

**HOOKED  
ON SAFETY  
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**"MY WORLD"**

**60 MINUTE DVD**

**LEADER'S GUIDE**

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## **BILLY ROBBINS' HOOKED ON SAFETY** *My World*

This easy-to-use Leader's Guide is provided to assist in conducting a successful presentation. Featured are:

**INTRODUCTION:** A brief description of the program and the subject that it addresses.

**PROGRAM OUTLINE:** Summarizes the program content. If the program outline is discussed before the video is presented, the entire program will be more meaningful and successful.

**PREPARING FOR AND CONDUCTING THE PRESENTATION:** These sections will help you set up the training environment, help you relate the program to site-specific incidents, and provide program objectives for focusing your presentation.

**DISCUSSION QUESTIONS:** Questions may be copied and given to participants to stimulate discussion about the program, its safety lessons and universal theme.

### **INTRODUCTION**

Do your employees believe an accident-free workplace is a possibility? Let Billy Robbins convince them that it is absolutely possible if they are highly motivated, committed and have a vision for it. In this unique, fast-paced presentation, one of the top motivational speakers in the safety field shows viewers how changed attitudes produce safety. Billy's blend of humor, audience participation and the story of his own incident drive home the point that accidents don't just affect your life, but also the lives of everyone around you.

Use this dynamic program to create a positive safety attitude in all employees; convince everyone to take responsibility for his or her own safety; and, create an environment that makes your safe work practices easier to implement and maintain. It will also encourage a fresh new commitment to safety from all your employees.

### ***PROGRAM OUTLINE***

#### **THE POSSIBILITY OF AN ACCIDENT-FREE WORKPLACE**

- Billy has visited many workplaces that have been accident-free workplaces: manufacturing plants, nuclear weapons facilities, submarine building plants, etc.
- These workplaces have not had an incident, an accident, a recordable, whatever term you want to give it, in years because they've figured out that an accident-free workplace can exist.
- Billy says what he wants the audience of his presentation to do is figure it out too, because "I don't understand why anyone else, or anyone at all, would want to work anywhere other than an accident-free workplace."
- People have excuses in the way they think, the way they believe things. So what Billy wants attendees to do is to change the way they think.
- One of the first things you've got to do is change your attitude. If you don't believe something exists or something is possible, you won't even try to go there.
- If you don't believe an accident-free workplace is possible, you won't even try to get there. It is possible; however, Billy's been there and he says none of it's hard.

## **EXCUSES PREVENT ACCIDENT-FREE WORKPLACES**

- We've all got excuses; some of them are pretty good, but you know "excuses are kind of like belly buttons—everybody has one."
- Billy makes the distinction between dangerous and hazardous jobs. When somebody takes a shortcut or gets in a hurry, instantly you're changing someone's hazardous job into a dangerous job.
- He hears people say all the time, "That's why we can't have an accident-free workplace; we've got dangerous jobs." Billy says that's only an excuse.
- "But Billy, you don't know what I do for a living. You don't know what kind of equipment, what kind of machinery, what kind of tools I have to work with." Billy says that doesn't even enter into the factor because he's never seen a tool or piece of equipment or machinery that knows your name, has a grudge against you or carries a personal vendetta against you "that wants to reach out and grab you, pull you in, chew you up, spit you out."
- Those types of tools and machinery don't exist, according to Billy, until somebody gets in a hurry or takes a shortcut. That's when you're giving the tool or equipment permission to do anything it wants to you; that's when it will get personal.
- That's when it will grab you, pull you in, spit you up, chew you up and spit you out. Until that time, it doesn't even enter into the factor; it's just an excuse, Billy says.

## **CHANGING YOUR ATTITUDE**

- Billy tells the audience that you can't get to an accident-free workplace overnight, but that they can get there. They aren't too far away, so he asks why they don't go all the way.
- "Is it a possibility? Absolutely, but one of the very first things you've got to do is change your attitude; you've got to believe it exists; you got to believe it's possible," he says.
- Billy believes a changed attitude produces safety. The same changed attitude also produces success. Safety and success go hand in hand and employees should want to be successful at work.

