



FUTURE INDUSTRIAL TECHNOLOGIES

PREVENTING TOMORROW'S INJURIES TODAY™



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Summer Edition Sizzle, Steak, Production, and Back Claims

Way (way, way) back in high school, a coach I had stood in front of our team and saw a group of apparently intimidated young men. We had heard stories about our next opponent which was verified by some film we had watched of them. They were fast, good-sized, and full of razzle-dazzle despite their mediocre record. Coach said something that I think about often, especially in the marketing-saturated world that we live in today. He said that after studying the opponent's team that they are "all sizzle and no steak"! What he was saying was the wrapping was fancy but there was nothing much inside the box; to just ignore the sizzle and you will win the game. He knew that the only thing that mattered was who out-produced the other team on the field, not how fancy or flashy they were.



After being in the "game" of workplace injury prevention for 31 years now, I have seen a lot of sizzle when it comes to preventing sprain/strain injuries. Workers' comp costs are no joke. Back claims, they say, average out to about \$40,000 per claim, with shoulder injuries not too, too far behind. In some industries workers' comp is the third highest expense for companies.

Musculoskeletal injuries are legitimate financial and production problems needing real solutions. And boy, talk about sizzle! Where is the STEAK? The sizzle comes in the forms of beautiful marketing materials or "sexy" sales pitches involving the latest "high-tech" inventions; or even alluring forms of martial arts movement. Sounds great in a sales pitch, but where's the steak? Do employees change their behavior? Do they apply what was taught in their lives, at work, and at home? Do the injury prevention concepts last for the long term? DO LOST WORK DAYS AND COMP COSTS SIGNIFICANTLY DECREASE? DO EMPLOYEES THANK YOU FOR THIS TRAINING BECAUSE IT IS PERSONALLY VALUABLE TO THEM?



The [Backsafe®](#) and [Sittingsafe®](#) Injury Prevention Programs are proven and very often result in windfall savings and higher employee morale. So, if you need a solution to workers' comp costs caused by back, shoulder, and other sprain/strain injuries, we know what causes them and how to help your employees to prevent them! It is all STEAK and no sizzle. And yes, we did win that football game!

DISCLAIMER: The sizzle/steak metaphor was not intended to offend non-meat eaters and was used only to convey the KISS concept of "keep it simple stupid."

Disclaimer: The KISS acronym was in no way intended to offend...



Prevent tomorrow's injuries today!™
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Future Industrial Technologies, Inc. (FIT) offers workplace safety and ergonomics training programs. Backsafe® teaches employees how to perform their specific job tasks in a manner that is biomechanically correct. Sittingsafe® teaches office employees how to adapt their existing workstations so they are ergonomically correct. These injury prevention programs make your workplace safer and are proven to reduce injuries and worker compensation insurance costs.

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