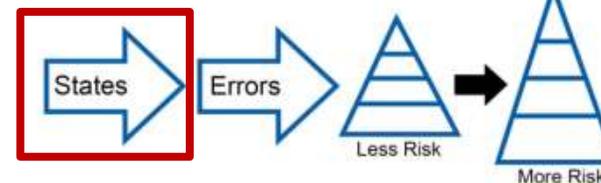
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## Critical Error Reduction Techniques (CERT)

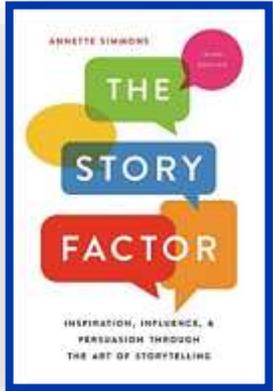
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## SIFp Events That Most People Have Experienced

1. Car, motorcycle or bicycle accidents or "slammed on the brakes" close calls
2. Falling asleep (or almost falling asleep) at the wheel
3. Going through a red light or a stop sign you just didn't see
4. Losing your balance or grip and falling from height (ledge, roof, ladder, tree, flight of stairs, etc.)
5. Falling on wet, icy or slippery surfaces and hitting your head hard
6. Caught in a strong current or getting too far from shore and almost drowning
7. Improper use of flammable or explosive substances (lighter fluid, gasoline, etc.)
8. Being struck (or nearly hit) as a pedestrian by a vehicle (car, truck, forklift, etc.)
9. Making contact with high voltage (household voltage levels or above)
10. Being struck (or almost struck) from above by a heavy falling object



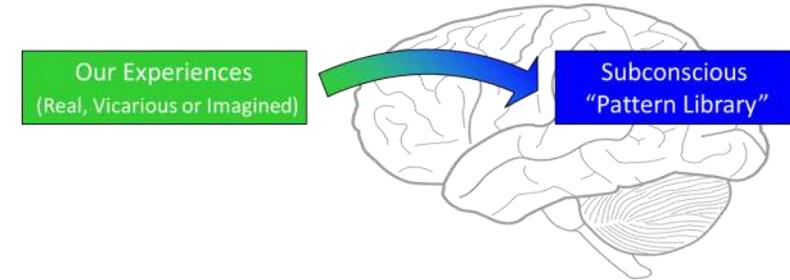
# A Traditional Teaching Folktale from “The Story Factor” by Annette Simons

“**Truth**, naked and cold, had been turned away from every door in the village. Her nakedness frightened the people. When **Parable** found her she was huddled in a corner, shivering and hungry.

Taking pity on her, **Parable** gathered her up and took her home. There, she dressed **Truth** in story, warmed her and sent her out again.

Clothed in story, **Truth** knocked again at the doors and was readily welcomed into the villagers’ houses. They invited her to eat at their tables and warm herself by their fires.”

