



National Safety Council

Imagine the **Possibilities**

By: Traci Frees



Vanguard of Safety

What is possible for an organization dedicated to saving lives through safety advocacy and training for over 100 years?



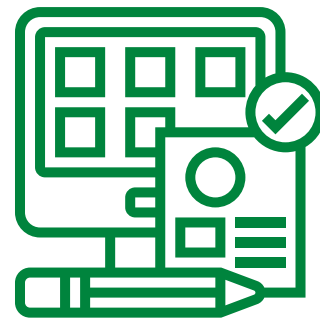
Strategic Insights

01



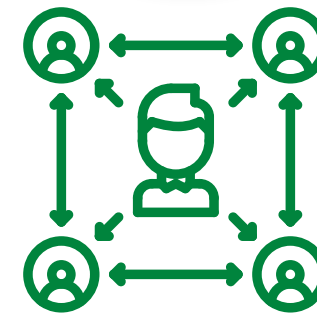
**Team
Development**

02



**Curriculum
Analysis**

03



**Partnership
Enhancements**

04



**Market
Expansion**



DEVELOPING TEAM TRUST



01

LEAD WITH INTEGRITY &
BUILD RELATIONSHIPS.

02

CLEAR GOALS &
TRANSPARENT
COMMUNICATION.

03

DEVELOP.
EMPOWER.
INSPIRE.

04

RECOGNIZE
GOOD WORK.

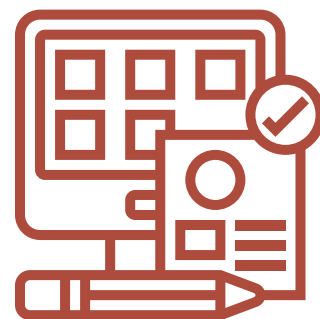
Strategic Insights

01



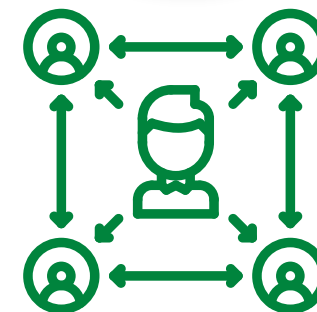
**Team
Unity**

02



**Curriculum
Analysis**

03



**Partnership
Enhancements**

04



**Market
Expansion**



Curriculum Analysis

Identify Strengths, Pain Points, & Learning Gaps



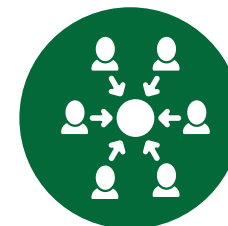
Gather Data

- Identify course development tools and contributors
- Create surveys and gather feedback from current partners.
- Conduct Interviews with key stakeholders.
- Gather *available* data from past and current courses and trainings.



Analyze Resources

- Analyze data and details of course development process.
- Identify themes and specific training needs.
- Assess the alignment of current training offerings.



Stakeholder Ideation

- Collaborate with department heads to review findings.
- Prioritize needs based on strategic goals and resource availability.
- Hold *Vision Casting* sessions to *reimagine Learning Experiences!*



Develop or Revise Curriculum Based on Partner Needs

- Ensure trainings meet W3C Accessibility Standards.
- Design learning tracks and topics that address the prioritized needs.
- Use interactive media to fully engage diverse learners.
- Integrate innovative learning formats.



Evaluate Training Methodologies

Agile, Scalable, and Inclusive

Online Synchronous



Online Asynchronous



In-Person



Hi-Flex



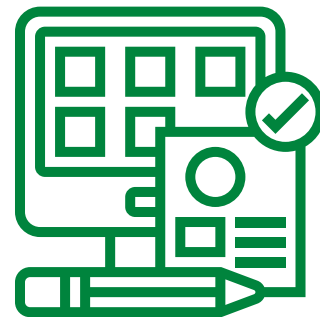
Strategic Insights

01



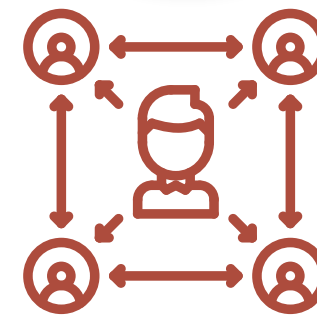
Team
Unity

02



Curriculum
Analysis

03



Partnership
Enhancements

04



Market
Expansion



Enhance Learning **Ecosystems**

Apply Client-Centric Approach

Flexible learning framework.