## **KENNY SUFFERS AN ACCIDENT**

- Billy says that his presentations get better results when someone in the audience suffers an accident. He chooses Kenny, who has socks put on his hands to simulate some of the traits of a quadriplegic.
- The attendees are told that Kenny was driving to work and was hit from behind by another driver. He is now a quadriplegic and just lost all bodily functions from the neck down; even though he didn't do anything wrong to cause the accident.
- Kenny then has his body taped to his chair so he can get the full impact of his accident. "That's what accidents do; they change people's lives," says Billy.

## **ACCIDENTS CHANGE PEOPLE'S LIVES**

- Billy asks Kenny what his wife's and daughter's names are. He responds Charmain and Laura. "Laura's life just got changed and your lives just got changed. That's just what happened here and we don't stop to think about that. That's why we want you to have an accident-free workplace, because accidents change people's lives," Billy says.
- "We want you (Kenny) to be highly motivated this morning. See, his life has just been changed. He cannot do all those things he used to be able to do 10 minutes ago," Billy notes.
- That's what accidents do; they change people's lives, but not just Kenny's life. His wife's life and his kid's life have also been changed.
- Billy goes on to tell Kenny that because his life has been changed, he won't be able to fix things for his kids or play ball with them anymore. "That's why we want you accident-free, because we don't want your lives changed like this."
- "So what we want to do this morning is get you guys 'hooked on safety;' that's what it is all about and what we call this presentation," Billy tells the audience. "We want to increase your vision, change your attitude, change your life. Because you don't want to end up like this, do you?"

## **PHYSICALLY CHALLENGED**

- Billy says that Kenny has just left his friends' world and now he's crippled. "Well you're not crippled, Kenny. In this politically correct world we live in, we've been promoted...now they call us "physically challenged."
- Kenny is now "physically challenged" and everything's different. The sad thing, Billy says, is that 99 percent of people like Billy just won't make it. "Ninety-nine percent of you guys just won't make it in my world."
- Women can handle this kind of stuff, but men just won't make it because of their "macho" attitude. "It affects everything a man does. It affects your relationships, your marriages, your friendships," says Billy.
- Once the macho thing kicks in, male accident victims think, "Oh, my God. I'm disfigured now. Look at me; I'm useless. What are people going to think about me?" Then they quit, give up and die, maybe not physically, but mentally, according to Billy.
- "But the best news is an accident-free workplace eliminates it, totally eliminates it," he concludes.

## **GOOD IDEAS**

- Billy says we start settling for less than best in our lives and we can't do that in the area of safety. Next thing you know everything becomes impossible and you hear somebody say, "An accident-free workplace? That'll never happen."
- He asks the audience members how many of them think they are going to be rich. When few respond positively, he asks, "How many good ideas does it take to make you rich? One!"
- When he asks them how many of them have ever had a good idea, he gets a similar response. "No, we've all had good ideas, but what happened? No motivation, no attitude, no vision," he says. You start sharing your idea, friends and family tell you that it can't be done and you start agreeing with them.
- "The next thing you know, every time you hear a new idea, instantly, first thing out of your mouth, 'It's impossible! Accident-free workplace? Never happen!'" Sure it can, Billy says.
- What people at accident-free workplaces have learned is that if everybody from top to bottom do what they've been trained to do 100 percent of the time, it eliminates hazards. When you eliminate hazards, you have no accidents.
- Everyone has to be involved, Billy says, and "you've got to watch out for each other, because in reality, you are your brother's keeper; and, yes, you can change our culture."

## **ATTRACTING ATTENTION**

- Billy tells Kenny that if he's going to live in his world, he's going to attract a lot of attention. Billy says he can go to any restaurant and before he gets to the table, every eye in the restaurant is on him. They watch you and like to stare, but don't want you to know they're looking.
- Billy gives a couple of examples of how children will see him when he's out and ask him what happened. While their parents try to keep them from asking Billy or making comments, the adults' and their children's lives have already been changed.
- "You're going to impact everyone you come into contact with from this moment on and they don't know what to think about you; they don't know how to perceive you. They treat you different, even though you're not really different," says Billy.
- Billy says he's approached people and put out his hook to shake hands and people will put their hands in their pockets, turn around and walk off, give a two-pinky shake, etc. "They don't know what to think. Everything's different now."