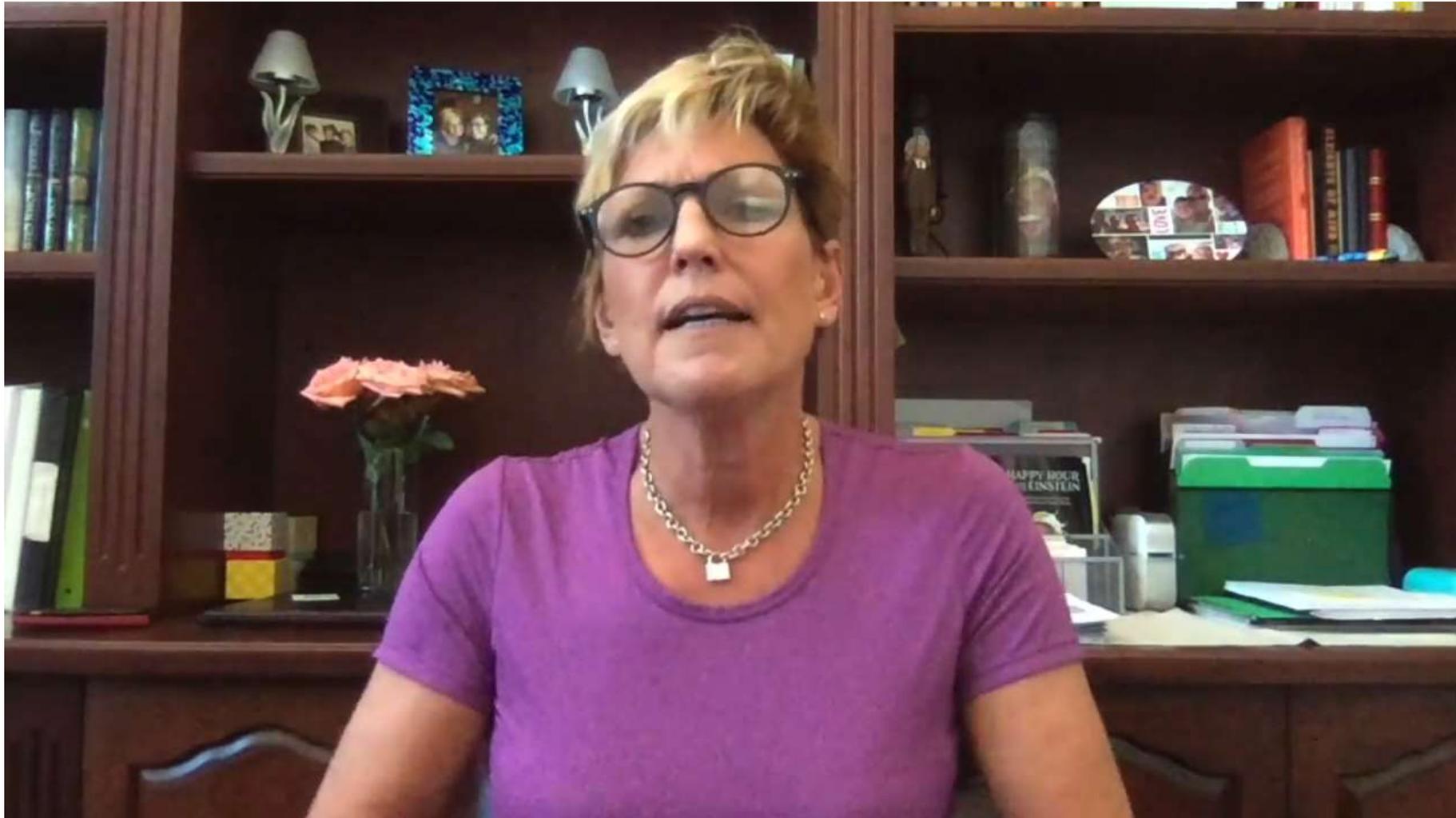
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# The Science of Imagined Learning



Dr. Melissa Hughes - [https://youtu.be/po0P\\_C-XF3Y](https://youtu.be/po0P_C-XF3Y)



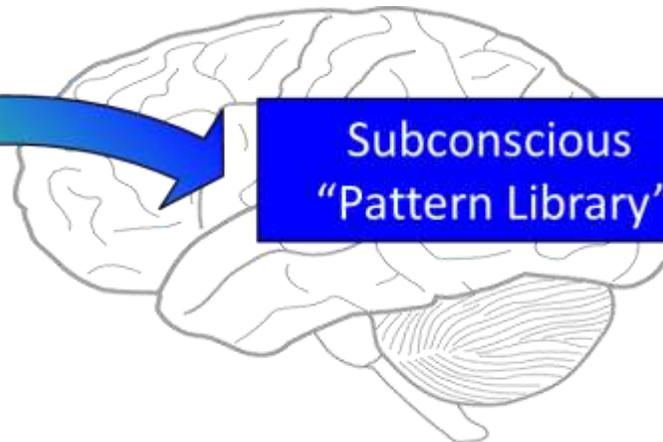
# CERTS - Easy, Portable & Efficient Tools for Learning from Imagined Experiences

2. Analyze close calls and small errors (to prevent agonizing over the big ones)

Our Experiences  
(Real, Vicarious or Imagined)



Subconscious  
"Pattern Library"



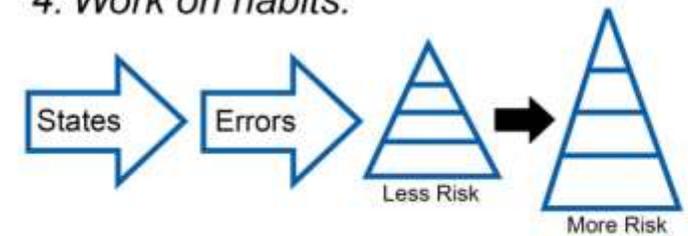
## Critical Error Reduction Techniques (CERT)

1. Self-trigger on the state (or amount of hazardous energy) so you don't make a critical error.

2. Analyze close calls and small errors (to prevent agonizing over big ones). **The Serious Stuff**

3. Look at others for the patterns that increase the risk of injury.

4. Work on habits.





# Analyzing Close Calls & Errors





## To Learn From Close Calls & Errors Always Ask Yourself Three Questions:


**Q1**

Could this have been a serious injury?

