



## TOOLBOX TALK #52

### You Are Unique and Important

There are people in the general public who fail to recognize the skills that are required to work in this industry. They are misinformed about what we do and look at it as *manual labor*. But when you drive home today, start looking at the structures that exist almost everywhere you look. Every person in this country relies on our products for virtually everything they do.

As an industry, we build offices, warehouses, retail stores, homes, schools, manufacturing facilities, restaurants and just about any other kinds of building you can imagine. Construction, and metal building construction specifically, is the driving force in our economy. What we do is more important than interest rates. And it takes skill and training to put these structures in the ground safely and professionally. Think about what happens when a structure collapses. It makes the front page and the top story on the evening news. Why? Because news is what happens that is out of the ordinary. It is unusual for something catastrophic to happen with a commercial building because the people who build them do so to stand for a hundred years.

We build better and safer than any other construction team in our industry. We harp on safety because it is the most essential professional skill in metal building construction. We have to because we aren't selling breath mints at a convenience store. We are building the convenience store. No member of this team would be here if you weren't important to the successful completion of this project. We want to ensure your safety because we can't succeed without you.

When you set out for the job you are going to do today, remember that no one else but you is going to perform those tasks. Once done, they will remain done beyond our lifetimes. You are important, and unique. You can't be easily replaced. Work safely, because there aren't a lot of people walking by this job site who can do what you do.

Facilitator Notes: Make the point without sounding insincere. The statements made in this talk are true. However, your crew may not think in these terms. It is up to you to make them realize both their individual importance to the team, and your collective importance to the community. Instill the pride that is well deserved in completing a job well done.

**Additional Notes:** \_\_\_\_\_  
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**Crew Member Comments:** \_\_\_\_\_  
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**Presented By:** \_\_\_\_\_ **Date/Time** \_\_\_\_\_

**Attendees:** \_\_\_\_\_  
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List additional attendees on back of sheet