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Best-selling Authors Galloway and Mathis Introduce Book to Focus Strategic Thinking Inside Your Organization

The newly published book by Shawn M. Galloway and Terry L. Mathis is aimed at aligned continual performance improvement to create new value.

(The Woodlands, TX – March 22, 2016) The best-selling authors of *STEPS to Safety Culture Excellence*SM and *Forecasting Tomorrow: The Future of Safety Excellence*, and principals of ProAct Safety, introduced their latest release, [*Inside Strategy: Value Creation From Within Your Organization*](#).

Inside Strategy challenges the reader to apply everything they know about marketing strategy to the processes within their organization. It is a way to fully engage internal customers of the various processes within the organization and map out strategies to win at their integral roles in providing value to external customers. Your employees cannot help you compete for clients if they don't have a winning strategy for themselves. *Inside Strategy* provides both guidelines for applying strategy and probing questions to help you think of all the ways in which strategy can be used to improve internal processes.

Kirk Bagnal, Director of Global Environment, Health, and Safety for Domtar Personal Care, says *Inside Strategy* "takes complicated principles and makes them simple for all of us. Strategy is so important...but so are tactics." He added, "I plan to take my multi-national team through this book and answer these questions knowing that it'll make us better, stronger, and more equipped to face the future."

To download the introduction or order *Inside Strategy: Value Creation From Within Your Organization*, visit <http://proactsafety.com/insights/book-inside-strategy>.

ABOUT SHAWN M. GALLOWAY

Galloway is president and chief operating officer of ProAct Safety. He has helped hundreds of organizations within every major industry achieve and sustain excellence in safety performance and culture. He is a professional keynote speaker, internationally recognized safety excellence expert and host of the weekly podcast series, Safety Culture Excellence®. Galloway is a columnist for several magazines and coauthor of the book *STEPS to Safety Culture Excellence* (WILEY, 2013). Read more about him and his work at <http://www.ShawnMGalloway.com>.

ABOUT TERRY L. MATHIS

Mathis, ProAct Safety's founder and CEO, is known for dynamic presentations and writing in the fields of behavioral and cultural safety, leadership, and operational performance. He is a regular speaker at ASSE and NSC, as well as company and industry conferences. He has been a frequent contributor to industry magazines for more than 15 years and is coauthor of *STEPS to Safety Culture Excellence* (WILEY, 2013). Learn more about him at <http://www.TerryLMathis.com>.

ABOUT PROACT SAFETY

ProAct Safety is a global safety culture excellence consultancy. The company has completed more than 2,000 successful safety strategy, leadership, culture and performance projects in nearly every major industry worldwide, including Fortune 500 firms. Learn more at <http://www.ProActSafety.com>.