Provide a range of training formats to cater to different learning preferences and schedules.

Explore *custom training* packages.

Address diverse learning populations.

Ensure training content is accessible, culturally sensitive and inclusive, addressing the unique needs and backgrounds of diverse populations.

DEI & Accessibility



Continuous improvement.

Implement *standardized yet creative* course development, revision, and evaluations processes to ensure courses are managed, and evaluated regularly.

SCORM vs. LTI

Retention & Satisfaction

Exceed customer expectations!
Deliver consistent, high-quality, cutting edge *educational experiences* to partners.

Re-think Learning & Courses!

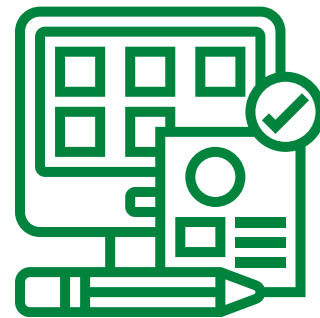
Strategic Insights

01



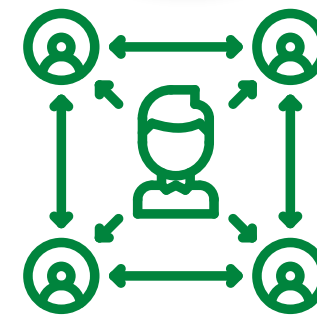
**Team
Unity**

02



**Curriculum
Analysis**

03



**Partnership
Enhancements**

04



**Market
Expansion**



New Market Segments

Increase enrollments by expanding NSC'S market reach.

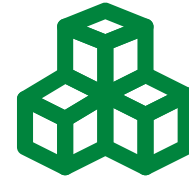


Professional Associations

US Chamber of Commerce

Scouts (*Incorporate Safety training into badges and educ. tracks*)

Industry Specific Organizations



Educational Institutions

Elementary

High School

Universities



Government Agencies

State, County, and City Government

Armed Forces

Americorps NCCC

Police Departments



Private Sector

Targeted Corporations (Uber, Lyft - Driving Safety)

Compliance Focus

Onboarding

Annual Refresher Trainings

Brainstorm New Markets

The Possibilities are Endless!



Home Safety

DIY Safety Kits and training videos for families.

Partnerships with Home Improvement Stores.

Educational Content Development



Community Safety Programs

Community Safety Grants

School Safety Programs

Create opportunities for community members to become certified safety trainers.



Mental Health and Well-being

Address **mental health and well-being** in the workplace.
Employee

Partner with EAP providers to offer mental health resources .



