

PowerLift Training Proposal

Publix Supermarkets Inc.

Conceptual Description of Proposed Training:

PowerLift Training of store employees, if it is to be effective, is a three phase initiative. Phase One involves the classroom training of employees. The purpose of classroom training is to allow the participants to compare their 'old way' of lifting with the 'new way' and to decide, 'does PowerLift work for me'? This is a completely safe proposition as all reasonable workers decide in the affirmative. In addition, this approach begins to build 'ownership' of the techniques with the employee – a much needed ingredient in successful outcomes.

Phase Two requires 'job site' training where the employees are shown how to integrate PowerLift technique into their daily job tasks. This should be accomplished as soon after the classroom session as possible and can be a one-on-one interaction between the PowerLift Trainer and the employee. This should take no more than a few minutes of coaching by the trainer but very importantly should be done on an ongoing basis. In actuality, the job of not only the trainer but all levels of store management is to 'coach and compliment' the employees as their task day proceeds. This is a key element of attaining a beneficial behavioral change with the employee population and will directly be reflected in the degree of positive outcome of the training.

Phase Three is easily described as 'ongoing training'. It is the ongoing training that is responsible for true behavioral change among the employees. It consists of the one-on-one coaching as described above and also the frequent use of 'PowerLift Safety Talks'. Publix will be supplied by me with literally hundreds of Safety Talks showing the use of PowerLift both at home and on-the-job. I have documented nearly all the tasks performed by the Publix retail employees and put them into the form of Safety Talks. Either the Assistant Store Manager, Department Heads or Assistant Department Heads must be required to disseminate a Safety Talk anywhere from once per week to once per month. This would take the form of handing out a copy of the Safety Talk to each employee and talking the group through the material handling technique as illustrated on that weeks talk.

The Safety Talks serve several purposes. They teach the employees the three remaining PowerLift Techniques of Tripod Lift, Golfer's Bend and Lean-Bar and in addition how to use all five techniques in every conceivable situation. In addition, they let the employee know that PowerLift is not a 'flavor of the month' training and that it is here to stay and an expectation of a Publix employee to utilize the skills taught.

Logistics of PowerLift Training:

In order to address the logistics of accomplishing a Pilot Training of a District and its member stores and the eventual possibility of corporate wide training, I suggest we begin at the District level. I advise the training of at least one district of 10 stores in order to get a reasonable approximation of the effectiveness of the training for the pilot. Training too few stores, could in my opinion, lead to a skewed interpretation of the results because of a too small sample. For corporate wide training, two districts of approximately 20 stores could be trained in one 8 hour day.

The District training of member retail outlets will be accomplished through a Train-the-Trainer class for either the Assistant Store Manager and/or the Administrative Coordinator of each store. The Train-the-

Trainer class requires one full 8 hour day in order to ensure that quality training will be given to the employees. I would suggest that each store be evaluated in terms of selecting the best person to act as a PowerLift Employee Trainer.

The training of the employees will take no more than 30 minutes for initial PowerLift Training. They will be taught the first two PowerLift Material Handling Techniques of 'PowerLift on a Load with Handles' and 'PowerLift Tip-the-Load' on a load with no handles. Learning these two basic techniques will cover 90% of the tasks that the employees perform. This accomplishes the Phase One classroom training of the employee.

Phase Two of the training is accomplished just as described above with the PowerLift trainer, soon after the classroom session, coaching the employees one-on-one. This can be done over several days but should not take more than a minute or two to coach an employee on a particular task.

Phase Three is done using the Safety Talks on an ongoing basis, again as described above. The delivery of the Safety Talks can be such that the Assistant Store Manager would meet with their Department Managers and instruct them on the proper way to give the Safety Talk to their employees. In every respect, the dissemination of Safety Talks should not be a time consuming task and should fit in with pre-existing methods currently employed by the stores to disseminate safety related materials to the employees.

Cost of Training:

The tools each store needs for the successful implementation of PowerLift Training are contained in the PowerLift Training system. I would refer you to the preview training system that Steve Livingston is in possession of for a description of what it contains. The Training Systems are a necessary part of the training initiative and are licensed per physical store location. They, in conjunction with the Train-the-Trainer classes, are what is necessary for a location to become licensed to use PowerLift.

Pilot Training: The cost of a one day Train-the-Trainer is \$1500.00 per day plus airfare, hotel, rental car and food. The Pilot Training of one district can be accomplished in one day. Each store is required to purchase a Training System that will be discounted 15 % from \$695.00 to \$590.75 per unit. The total cost for one district with 10 stores is \$7407.50 not including travel expense. This breaks down to approximately \$740.00 per store. Considering the fact that this is the final and full cost of training as supplied by Dr Schaefer, in that there are no ongoing licensing fees or other hidden costs, it would seem reasonable that preventing even one injury will nearly cover the cost of training per store.

Corporate Wide Training: Should the training outcome of the pilot district prove to be cost effective (which it has in many other industries), corporate pricing will be a negotiated article. It can be done either by a corporate wide license with a copyright release to print Publix's own materials , individual district pricing where the materials are supplied to Publix or any combination of the above. In any event, PowerLift Training will be supplied to Publix in a fashion that will meet your budgetary and logistical needs. In addition to the Train-the-Trainer and the Training Systems, Dr Schaefer will format for Publix, for a minimal charge, posters depicting individual department tasks that can be hung store wide.

Your consideration of this proposal will be greatly appreciated and I look forward to negotiating a final training plan for Publix Supermarkets.

Dr Michael Schaefer
President

