SAFETY FRACTION

KEYNOTE GUIDE

Data center safety keynotes

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AI composite. Not a photo of an actual event.

For owners, general contractors, union craft workers, specialty trades and commissioning teams. Ted adapts each talk to your project phase and offers it in English or Spanish.

Choose the talk that fits your project

Speaking the Same Language

Bilingual pre-task briefings

Use a mixed-language briefing for a changing work zone to explore how crews can explain back the critical instruction and raise concerns before work begins.

Beyond the Hard Hat: Worker Well-Being

Long shifts during critical-power commissioning

Use a long-shift scenario to discuss sleep loss, substance misuse and addiction without stigma. Explore work-life balance and realistic food and exercise habits, and how leads can respond to fatigue concerns.

One Safety Culture

Cooling, process piping and trade handoffs

Use a shared work area during a piping pressure test or cooling startup to discuss who coordinates adjacent crews, owns the handoff and communicates changes.

PLAN YOUR EVENT

Bring a milestone, the trades attending, and the safety behavior you want to reinforce.

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TESTIMONIALS & EVIDENCE

What audiences say

Audience engagement
“He demonstrates an undeniable passion for worker safety. Ted interjects humor with a powerful message of caring and coaching.”

Coaching and leadership
“Ted’s message has helped me truly understand how to exert ‘influential leadership’ and effectively teach and help operational leaders to become ‘Safety Coaches.’”

Practical next steps
“He speaks to the little steps that an organization can take action on right now. I would certainly use Ted again!”

Opening keynote
“The excitement and energy that you provided our members (as the opening keynote) truly deserved the standing ovation you received.”

Excerpts from written testimonials. Names and organizations were not provided.

Why the follow-through matters

U.S. PRIVATE-SECTOR CONSTRUCTION / 2024[1]

1,034

fatal work injuries

37.6%

389 from falls, slips and trips

Other fatal injuries: 645

A systematic review of 22 studies found strong evidence that occupational safety training improves worker safety practices, but insufficient evidence on injury and other health outcomes.[2]

The fatality figures describe industry risk, not the impact of Ted’s talks. A keynote can start a conversation; it does not replace required training or site-specific controls.

From the stage to the jobsite

CPWR identifies frontline leadership, worker involvement and communication among eight indicators of construction safety climate.[3]

01 At the keynote
Agree on one action crews can use.

02 At the next huddle
Practice it with a site-specific example.

03 Within 30 days
Check what changed and close open issues.



Auditorium keynote illustration
AI illustration. Not a photo of an actual event.

1. U.S. Bureau of Labor Statistics, 2024 CFOI, Table A-9
https://www.bls.gov/iif/fatal-injuries-tables/fatal-occupational-injuries-table-a-9-2024.htm
2. Robson et al., systematic review of safety training (CDC Stacks)
https://stacks.cdc.gov/view/cdc/227408
3. CPWR, Enhancing Safety Climate through Leadership
https://www.cpwr.com/research/completed-research/enhancing-safety-climate-through-leadership/