**Q3**


*These four states...*

- Rushing
- Frustration
- Fatigue
- Complacency



*can cause or contribute to these critical errors...*

**Q2**

- Eyes not on Task
  - Mind not on Task
  - Line-of-Fire
  - Balance/Traction/Grip
- ...which increase the risk of injury.*

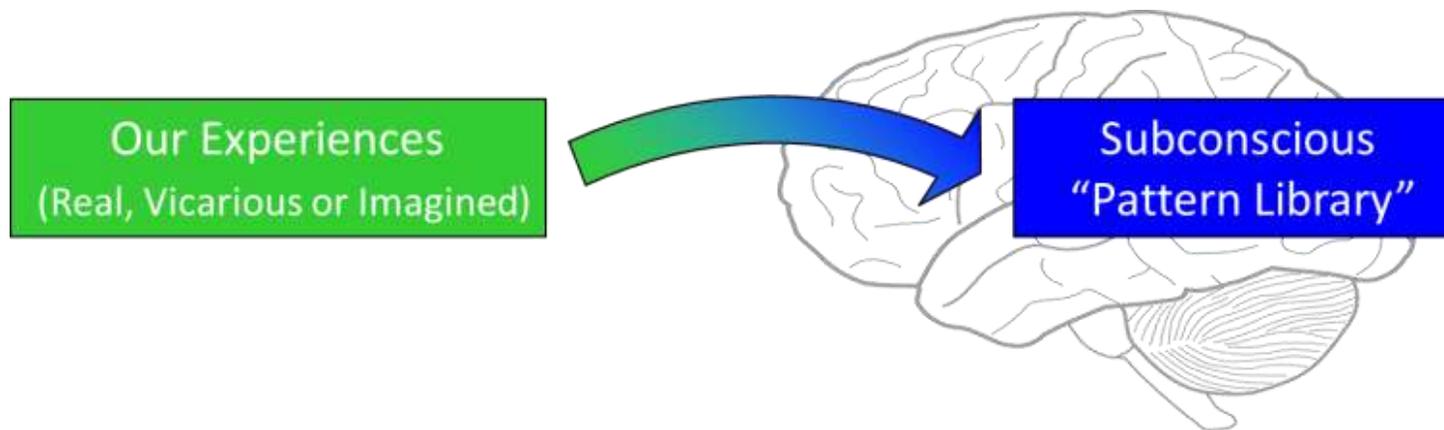
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#2-CARD-TECH  
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If so - mentally **paint** the picture – the **Sights, Sounds, Consequences**

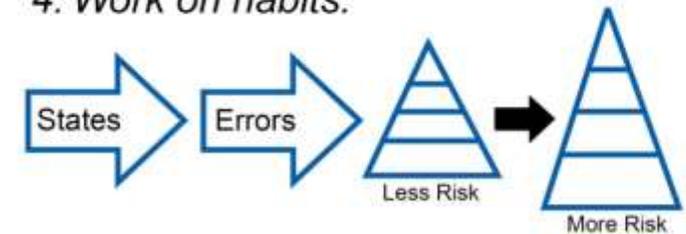
## CERTS - Easy, Portable & Efficient Tools for Learning from **Imagined Experiences**

3. Look at others for the patterns (hazardous energy plus states & errors) that increase the risk of an injury ... then mentally “picture” what might go wrong next



### Critical Error Reduction Techniques (CERT)

1. Self-trigger on the state (or amount of hazardous energy) so you don't make a critical error.
2. Analyze close calls and small errors (to prevent agonizing over big ones).
3. Look at others for the patterns that increase the risk of injury.
4. Work on habits.





