Written by:

## WHY KEEPING CREWS SAFE IS GOOD FOR PEOPLE, EFFICIENCY, AND THE BOTTOM LINE.

flled with hazards that can be exacerbated when crews work

Common injuries include overexertion, falls, slips and trips, as well as exposure to harmful substances or environments. At

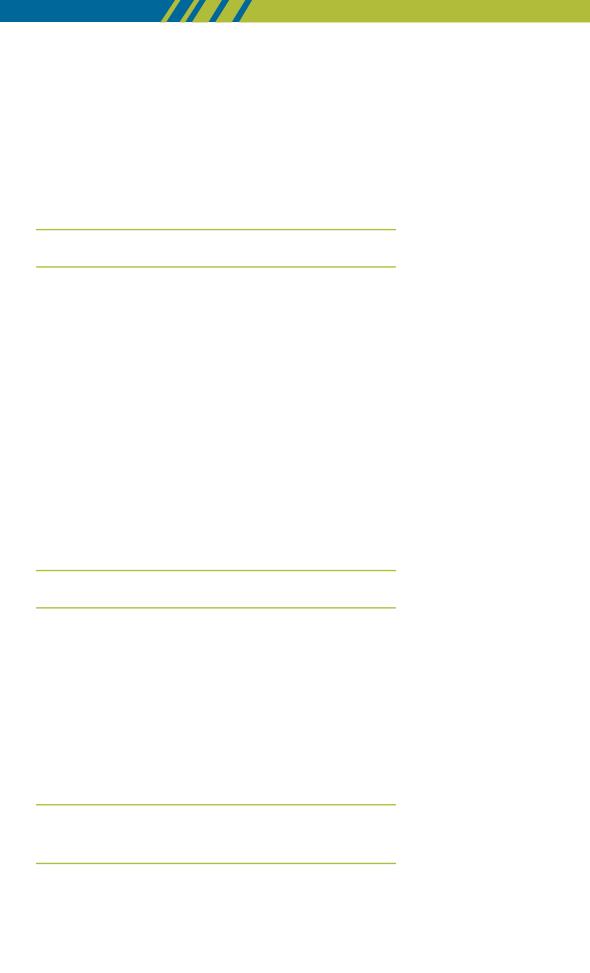
while minimizing risk and increasing effciency. More than ever,

According to the American Psychological Association,

35% of the American workforce, is becoming a driving force

older adults. At a time when the construction







Greg Kershaw is the director of brand experience and engagement at WD-40 Company. He has served in a variety of roles at WD-40 Company since 2016,

holds a master's degree in executive leadership from University of San Diego

<u>wd40.com</u>

(CBO) is the leading business magazine for contractors and is designed to help owners of construction f rms run successful businesses. Founded in 2004, CBO

Any views and opinions expressed in this article may or may not refect the views and opinions of the Construction Management Association of America (CMAA). By publishing this piece, CMAA is not expressing endorsement of the individual, the article, or their association, organization, or company.