

Safety Videos vs. Workbooks

A lot of people search this website (www.GraphicSafety.com) to find some new safety video that will fit their needs. Currently we have no projects in the works for making commercially available safety videos even after considering this idea for many years.

“Why not”?, you may ask. The reason is that Workbooks are better than video. We are very busy writing and illustrating new safety training workbooks for the oilfield because we believe in this method, above all other methods, of employee training. Here’s why.

People tend to retain (or remember);

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 50% of what they see and hear
- 70% of what they say as they talk
- 90% of what they say, do or hear as they do something

The Roughnecking 101 now has a hands-on certification process whereby the employee must prove his skill at several tasks. It requires a supervisor to perform the certification process so it teaches the supervisor to train. This is a good situation and we are seeing some real success on many drilling rigs who use the R-101 workbooks.

When to use Video

The best use of video in work situations is in a forensic process. That is video what we are doing and then let our workgroups watch it to help decide; 1) What we are doing wrong and 2) What we need to do to change it. Everyone will benefit from this process.

Second best use of video is for new employee orientation. Those guys will pay more attention than static employees. I would also use video to promote the company, advertising and/or for short messages to employees.

I would not use canned safety videos for my core workgroup expecting to change anything. In my 18 years of training and consulting I have never seen that work. That is mostly a cure for sleeping disorders (puts the people to sleep).

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