

## FOR THE SUPERVISOR

### PURPOSE:

This brief is designed to help you lead a short, meaningful conversation about safety with your team. You don't need to be a motivational speaker - just be real, relatable, and engaged.

### BEFORE THE BRIEFING:

- Read through this page once or twice
- Think of your own personal reason for working safe.
- Be ready to ask questions and listen.

### DURING THE BRIEFING:

- Start with the story below.
- Share your own reason for working safe.
- Ask the discussion questions and let your team talk.
- End with the challenge of the week.

A great safety brief isn't about checking a box - it's about connecting with your team. Keep it simple, real, and personal.

## STORY TO SHARE

### “WHY WE WORK SAFE AT THE PORT OF VIRGINIA”

When we started building the new safety brand for The Port of Virginia, we sat down with people from every terminal. We thought we'd hear good interviews. What we didn't expect was just how personal and honest their answers would be.

We asked people across every terminal a simple question:  
“Why do you choose to work safe?”

A maintenance supervisor told us he works safe because his little boy won't go to sleep until he gets home to read him a story.

A crane operator said he works safe because his crew depends on him: “When I'm on my game, it keeps everyone on their game.”

One person talked about a close call earlier in his career. He said that moment stayed with him, and ever since, he's promised himself, “My family will never get that phone call.”

And a veteran with 20 years at The Port told us, “I work safe so I can retire healthy, not hurt.”

None of these were scripted. They were real people, giving real reasons... reasons rooted in care, responsibility, and pride. Each story reminded us that every safe choice protects a moment, a promise, or a person who matters.

## DISCUSSION QUESTIONS

- Why do you work safe?
- Who or what motivates you to make safe choices on the job?
- Have you ever had a moment - a close call, a lesson learned - that changed how you think about safety?
- This month we've been talking about seatbelts and mobile equipment. Why do you wear your seat belt? Who are you protecting?
- As a team, what's one small thing we can do today to protect each other?

(Encourage quick, honest answers — no wrong responses here.)

## THIS WEEKS CHALLENGE

Ask your gang to identify one person or thing they work safe for, and if possible, ask them to write it on a post it note, note card, or small piece of paper to keep it in their pocket.

“Before you start your shift, take 10 seconds to remember who you work safe for.”

