

BRIAN CARTER



“

Very funny and exactly what our young soldiers needed to hear.

The U.S. Army

”

Partial Client List

The U.S. Army
The National Association of Fire Equipment Distributors
Flooring America
Formica
Valley Telecom
Thermofisher Scientific
Life Technologies
Miami University
Lighting One
NTCA – The Rural Broadband Association
Professional Engineers of North Carolina
CCA Global
Keystone Automotive

“

Impactful, fun and interesting. Very impressed. Brian is one of the leaders.

Thermofisher Scientific

”



GETTING SOCIAL WITH SAFETY

How Do Top Safety Cultures Bring The “Big 3” Generations Together, Leverage Social Media, and Attract and Retain More Employees?

PROGRAM DESCRIPTION

Whether you need to turn things around or keep a zero incident record from creating laziness, this fun, customized talk will get your people laughing, learning and inspired to create a culture of **highly social and intergenerational safety** while maintaining productivity. This program focuses on top tips to increase your ability to change behavior, whether you're helping leaders or getting workers to look out for each other. Brian is for real. He learned and practiced safety himself around massive machinery and in life-threatening mountaineering situations, and the U.S. Army asked him to use humor to help them convince their newest soldiers to do stupid things less often. Brian deftly combines those experiences into key takeaways such as how to connect likability and persuasive communication to engineer a safety culture. He delivers those takeaways using a humorous approach that will have serious impact on your event.

PROGRAM SEGMENTS INCLUDE

- How to create instant connection and likability with anyone to improve your safety culture.
- How to grab attention so you can connect quickly and communicate safety effectively.
- The top strengths and skills of each of the big three generations and how to bring them together
- How to integrate social media with your existing safety programs and materials.
- How to attract more millennials and make use of their social media skills
- The #1 communication problem that causes safety accidents, and how social media helps fix it.

I got more out of Brian's keynote than all the other sessions. Knowledgeable and FUN, actionable takeaways. VT ”

WHY CHOOSE BRIAN?

Brian Carter has spent 20 years helping companies with all that Internet stuff. With clients among the Fortune 500 and all size organizations, he's seen what kind of communication builds safe cultures and strong teams. He worked with The U.S. Army on training videos for their BOSS Safety Factor program. Brian has a long history in safety, including building operations, construction, landscaping, automotive, mountaineering and sport climbing. He is California-trained and licensed in medical safety techniques.



Brian Carter is also the #1 bestselling author of three books. His speaking delivers motivation, comedy and practical tips that inspire audiences with exactly what to do next. A highly-rated presenter with rave reviews, Brian has keynoted for companies all the way up to top 50 Fortune 500. IBM hand-picked as an influencer and LinkedIn called him, One of the top experts you need to listen to.

You may have seen Brian on Bloomberg TV, ABC News, in The Wall Street Journal, Forbes, or New Your Times. Brian has more than 250,000 fans, has over 50,000 students and reaches more than 3 million people annually. Brian's hands-on business experience, cutting edge insights, and background in improv and stand up comedy culminate in a keynote speaker and trainer who leaves every audience not just entertained, but armed with powerful strategies and tactics.

CLIENT TESTIMONIALS

Very funny and exactly what our young soldiers needed to hear.
The U.S. Army

Very impressed with Brian's content and ability to deliver an impactful message in a fun and interesting way. One of the leaders. We had a blast..
ThermoFisher Scientific

Outstanding presentation! Has us thinking differently. Easy executable steps made everyone there comfortable and intrigued.
Keystone Automotive

On point, knowledgeable, educational AND entertaining. Easy to understand with solid takeaways. Our audience is certainly not digital and social savvy. Nothing but positive comments from the attendees.
Lighting One

Brian received rave reviews and definitely knows his stuff. If you're looking for a speaker and want someone who is engaging, humorous and relates well with an audience, then Brian's your guy! He's also a pleasure to work with!
Professional Engineers of North Carolina

People should be listening to Brian Carter! I got more out of Brian's keynote than all the other sessions. Knowledgeable and FUN, actionable takeaways. Kudos, Brian, I will be following you on social media.
Valley Telecom