States

Errors



Q1

*These four states...*

- Rushing
- Frustration
- Fatigue
- Complacency

Q2

*can cause or contribute to these critical errors...*

- Eyes not on Task
- Mind not on Task
- Line-of-Fire**
- Balance/Traction/Grip

Q3

*...which increase the risk of injury.*



*These four states...*

- Rushing
- Frustration
- Fatigue
- Complacency

*can cause or contribute to these critical errors...*

- Eyes not on Task
- Mind not on Task
- Line-of-Fire
- Balance/Traction/Grip

*...which increase the risk of injury.*



## Relating the Analyze Close Calls and Watching Others CERTs to the Universal 24/7 Injury Risk Pattern

**1** - With repetition, applying the “**3Qs Technique**” when **Analyzing Close Calls** and **Watching Others** becomes automatic (a habit like wearing a seatbelt)

**2** - Habitually repeating the technique rewires our “**Subconscious Pattern Library**” and builds an automatic avoidance response (a “gut” reaction)

**3** - This “gut” reaction lets us notice the “**States**” and take action to avoid further progress of the **Universal Injury Risk Pattern**

# How Much Repetition is Enough to Establish a New Habit (Like the 3Qs)?

- 20 Repetitions – before any start of habit formation
- 40 Repetitions – habits begin to be “established”
- 66 Repetitions – thickening of neural pathways/connections can actually be seen using current medical imaging technology



**Hebb's Law: Neurons that fire together wire together!**

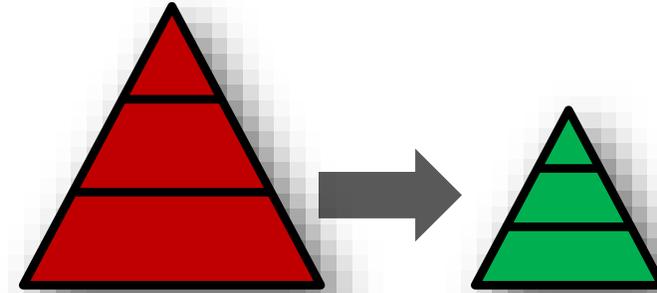
# Recognizing the Danger “In the Moment”

**3Qs**

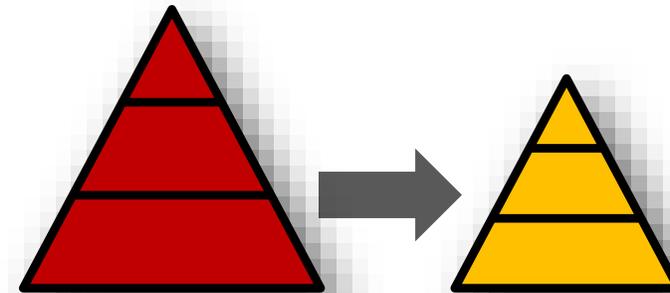
At SafeStart we refer to this automatic subconscious response as **“Self-Triggering”**

# “Self-Triggering” Makes a Safety Decision Possible

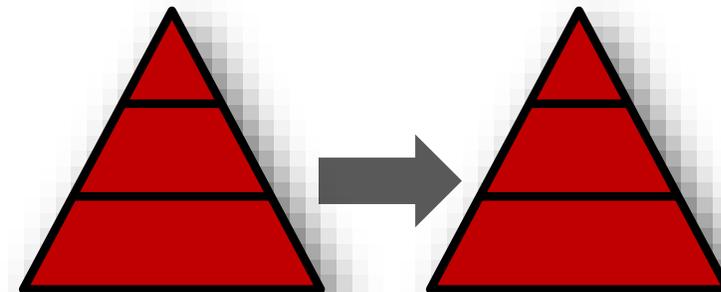
1. Eliminate the Stressor State



2. Focus on What You are Doing



~~3.~~ Do Nothing & Carry On as Usual



## This Concept Illustrated in SAFESTART® NOW



1. Eliminate the Stressor State



2. Focus on What You are Doing



# Getting to 66 - CERT & Story Practice Workplace Activities

**SAFESTART NOW 1**

**LOOK FOR RISK PATTERNS**

Critical Error Reduction Technique (CERT)

Look at others for the patterns that increase the risk of injury.

Situation where you noticed someone's state leading to a critical error.

---



---

**SAFESTART NOW 3**

**ANALYZE CLOSE CALLS**

Critical Error Reduction Technique (CERT)

Analyze close calls and small errors (to prevent agonizing over big ones)

Briefly describe what happened.

---



---



---

How could it have been worse?

Serious       First aid  
 Medical treatment       Minimal

**SAFESTART NOW 5**

**PRACTICE BUILDING HABITS**

Critical Error Reduction Technique (CERT)

Practice building habits to compensate for complacency.

What habit are you working on?