## **BILLY'S ACCIDENT**

- On December 8, 1980, Billy got up to go to work just like everyone else gets up to go to work every morning. He says his attitude toward safety wasn't much different from everyone else's; he felt an accident would never happen to him since he was a "relatively safe guy."

- He didn't think anything would be any different than it was the day before. He got his assignments, got in his truck and headed out to the job site. "I'm up there doing everything I'm supposed to do, but somebody else took a shortcut...Every dream, every desire, every plan I had for my life was instantly changed. And I did nothing wrong, absolutely nothing," says Billy.
- While on the pole, Billy was struck with 7,200 volts of electricity. It wasn't his fault; he did nothing wrong. He performed all required tests, had on all his PPE and did everything he was supposed to do, but somebody got in a hurry.
- "They took a shortcut and instantly they changed my hazardous job to a dangerous job. And it changed my life. And that's what accidents do, you see," Billy says.
- When Billy came to, he thought he had dozed off while working and had slid halfway down the pole. He knew he was hurt, but didn't know how bad.
- When he reached for his telephone, he began to realize what had happened. He worked for the telephone company, but knew somebody must have taken a shortcut and left a power line on the pole.
- Billy noticed that his finger was gone and he could smell the odor of his own burning flesh. He was overcome with fear that he if he moved, he might come into contact with whatever had electrocuted him.
- He began to scream and finally got a postman's attention. The postman then ran from house to house to get help. He finally found someone home and called for help.
- When the rescue personnel arrived, they couldn't get Billy down immediately. Because they had to get permission from the homeowners in the area to move equipment in and remove some trees to get to him, Billy was left hanging on the pole another hour.
- After hanging on the pole for about three hours, they finally got a bucket to Billy. They almost dropped him before getting him into the bucket. He would have surely died from the fall, as he would have probably been speared by a fence post below.

### **BILLY ISN'T EXPECTED TO LIVE**

- When the EMT's got Billy onto a stretcher and into an ambulance, he began to feel better until he heard them talking on the ambulance radio.
- The EMT's told headquarters they needed a helicopter; they couldn't even tell how bad he was hurt as power had gone through his whole body. Headquarters responded the weather was too bad and they'd have to drive him 72 miles to the burn center.
- "He's going to die," responded an EMT. "They gave me no hope," Billy says. They threw him in the ambulance and took off, fully expecting him to die.
- "But like I say, I'm highly motivated. Great vision, great attitude. I knew as soon as my feet hit the ground that I was going to be fine. I knew that, but that's just the kind of guy I am," says Billy.
- When Billy's parents arrived at the hospital, he could hear the medical personnel talking to them out in the hallway. "We just don't think your son is going to make it; he's hurt too bad. We can't even determine the extent of his injuries," a physician said.

### **MOST ACCIDENT VICTIMS WON'T SURVIVE**

- Billy says 99 percent of people who experience an accident like his won't survive. "I laid in the burn center for three days and I watched 12 people around me die. I was the only one that got out."
- The macho thing kicks in and 99 percent of male victims won't make it, while female victims can survive.
- Billy uses an example of another patient at the burn center to make his point. A 19-year-old who worked for a roofing company had slipped off a ladder and a bucket of hot tar landed on his head, severely burning his face.
- He lay in the hospital and begged the doctors to let him die, as "that macho thing kicked in." Billy told him, "Come on, man, we're going to make it," but the young man gave up and died.
- Billy also had a friend who had an accident similar to Billy's and afterward moved in with his mother. Billy told him that he couldn't live with his mother forever and offered to help him get his life back.
- His friend's family did everything for him, fed him, clothed him, etc. "But you can't live with Mama

forever. And he didn't live with Mama forever. Here, several years ago, they found him hung out in the barn," Billy says.

- "That macho thing kicks in! I know guys that have made it 10 years, 12 years, 14 years before they quit. And they gave up. And they didn't die physically; they died mentally first. And then they died physically, normally at their own hand," concludes Billy.

