

Speaker | Video Creator | Author

MICHAEL S. MELNIK

The Energized Approach™

*25 Years of Helping Companies Generate
the Energy for a Safer and More
Engaged Workforce*

THE STORY BEHIND THE ENERGIZED APPROACH™



The story of **THE ENERGIZED APPROACH** began more than 25 years ago, but Michael's involvement in safety began well before that...



Early in his career, Michael was the "lifting guy". At the time, the standard was "bend your knees and keep your back straight". The employee response to this message was underwhelming, and Michael knew it needed repackaging so he began his quest to make injury prevention more fun, more engaging and most importantly, more effective. He traveled thd country bringing his fun, high energy and effective message to thousands of employees and leadership at many of the countries' largest companies.



To reach a broader audience he turned his unique and fun message into a series of training videos; several of them award winning. Back injury prevention went from dry and boring to fun and engaging. These videos are now used by thousands of companies across the country as part of their injury prevention efforts.



Despite the success of his employee training, Michael new that it wasn't enough. Companies can have great programs, with great policies and procedures, training, and posters.... but none of these things matter without the support and engagement of managers and supervisors so he took his message to a broader audience. **This is when The Energized Approach** was born. In short, **The Energized Approach** helps companies generate the energy necessary for program success. **The Energized Approach**, with the help of the **10 Energy Sources**, teaches organizations how to seamlessly integrate "going after the energy" into their safety efforts.



To help his clients keep the energy up, he created the **Video Coaching** platform. It provides access to more than 250 videos on a variety of health and safety topics and makes **EVERYTHING** that Michael has shared with his clients over the years available **24/7/365**.



Most recently, Michael wrote a book about the Energized Approach. It's a compilation of stories from his 30-year journey of helping companies energize their workplaces, their programs and their people.

Video Coaching



- ✓ 250+ Videos
- ✓ Dozens of Topics
- ✓ Anytime, Anywhere
- ✓ 24/7/365 Access
- ✓ Practical Strategies
- ✓ Award-winning Insights



**REAL STORIES.
REAL RESULTS.
REAL ENERGY.**

Stories, lessons and insights from more than 30 years of helping organizations energize their workplaces, their programs and their people.

IT'S ALL ABOUT ENERGY!