

**Single Point  
Lesson**

## **How Can Color Direct Behavior?**

In this facility everyone was required to wear a hard hat outside the office area.

When deliveries were made the truck drivers were always walking off with the hard hats. They were costly and were always having to be replaced.



Pink hats were designated specifically for truck drivers and they stopped disappearing.



The pink hat idea inspired the Safety Manager to create a hard hat color-coded system for the entire organization.



In addition to making sure that hard hats did not vanish, the company added the forklift certification to the hat of each employee as necessary. Information became visible at a glance.

