



MINDFORGE

Shahin Aftabizadeh

Shahin Aftabizadeh is the Vice President of MindForge, a subsidiary of the International Risk Management Institute.

MindForge studies behavioral, motivational and systematic issues related to serious injuries and fatalities on construction jobs to develop software and training programs that support safety and quality. As Vice President, Shahin is responsible for identifying industry trends, conducting field research and overseeing the overall success of product design, implementation and adoption.

As a Cultural Anthropologist, Shahin specializes in user-centered product strategy with a focus on how technology enhances the relationship between team identity and performance excellence. With over 12 years of field experience, Shahin's work has ranged from studying technology used in wartime economies to overseeing research, development and implementation of products in the defense, finance and construction industries.



Shahin Aftabizadeh
Vice President, Mindforge



Ben Ross

Ben Ross is a Safety Engineer at Pepper Construction Company of Indiana with over 15 years of industry experience.

Ben spent 11 years as a tradesman, six of which were as a union carpenter, before pivoting his career to become a safety consultant.

As a former tradesman, Ben is an advocate for continuously improving communication and collaboration between safety leadership and the field. He strives to empower the workforce, hold candid discussions, think innovatively and utilize emerging technology in his mission to make jobsites safer.



Ben Ross

CHST, Safety Engineer, Pepper Construction



Training Crews on the Job



Have tradesmen come
to the home office



Huddle in a
job trailer



Attempt on the
job training



Send to a
third party

Why is it hard

Losing production on the site

Additional driving by tradesmen

Recently Covid has impacted it

Ultimately it costs time and therefore money



Communicating to Crews on the Job



Information is sent via a
funnel down approach



A thought to maintain
hierarchy of positions

What are the challenges

Information can take time to get into
the hands of the right person.

Chain of command communication:
'someone talks to 'ME' and then I talk to 'my guys'.

Communicating to Crews on the Job



Use of texts or phone calls,
delivered in person verbally



Use of email

What are the challenges

Getting the same message out to multiple crews in-person takes a long time.

Nobody checks their Emails while they're working onsite through the day.

Leveraging Technology to Address the Challenges



What are the challenges?



**Transitory
Workforce**



**Physical Separation
Between Crews, Projects,
and Home Office**



**Divergent Team Cultures
and Identities Across
Crews and Contractors**

How can we use technology to help?

1. Provide a solution that connects the frontline to your organization
2. Utilize familiar technology to encourage adoption across your projects
3. Streamline access to communication, project information and training

Putting Technology to Use in the Field



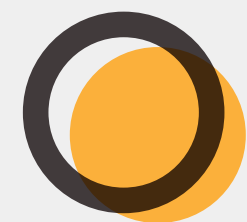
Training



Jobsite Orientations

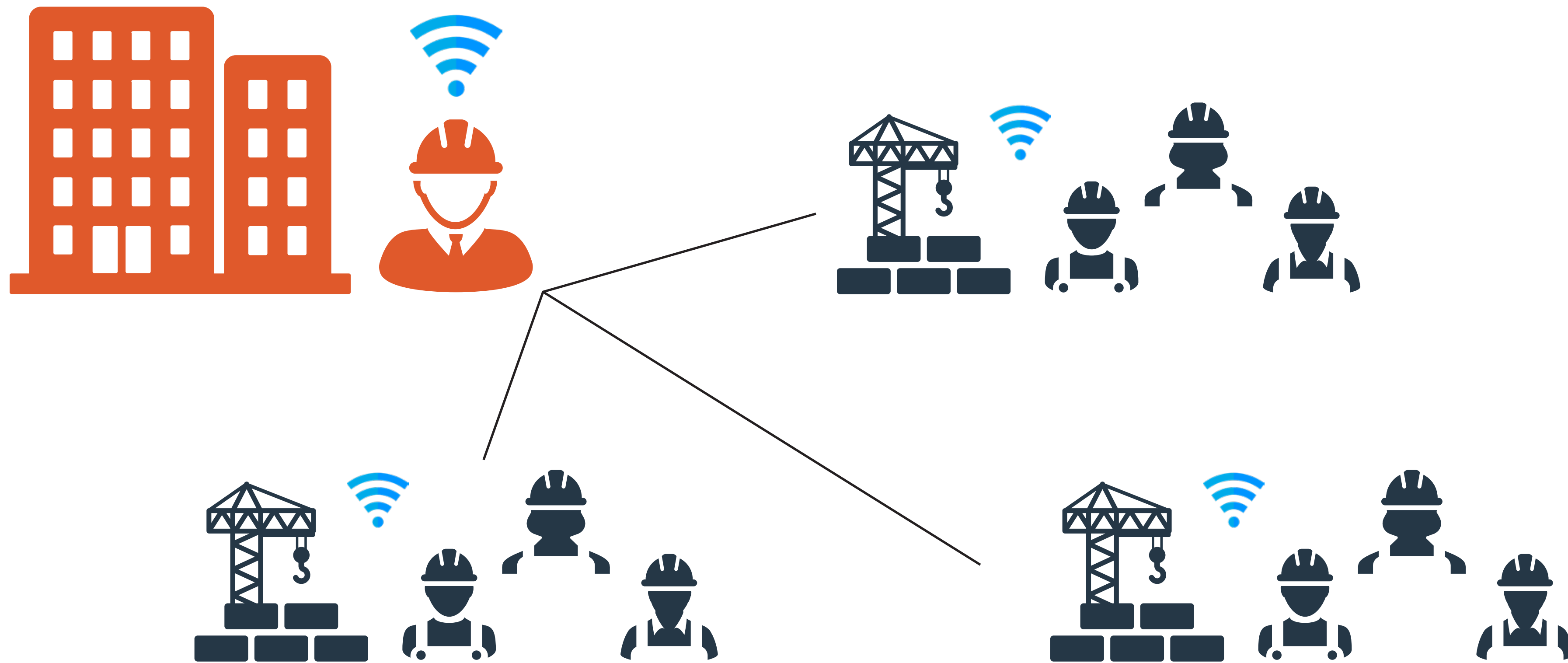


Video Toolbox Talks



Messaging, Communication and Information Sharing

Leveraging Technology to Address the Challenges



Is available software designed for the front-line worker?

Corporate Level



Jobsite Level



Getting Crews to Use Software



Common Pushback



Overcoming Barriers



Showing Value to Their Operation

Considerations for Implementing Software to Your Frontline

1. Solutions must be available on mobile devices for front-line workers to have consistent access throughout the day.
2. Must be engaging and valuable to your front-line workers, don't make it about checking boxes.
3. Approach it as a people project, not a software project. Make sure you're using software to augment your existing program, not to replace it.