### **CONSEQUENCES OF A SEVERE INJURY**

- Billy says after the accident, the doctors tried to use elastic traction bands to straighten his tendons. One day, when his mother visited, he must have moved the wrong way and one of his fingers was pulled off and "it's just bouncing around like that on that old band."
- His mother screamed and passed out, hitting her head on the bed. She had to be taken down to the emergency to attend to the gash on her head.
- No matter what your background is, what color you are, what your education is, how mean you think you are, it makes no difference; a severe injury changes everything. "And not just for you; it affects everyone you know, everyone you care about," says Billy.
- "So, when you decide to take that shortcut, when you decide to do something you're not supposed to do, you're not just making that choice for you. You're making the choice for your wife, your kids," he adds.
- Your family didn't get to make that choice, you made it for them and they don't deserve that; it's just not fair, Billy says, but an accident-free workplace, see, eliminates it.
- He reiterates that changed attitudes produce safety as well as success. He also states that Kenny wouldn't have survived without the right attitude.
- Billy adds that an injury doesn't necessarily have to be severe to change your life. "What do you think would happen if you lost your thumb? Do you think that would change your life much? Absolutely."
- We don't often stop and think about that because "it's never going to happen to me. Accidents happen to someone else."
- When you have to change because you suffer an injury, most people aren't going to make the change, because people hate change. "Change is what's going to make you the most successful in your life, but we fight change. And when you make that kind of change, I promise you, most of you won't make it," says Billy.

### **MOTIVATION, COMMITMENT & VISION**

- When Billy asks Kenny if he's motivated, Kenny replies, "I think so." Billy says, "We want you to be highly motivated, buddy. You're setting the standard this morning; you are setting the bar."
- Motivation has to be controlled, according to Billy. "You can't be up one day and down the next, but most people are... You can't let your emotions dictate your life, but most people do."
- While you've got to be motivated, adds Billy, you've also got to be committed. "You've got to be committed to it every day. And yes, it's a big commitment. An accident-free workplace is a big commitment."
- Billy says that if you're going to have anything in your life, you have to be committed to it. "But still yet, that won't quite get you there and this is where most people miss it right here. The vision, you've got to catch the vision for it."
- An accident-free workplace is a huge vision; your whole life should be just one big vision, says Billy. "Most people don't think that way. Most people go through life, for lack of a better word, I'll just call it 'tunnel vision.'"
- People often think, "Oh, I'm doing alright. I've been out there 15, 18 years. I haven't hurt anybody. Why do I need to change my attitude? Why do I need to change the way I do things?" according to Billy.

### **COMPLACENCY**

- Billy asks the audience who's more prone to have the first accident, employees of fifteen years or better or the "new people coming in that don't know squat?" Old people, he says, because of complacency.

- Old guys have been doing their jobs for so long they know every shortcut there is, notes Billy. “You know how to get around every procedure that’s ever been written; you know how to get around every practice that’s ever been put in place.”
- “You’ve been doing it so long and getting away with it that you think your luck is going to run forever, but it won’t. Eventually, your luck will run out and somebody will pay,” says Billy.
- The young guys come in and see all the equipment and machinery and think they need to be careful or get hurt, while the old guys get them on the line and tell them to do their jobs “their way” because it’s faster and more productive.
- “After all, the company, you know they don’t really mean that safety stuff,” Billy continues on. “They got to say that.” He says this kind of talk from old employees corrupts the new ones and creates a never-ending cycle.
- “Incident after incident after incident until eventually, wham, somebody messes up. And if you’re going to have an accident-free workplace that’s got to stop,” Billy says.
- Everybody from the very top to very bottom has got to do everything they’ve been trained to do 100 percent of the time and 100 percent correctly, according to Billy. “When you do that, you eliminate hazards. When you eliminate hazards, you eliminate accidents.”
- “Is it worth it?” asks Billy. “Well, yeah. You don’t want to come in my world, do you? It changes everything. It changes everything.”

### **ACCOMPLISHING GOALS**

- Another attendee, Terry, has his hands covered in socks to simulate Billy’s injuries. Billy tells him to remove his keys from his pocket. When he responds that he can’t, Billy says, “He’s just not motivated, is he, Kenny? I bet we can motivate him.”
- Billy then puts \$200 in Terry’s right pocket and tells him if he can get it out, he can take it home with him. Terry then proceeds to get the money out of his pocket.
- Terry went from “I can’t get them keys” to “by God, I can get that money,” Billy says. “What did he do? He motivated himself, changed his attitude...he accomplished his goal, isn’t that right? And that’s what it’s all about.”
- Billy goes on to say that it works that way in every area of your life, such as trying to attain an accident-free workplace.