Remote Work Safety

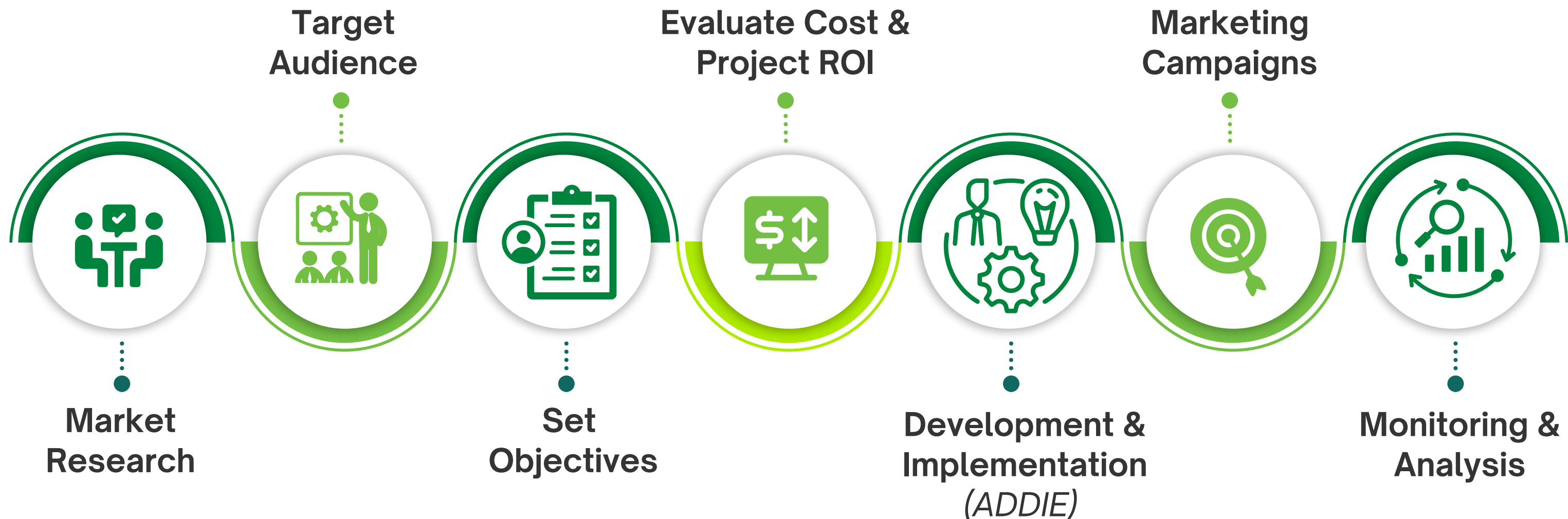
Home Office Ergonomics

Mental Health Support for Remote Workers

Work From Anywhere
Situational Awareness Training

Market Expansion Strategy

Safety Training **Learning Experiences**



Enhance **Value Add** of Certificates



SHRM Recertification Provider (PDCs)
State Licensing Boards (*AESBL CEUs & Certifications*)
Offer College Credits for Training (*Credit Hours*)

Recognized
Accrediting
Organizations



Automated Credentialing

Streamline processes,
allowing more focus on
curriculum enhancement and
less on administrative tasks.
**Enhance Marketing with
shareable digital badges!**



Career Advancement

Certifications acknowledge
professional expertise,
promoting internal growth
and external reputation.
**Builds credibility and
professionalism.**



Upskilling Workforce

Prepares employees for
current and future
challenges by continuously
expanding skill sets.
**Increases social currency
and learning excellence.**



Organization Reputation

Positions NSC as **a leader
in professional standards**,
attracting respect & setting
benchmarks for quality and
life saving training via
professional development.

Long Term Planning

Consider becoming a Federally
Recognized *Accreditor*

Recognized
Accrediting
Organizations

Accreditor
Recognition
Process

100+
Years

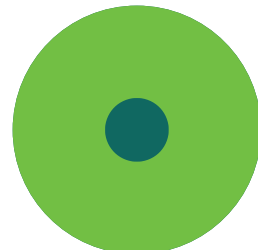
US
Department
of Education



The U.S. Department of Education relies on accrediting agencies (accreditors) to oversee higher education quality.

Benefits

Being an accrediting body brings several financial and reputational benefits to an organization.



Application and Renewal Fees

Charge institutions fees for processing their accreditation applications and renewals, which can be substantial depending on the number of institutions they serve.



Consulting and Training Services

Accrediting bodies frequently offer consultancy services, training, and workshops to institutions seeking accreditation, which can be a significant source of revenue.



Increased Prestige and Funding Opportunities

Recognition as an accreditor can lead to better funding opportunities, grants, and partnerships, enhancing the organization's financial stability and growth potential.



Enhanced Reputation

To become a federally recognized accreditor, an organization must demonstrate that it has the necessary **expertise, resources, and policies** to evaluate and accredit educational institutions or programs effectively.



National Safety Council

Imagine the **Possibilities**

