

Fixing the Safety Meeting Gap Across Multiple Sites

How a construction services company used SafetyNow ILT to standardize jobsite safety talks without losing local relevance

Case Story

At RedRock Civil Services, every jobsite had its own rhythm...

That was part of the company's strength.

RedRock performed excavation, roadwork, utility installation and site preparation across Alberta, British Columbia, Washington and Idaho. Some crews worked in remote areas. Others worked near traffic. Some jobs involved heavy equipment and trenching. Others involved concrete work, lifting, confined spaces or subcontractor coordination.

The company had experienced supervisors who knew their crews well.

But the safety manager, Eric Nolan, saw a problem.

The quality of safety meetings varied widely from site to site. Some supervisors ran strong, practical talks. They asked good questions, connected the topic to the day's work and documented attendance properly. Other supervisors were less consistent. They might read a short topic from a printed sheet, get signatures and move on. Some meetings happened only when a client required them. Others were delivered, but not documented in a way that helped the company later.

Eric wasn't looking for perfection.

He was looking for control.

If a trenching incident occurred, could the company show workers had received recent instruction? If a client audited a site, could RedRock produce evidence of ongoing safety communication? If a supervisor was off for two weeks, would training continue or stall?

The answer depended too much on the site.

That made Eric uncomfortable.

SafetyNow ILT gave him a way to standardize the process without turning every meeting into a corporate lecture.

Building a consistent safety talk schedule

Eric began by mapping SafetyNow ILT meeting kits to the company's highest-risk work: excavation safety, struck-by hazards, working around mobile equipment, traffic control, PPE, lifting, heat stress, housekeeping, trenching, fall protection and incident reporting.

Then he created a monthly training calendar that supervisors could follow.

The goal was not to bury the field in paperwork. It was to remove guesswork. Supervisors knew which topic to cover, what materials to use and how to document completion. They could still adapt the talk to the work happening on their jobsite, but they were no longer starting from nothing.

Helping field leaders deliver better conversations

Eric noticed that SafetyNow ILT did something else he hadn't fully expected.

It helped supervisors become better communicators.

Many field leaders know the work deeply, but that doesn't always mean they know how to run a good safety meeting. Some talk too little. Some lecture too much. Some avoid discussion because they don't want the meeting to drift. Some know the hazards, but don't connect them clearly to procedures, controls and worker decisions.

SafetyNow ILT gave them a better pattern.

Introduce the hazard. Explain why it matters. Tie it to the task. Ask workers what they're seeing. Confirm controls. Document the meeting.

That helped almost immediately.

On one utility installation project outside Spokane, a crew was preparing to work near active mobile equipment and a congested staging area. The supervisor, Dana, used a SafetyNow ILT talk on struck-by hazards before work started. The kit gave her enough structure to explain the controls clearly, but enough flexibility to ask her crew where they saw the biggest danger on that specific site.

One worker pointed out that a delivery area was too close to the equipment travel path. Another noted that a spotter's view was blocked by stacked pipe. The crew adjusted the layout before the work began.

The talk didn't just check a box.

It changed the jobsite.

That simple structure improved consistency without making supervisors sound scripted.

Dana became one of the strongest examples. She had always been technically competent, but she was direct and brief. After using several ILT kits, she started adding one question to every meeting: "Where could this go wrong today?"

Workers answered.

The answers were often practical. A blocked access route. A rushed lift. A missing barricade. A new worker who hadn't seen that setup before. The question helped convert the safety talk from a speech into a pre-job risk check.

That was the shift Eric wanted.

The key successes

Within the first year, RedRock had a stronger and more consistent field safety meeting program across its U.S. and Canadian operations.

Supervisors had a common set of materials. Newer field leaders had more confidence. Senior supervisors spent less time recreating content. Safety meetings became easier to audit because the company could see which topics were delivered, when they were delivered and which crews participated.

The company also improved its client-readiness. When general contractors or project owners asked for proof of recent training, RedRock could provide clearer records. That reduced scrambling before audits and helped reinforce the company's reputation as a professional, safety-conscious contractor.

Most importantly, the talks became more useful on site.

Workers were not just signing attendance sheets. They were identifying hazards before work started.

From inconsistent site talks to a repeatable field system

RedRock didn't need to take control away from supervisors.

It needed to support them.

SafetyNow ILT helped the company create a reliable training rhythm while still allowing each jobsite to address its own conditions. The materials gave supervisors structure, but not a straitjacket.

For Eric, that was the value. SafetyNow ILT helped RedRock deliver consistent safety communication across multiple jurisdictions, crews and worksites without slowing the operation down.

The field still owned the conversation.

SafetyNow ILT made the conversation stronger.

Key Results

- Standardized safety meeting topics across U.S. and Canadian jobsites
- Improved supervisor confidence and consistency in delivering safety talks
- Reduced time spent creating or searching for jobsite training materials
- Improved documentation for client audits, regulator inspections and internal reviews
- Helped crews identify practical hazards before work began

Every jobsite has different risks, but your training system shouldn't depend on who had time to prepare.

Visit www.safetynow.com or call 1.800.667.9300 to see how SafetyNow ILT helps employers deliver practical, documented safety talks across locations, crews and jurisdictions.