### **SOMEBODY PAYS FOR EVERY ACCIDENT**

- “Accidents are expensive and even if you end up here (referring to a cemetery), somebody pays, isn’t that right?” asks Billy. He says those stories such as the lady who spilled coffee in her lap at McDonald’s and sued for millions of dollars are just myths and fairy tales.
- Billy then tells the story of his suing the power company that was responsible for his accident. A few of their poles were supposed to be replaced, but the company shuffled the paperwork to make it look as they had been replaced even though they were not.
- The wind blew the lines on the poles together and the current arced over to the telephone line Billy was servicing. He happened to be the first ground that it came to and it went through his body and blew out of several parts of his body.
- “We went to court and we won...What do you think I got? Four million? Two million?” Billy asks. “I walked out of the court with \$60,000 and the attorney took half.”
- The money he received was actually from workman’s compensation, where you get “X” amount of dollars for certain injuries. “But we’ve heard these fairy tales (of people winning large sums of money in lawsuits.) I’d heard them. But don’t misunderstand, somebody pays,” says Billy.
- You are responsible for your own safety, not the company, the union or the government, according to Billy. “If you get everybody doing everything you’ve been trained to do 100 percent of the time, 100 percent correctly, it’s not going to be long until you have that accident-free workplace. Because, you ever stop to think about who pays the most when somebody has an accident? Who pays the most?”

- Even though his kids “weren’t even a thought” when he got hurt, they pay for his accident every day, says Billy. He’s never been able to pick his babies up, throw them in the air and catch them like other people have nor has he been able to teach them certain things.
- While his life is great, Billy says, “This is what accidents do: they steal the most important things in your life and never give them back. That’s why we want you accident-free.”
- “It’s not about the bottom line; it’s not about the money; it’s not about the production; that’s not why we’re here today. It’s about them (your family) and it’s about you,” concludes Billy.

### **PREPARE FOR THE SAFETY MEETING OR TRAINING SESSION**

Review each section of this Leader's Guide as well as the videotape. Here are a few suggestions for using the program:

Make everyone aware of the importance the company places on health and safety and how each person must be an active member of the safety team.

Introduce the videotape program. Play the videotape without interruption. Review the program content by presenting the information in the program outline.

Copy the discussion questions included in this Leader's Guide and hand them out to the program participants.

Make an attendance record and have each participant sign the form. Maintain the attendance record written documentation of the training performed.

### **Here are some suggestions for preparing your videotape equipment and the room or area you use:**

Check the room or area for quietness, adequate ventilation and temperature, lighting and unobstructed access.

Check the seating arrangement and the audiovisual equipment to ensure that all participants will be able to see and hear the videotape program.

Place or secure extension cords to prevent them from becoming a tripping hazard.

### **CONDUCTING THE PRESENTATION**

Begin the meeting by welcoming the participants. Introduce yourself and give each person the opportunity to become acquainted if there are new people joining the training session.

Explain that the primary purpose of the program is to show viewers that an accident-free workplace is possible if all employees stay fully motivated and committed to preventing accidents every day.

Introduce the videotape program. Play the videotape without interruption. Review the program content by presenting the information in the program outline.

Copy the discussion questions included in this Leader's Guide and allow the participants to review them before discussing the program.

**BILLY ROBBINS' HOOKED ON SAFETY**

*My World*

***DISCUSSION QUESTIONS***

1. Billy says hazardous jobs become dangerous when someone gets in a hurry or takes a shortcut. What are some of these jobs at this facility and what could be the consequences of hurrying or taking a shortcut?
2. If you suffered a serious injury at work, how would it affect you and your family? Will you think about that the next time you get in a hurry or are tempted to take a shortcut to finish a job?
3. What are some things that we all can do at this facility to reach our goal of an accident-free workplace?
4. Do you believe that you and your co-workers can actually achieve an accident-free workplace? Why or why not?
5. What do you think we can do to stay motivated and committed to do each job 100 percent correctly 100 percent of the time?
6. Have you ever shown a newer employee how to perform a job that wasn't as safe as proper procedure? If so, how will you approach this type of situation next time?
7. Billy says someone pays for every workplace accident. Who do you feel really pays and why?