

Terry L. Mathis

Founder and Chief Executive Officer – ProAct Safety, Inc.



Terry L. Mathis is the founder and CEO of ProAct Safety, an international safety and performance excellence firm. He was listed as a Safety Guru in 'The 50 People Who Most Influenced EHS' by EHS Today in 2010 and 2011.

He is known for his dynamic presentations in the fields of behavioral and cultural safety, leadership, and operational performance, and is a regular speaker at ASSE, NSC, and numerous company and industry conferences. He is a veteran of over 1600 safety, culture and performance improvement projects in 39 countries and 21 languages, and has personally assisted organizations such as Georgia-Pacific, AstraZeneca, Wrigley, ALCOA and many others to achieve excellence.

Mr. Mathis has degrees in Electrical Engineering and Technical Communication and Graduate work in Organizational Psychology, Instructional Technology, Linguistics and Organizational Design.

Articles:

- [Failing Less is NOT a Safety Strategy](#)
IndustryWeek :: January 2012
- [S.T.E.P.S. \(Strategic Targets for Excellent Performance in Safety\)](#)
EHS Today :: June 2011
- [Safety Culture: A Matter of Characteristics or Capabilities?](#)
EHS Today :: April 2011
- [Preparing Workser for Safety Improvement](#)
Safety.com :: January 2011
- [Asking the Right Questions](#)
EHS Today :: November 2010
- [Sustainability: Keeping Safety from Backsliding](#)
EHS Today :: August 2010
- [Old Dogs and New Tricks: Keep BBS From Rolling Over and Playing Dead](#)
EHS Today :: June 2010
- [Using Podcasts to Improve Safety](#)
Professional Safety :: May 2010
- [Motivational Punishment: Beaten by Carrots and Sticks](#)
EHS Today :: March 2010
- [Understanding Influences on Risks: A Four-Part Model](#)
EHS Today :: February 2010
- [The FILM for a Cultural Snapshot](#)
EHS Today :: January 2010
- [Unions and Behavior-Based Safety: The 7 Deadly Sins](#)
EHS Today :: October 2009
- [5 New Metrics to Transform Safety](#)
Workplace HR & Safety - Safety Email Report :: 22 September 2009
- [Supervisory Safety Coaching: Growing a Safety Culture from the Middle Out](#)
EHS Today :: August 2009

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- [Managing Perceptions to Create FOCUS](#)
EHS Today :: June 2009
- [Hard Measurements for Soft Science: Behavior-Based Safety Has Evolved](#)
Industrial Engineer :: May 2009
- [Measuring Safety Culture: Why Perception Surveys are Not Enough](#)
EHS Today :: April 2009
- [Building a Bridge to Safety Excellence: The Role of Culture](#)
EHS Today :: February 2009
- [What Does Safety Success Look Like?](#)
Occupational Hazards :: September 2008
- [Lean Behavior Based Safety](#)
Occupational Hazards :: May 2005
- [Safety Training: A Golden Opportunity](#)
Industrial Safety and Hygiene News :: June 2004
- [Low Probability Risks Can't Be Ignored](#)
The Compass: ASSE Management Practice Specialty Newsletter :: Summer 2003
- [Can Your Safety Software Swim Upstream?](#)
Industrial Safety and Hygiene News :: June 2003
- [Street-Smart Behavior-Based Safety](#)
Industrial Safety and Hygiene News :: Sept 2001
- [Fallacies in the Safety Fable](#)
Occupational Hazards :: Oct 1997

Books:

- *"Developing a Safety Culture"* JJ Keller, 1996
- *"S.T.E.P.S. to Safety Culture Excellence"* Wiley and Sons, 2012

Recent Speaking Engagements:

- [NSC 2011 Congress & Expo](#)
Using Near Miss Data for Successful Loss Control
Safety Metrics: The BIG Picture
- [HSE Canada](#)
Safety Metrics – The Big Picture
Training Your Supervisors to be Safety Coaches
- [SMACNA 68th Annual Convention](#)
Training Supervisors to be Safety Coaches
- [NSC Omaha 2011 Safety & Health Summit](#)
Supervisory Safety Coaching: Growing a Safety Culture from the Middle Out
- [70th Wisconsin Safety & Health Conference](#)
Sustainable Safety Cultures
- [Coal Prep Conference](#)
Sustainable Safety Cultures

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- **Rocky Mountain Health & Safety Conference**
Leadership Safety Coaching
- **U.S. Pipeline Annual Safety Conference**
B-4 Program
- **Georgia-Pacific Annual Safety Conference**
Safety Culture
- **Spectra Energy**
Leadership Safety Coaching – Teaching Supervisors to be Safety Coaches
- **NSC Omaha Breakfast Series**
Cop or Coach: How Supervisors Can Make a Difference
- **ASSE SeminarFest 2011**
Using Near-Miss Data for Successful Loss Control
Training Supervisors to Become Safety Coaches
A Balanced Scorecard Approach to Determine Safety Program Effectiveness
- **NSC 2010 Congress & Expo**
Teaching Supervisors to be Safety Coaches
Using Podcasts to Improve Safety
Unions and BBS: The 7 Deadly Sins
- **NOV 2010 HSE Leadership Conference**
Training Supervisors to Become EHS Coaches
- **26th Annual National VPPPA Conference**
Sustainable Safety Cultures
Cop or Coach? How Supervisors Can Make a Difference
Is Safety About Achieving Success or Avoiding Failure?
- **ASSE's Safety 2010**
Using Podcasts to Improve Safety: A Versatile New Communication Media
Leadership Safety Coaching: Teaching Supervisors to be Safety Coaches
- **Shell Oil Health and Safety Day**
Applying Lean Tools to HSE
- **NSC Omaha Chapter 27th Annual Safety & Health Summit**
Leadership Safety Coaching
- **Koch Industries Environmental, Health, and Safety Conference**
Behavior-Based Safety
- **Industry Week's Best Plants Conference**
Achieving Safety Excellence in a Lean Environment
- **Georgia-Pacific Global Health and Safety Conference**
Connecting Culture and Behavior-Based Safety
- **ASSE SeminarFest '10**
Training Supervisors to Become Safety Coaches
A Balanced Scorecard Approach to Determining Safety Program Effectiveness

Videos:

- **The Role of Probability in Safety**
GPTV :: Sep 2011
- **Using Pareto Analysis to Focus Safety Efforts**

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GPTV :: Sep 2011

- [The Cliff Analogy](#)
GPTV :: Sep 2011
- [Supporting Behavior-Based Safety](#)
GPTV :: Sep 2011
- [What Defines An Accident or Incident?](#)
Safety Culture Excellence :: Feb 2010

Webinars and Podcasts:

- Author and presenter of over 40 webinars and podcasts