

Tips to Win Company Approval

This tip slide provides guidance for how you can present the MSD Pledge to your leadership and should be hidden when presenting.

Tailor the following slides to make a company-specific pitch that persuades leaders at your organization.

01

Identify Who Will Sign the MSD Pledge

Identify the person who would be responsible for signing the pledge on your organization's behalf. At a small business, this is likely the CEO. For larger employers, you may be reaching out to corporation relations, public affairs, or another representative from the CEO office.

02

Align Pledge Goals with Company Values

Tailor your pitch to demonstrate how the MSD pledge goals aligns with your company values or mission statement.

03

Tailor the Business Case

Use the OSHA Safety Pays Calculator to estimate annual costs of MSD injuries and savings potentials at your organization.

04

Get Feedback and Buy In from Others

MSD risk reduction has organization wide impact. Consider gathering lateral support and allyship before taking your pitch up to the next level.

05

Outline a Plan for Success

Plan for how your company will successfully meet the MSD Pledge goals and communicate your company strategy as part of your pitch.

06

Choose Your Timing

Consider financial, operational, and personnel commitments that may be required for your pledge. Making your pitch prior to a strategic planning session or a budget review can help your leadership successfully incorporate your MSD solutions plan.

07

Invite Leadership Input

While making your pitch, open up your plan as a collaborative opportunity for leadership to weigh in. This will improve buy in and can help line up your MSD solutions plan with existing leadership priorities for successful execution.

MSD Pledge

Taking action at [insert organization name]

What is the MSD Pledge?

Musculoskeletal disorders (MSDs) are injuries of the muscles, nerves, tendons, joints, cartilage, and spinal discs caused by repetitive movements, awkward postures and forceful exertions. They are the leading cause of work-related injuries, affecting nearly one quarter of the world's population.

Work-related MSDs cost employers billions of dollars a year in worker compensation, lost productivity and absenteeism.

- \$13.3 billion lost to **overexertion from handling objects**
- \$4.71 billion lost to **awkward posture**
- \$1.55 billion lost to **repetitive motions**

The MSD Pledge is your company's commitment to invest in risk reduction, contribute to innovative solutions, and strengthen your company culture for worker safety.



We are dedicated to ensuring the health and safety of all workers at our workplaces through the evaluation and reduction of musculoskeletal disorders (MSDs), the leading cause of workplace injuries across all industries. **We pledge to:**

Reduce risks. We will analyze the causes of MSD injuries across our operations and invest in solutions and practices that reduce risk to our workers.

Innovate and collaborate. We will leverage best practices and share our learnings and countermeasures to expand upon innovations to improve our own safety practices and reduce MSD risks.

Build an organizational culture that values safety. We will promote and ensure a workplace where safety excellence, transparency, and accurate reporting are equally valued. Everyone, at every level of our organization, is accountable for the safety and health of our workforce.

Commit to a significant reduction of MSD injuries. We believe that through risk analysis, improved training, and investment we can create safer outcomes for millions of workers worldwide. We pledge to reduce MSD risk and subsequent injuries by 25% by 2025.

Together, we can improve workplace safety, reduce MSD risks, and enhance the well-being of workers around the world.

How will my company benefit from signing?



Employers that sign the MSD Pledge will have access to a range of **free tools, training and innovation** to identify and reduce MSD risks.



Participating companies will be able to **track performance** through an annual index that will help strengthen workplace safety over time.



Your organization will be **recognized as a leader** in workplace safety alongside other industry leaders that join the MSD Pledge.



Investments in MSD solutions save money. Every dollar spent on prevention and early intervention generates at least twice the value in return.



MSD solutions **make workers more productive.** Many of the solutions designed to reduce workplace injuries also **make it easier for workers to conduct their jobs.**



Workers want safer, healthier workplaces. Your commitment to MSD solutions can **strengthen recruitment, retention, and job satisfaction.**



Employers that sign the MSD Pledge can **strengthen their bottom line and improve the lives of workers on the jobsite and beyond.**

Thank you!

What Do We Need to Do?

01

Sign the MSD Pledge.

Pledge signers must be able to represent commitment on behalf of the employer.

02

Let's Get Acquainted.

Complete a 10 question onboarding questionnaire to help us get to know you and your organization, and schedule a welcome call. We will create a custom onboarding process for your organization based on your specific needs, and will match your team with an NSC expert to help guide your participation in the MSD Pledge.

03

Complete the Baseline Assessment.

Your company's safety professional or designee will complete a baseline safety assessment and receive feedback from NSC to strengthen your company's safety profile.

04

Participate in the MSD Pledge Community.

NSC offers regular events, training and expert coaching to help you create an MSD solutions plan for your company. Benefit from the innovation and best practices of other companies in the network, and share your own successes with others. Consider becoming a MSD Pledge launch sponsor to make the most of your participation.

05

Complete the Annual Index Assessment.

The safety professional or designee will report on annual progress on pledge goals, with continued feedback from NSC on successes and growth.