

Introducing



and the **kinetic learning** **solution**



Generating more profit
through safer workplaces

Workplace incidents & accidents...

- Lead to liability and workers comp exposures
- Damage delivery schedules, intermodal rates, carbon footprint and margins
- Undermine customer relations and competitive position on next bid



The Problem

Legacy safety programs

- Ineffective in moving the needle toward a safer workplace
- Require daily (read: expensive) management/monitoring

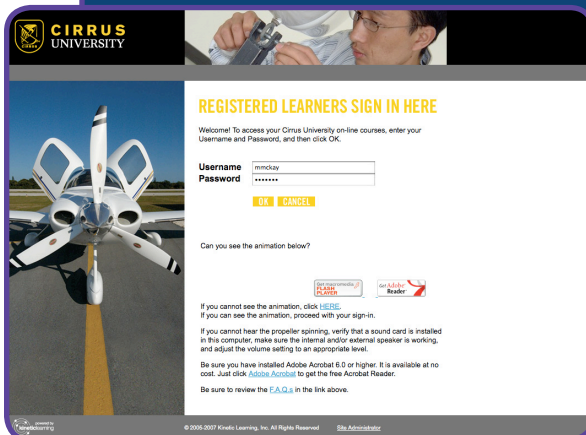


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Create a safety culture
that lives & breathes
prevention

The Solution

Hallmarks of a successful corporate safety culture



- Stated priority & demonstrated commitment by top management
- Robust safety management system with top-down implementation
- Reward & reinforcement of risk avoidance & accident prevention
- Fast & powerful method for providing employees with enhanced skills & behaviors for pro-actively preventing accidents

Conventional training is not the best solution

- **Focuses on knowing *what* rather than knowing *how***
Tests for “recall” vs. evaluating for risk-avoidance skills & behavior
- **Theoretical rather than practical**
Lecture vs. learning-by-doing in real-world environments
- **Stresses facts rather than skills**
Awareness and recall diminish
- **Prepares employees to pass a test rather than learn preventive behaviors**
Classroom info dumps do not directly translate into job site safety skills



There's a better way to prepare employees to avoid risk, prevent injuries — & reduce safety costs

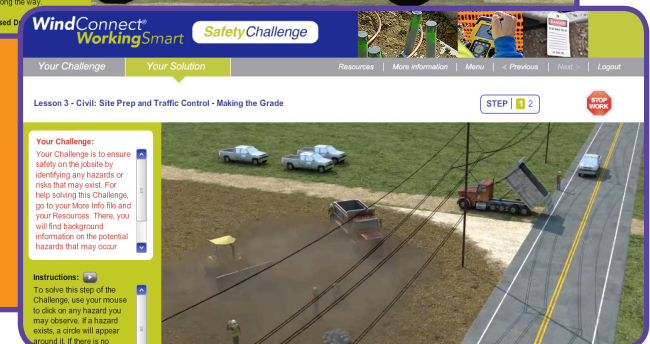
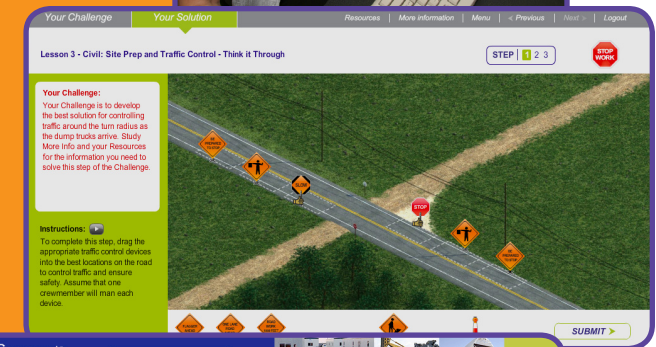
Enable employees to learn practical accident & injury avoidance skills by engaging them in risk-free job site safety simulations

Kinetic Learning delivers *learning by doing*



- **Interactive Internet-based learning tool**
Employees learn practical, preventive safety skills & behaviors directly applicable & immediately transferrable to the job site
- **Dynamic learn-by-doing methodology based on transportation and retail safety issues & scenarios**
Content form-fitted to transportation, warehouse and retail safety issues

- **Reach any audience, anywhere, any time through Internet platform**
More employees learn sooner, faster, better
- **Customized health & safety preventive skill building & problem solving at Internet speed**
- **Delivers consistent message across all transportation, dock and warehouse sites**
- **Excellent prep to OJT**



The **Kinetic Learning** Solution is...



Virtual Easily accessed

- Employees access when it's convenient to them/the project work schedule
- Extreme flexibility via Internet delivery—take learning beyond four walls or a single location
- Self-directed learning allows people to work at their own pace, anywhere, anytime
- Track training results nationwide

Time compressed Learning happens faster

- Employees learn real-world risk avoidance thinking & skills in hours, not days, weeks or months—get up to speed faster
- Reduces “seat time” associated with conventional classroom learning
- New skills immediately translate to on-the-job application
 - › Learn-by-doing approach develops confidence & skills in handling real-world job safety situations
- Curriculum & content will satisfy key OSHA training requirements

The **Kinetic Learning** Solution is...

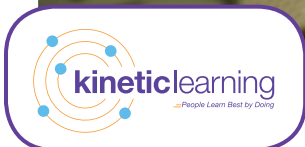
Targeted

- Develop safety awareness, knowledge & skills laser-focused on
 - › Specific projects & tasks
 - › Specific skills, trades or crafts
 - › Specific job site & risk environments



Automated

- Saves “seat time” and instructor hours
- Quickly identify knowledge & skill gaps & other issues requiring greater attention
- Avoid liability exposures



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Kinetic Learning Solution develops safety skills & behaviors that better enable you to...



- Solidify & strengthen a corporate safety culture
- Avoid project shut downs or delays
- Reduce operating & project costs
- Avoid OSHA investigations & penalties
- Enhance profitability
- Improve brand image & industry reputation
- Gain a stronger bidding position
- Drive sustainable business growth



To experience **kinetic** learning in action

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