---



---



---

Date started: \_\_\_\_\_

**SAFESTART NOW 7**

**SELF-TRIGGER**

Critical Error Reduction Technique (CERT)

Self-trigger on the state (or amount of hazardous energy) so you don't make a critical error.

What happened?

---



---



---

What state(s) were involved?

Rushing       Fatigue  
 Frustration       Complacency

What caused or contributed to the state(s)?

---



---

**SAFESTART NOW 1**

**STORY CARD**

Storyteller: \_\_\_\_\_

Summary (What happened?):

---



---

Elements:

What activity? What happened?  
 What state or states?  
 What critical errors?  
 How could it have been worse?





Teaching is One of  
the Best Ways to  
Learn Yourself

Mentorship Builds  
Relationships  
(Culture)





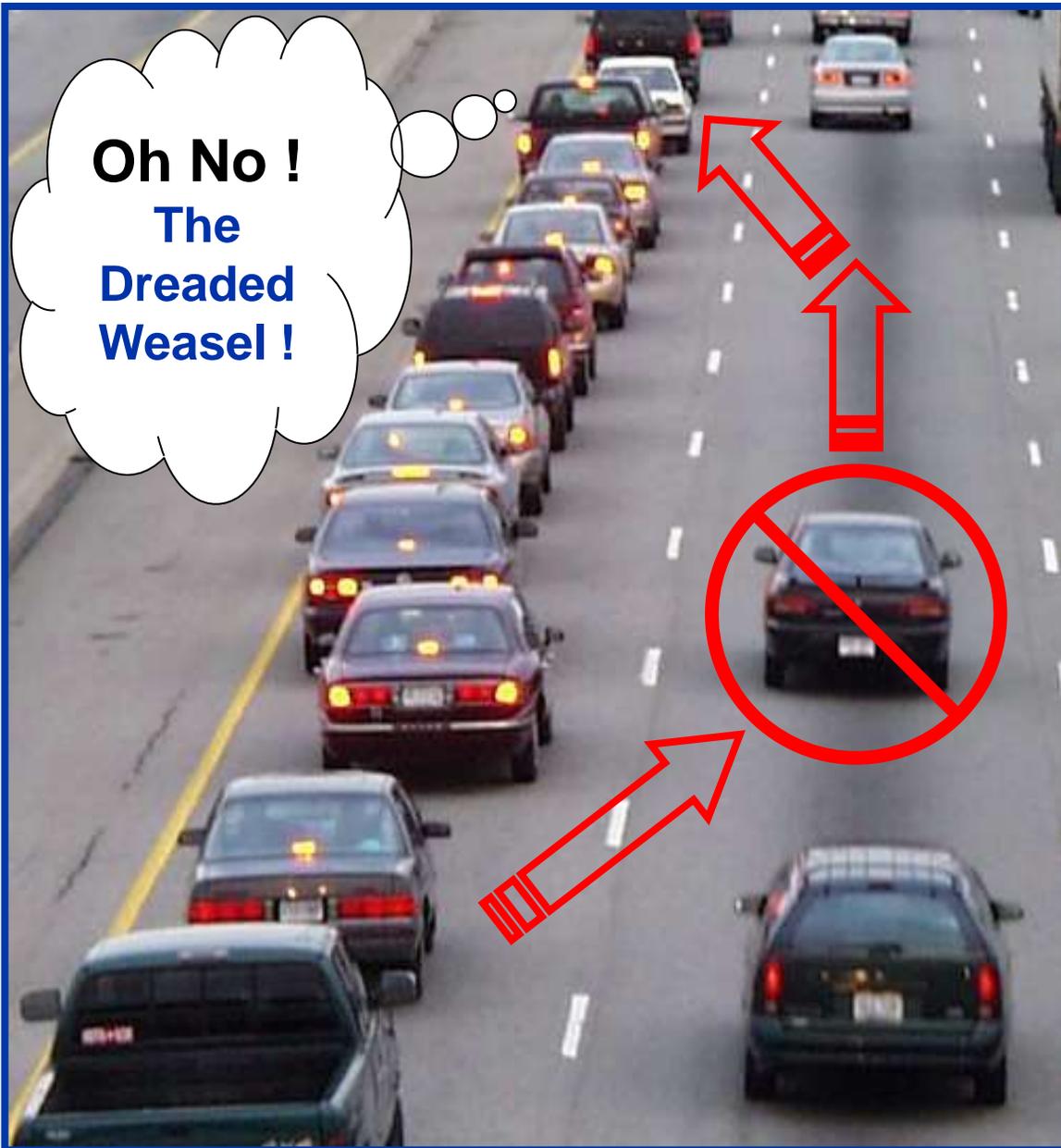
*These four states...*

