Selling Safety to Upper Management



Recorded Date: June 20, 2018

Time: 9 AM – 10 AM PT + 15 minutes Q&A

Speaker: Cynthia R. C. Sefton

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About the Webinar

Regardless of the industry or business, it is very unlikely for a senior manager to suggest that he or she does not support safety at the workplace. Messaging about the importance of health and safety is common in today's world, both inside the business and externally. But how does that translate into substantive steps to achieve the result, especially when workers and resources may be stretched to or beyond capacity?

This webinar will identify practical methods of showing managers not just why safety is important, but why it is absolutely the best choice for the continued success of their business and its people.

About the Speaker

Cynthia Sefton is a partner and member of Aird & Berlis LLP's Workplace Law Group and Occupational Health and Safety Team. With over 35 years of experience, Cynthia advises owners, employers, supervisors and workers across various industries on a broad range of occupational health and safety matters. She counsels clients on health and safety inspections and violations, policies and procedures as well as liability resulting from critical injuries and fatalities. Cynthia also works proactively with clients to implement and improve occupational health and safety programs and provides training for management and front-line personnel on how to minimize and manage risk in the workplace.