- Rushing
- Frustration
- Fatigue
- Complacency

*can cause or contribute to these critical errors...*

- Eyes not on Task
- Mind not on Task
- Line-of-Fire
- Balance/Traction/Grip

*...which increase the risk of injury.*



**SAFESTART**

*These four states...*

- Rushing
- Frustration
- Fatigue
- Complacency

*can cause or contribute to these critical errors...*

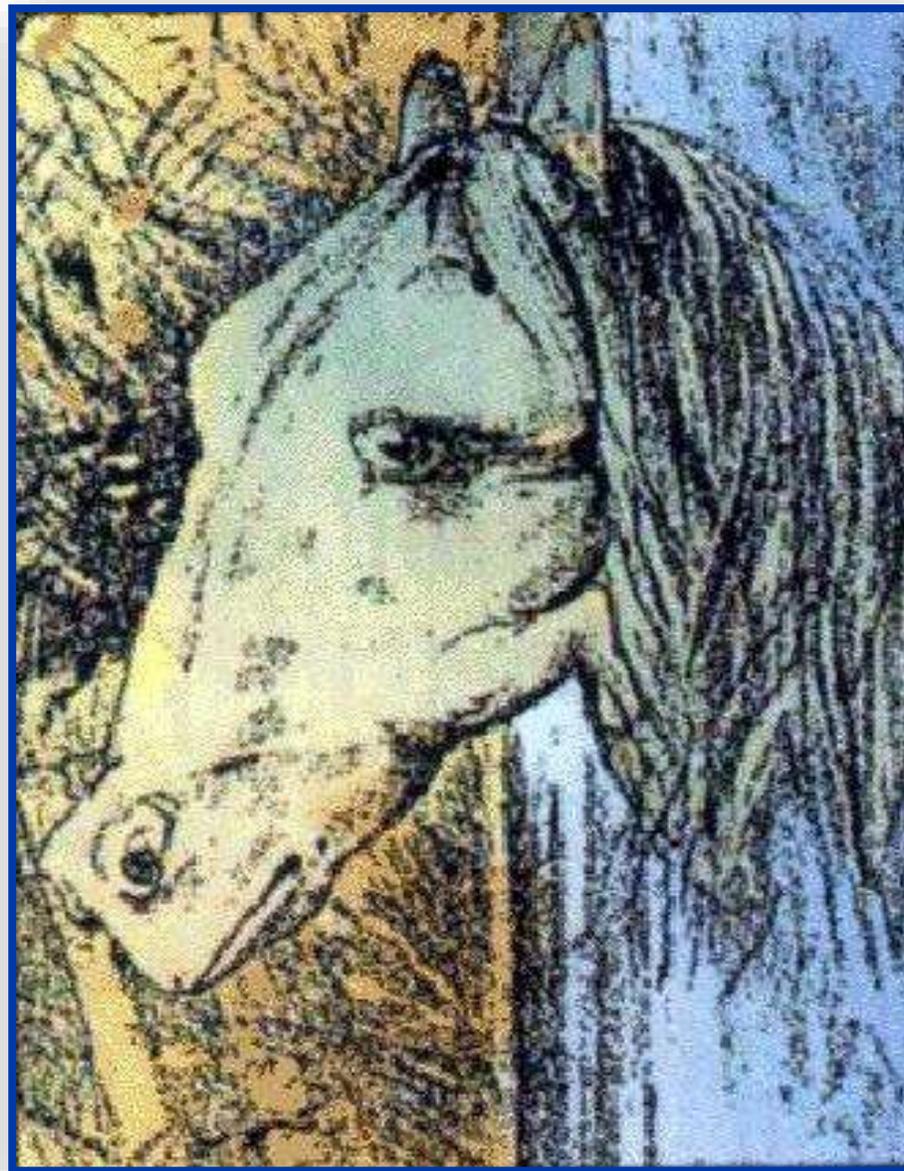
- Eyes not on Task
- Mind not on Task
- Line-of-Fire
- Balance/Traction/Grip

*...which increase the risk of injury.*

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**3Qs**







# SAFESTART HUMAN FACTORS



## CONFERENCE

# 2022

Orlando, FL

February 8 & 9

**THANK YOU FOR ATTENDING!**  
**WHAT ARE YOUR QUESTIONS?**

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