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Newly-Published Book, STEPS to Safety Culture Excellence, Sells Out Within Weeks

Long-awaited book offers unique safety thought leadership and best practices to improve safety culture.

(The Woodlands, TX – April 2, 2013) **ProAct Safety**, global provider of safety excellence strategies, announced the official release of a definitive and long-awaited safety excellence book, [STEPS to Safety Culture ExcellenceSM](#), authored by the company's leaders and published by John Wiley & Sons, Inc. Leaders of any organization can use the book as a how-to guide for creating safety excellence cultures. The book sold out about two weeks after it was published.

Terry Mathis and Shawn Galloway, the authors of the book, say *STEPS* is designed to help leaders create a safety culture conducive to excellence that continues to adapt with the organization and improve with time.

Both Mathis and Galloway are highly sought-out veteran safety excellence experts, as well as frequent contributors to the National Safety Council (NSC) and the American Society of Safety Engineers (ASSE). Galloway hosts the popular safety podcast, [Safety Culture Excellence[®]](#).

The book provides practical impetus and guidance for organizations faced with the challenge of safety sustainability. "Many organizations have improved safety to the limits of their methodologies and are looking for next steps to sustain their safety efforts," said Mathis, founder and CEO. "Working toward safety culture excellence not only expands opportunities for improvement, but is an effective tool to make sure improvements last well into the future."

STEPS is an acronym for "[Strategic Targets for Excellent Performance in SafetySM](#)", a principle at the center of the book. Mathis expects this principle to offer particular value for leaders who already know they want to develop and maintain a culture of safety excellence within their organizations. "Those with the desire – including senior executives, HR professionals, safety professionals and educators, union safety leaders, and workplace safety representatives – know they need tools for implementation and access to cutting-edge theories and practices. They need to forge intentional initiatives for continuous improvement," said Mathis. "This book provides innovative and dynamic tools in a convenient format that can be referenced over and over."

The timing of the release of *STEPS to Safety Culture Excellence* is particularly relevant today, said Galloway, ProAct Safety's president and COO. "Many catastrophes in recent history have reinforced the importance of a strong and evolving safety culture, and the deadly consequences of ignoring it," he said. "Improving a safety culture can seem daunting to some and completely impossible to others, but *STEPS* offers a practical, easy-to-understand, self-paced method of taking safety to the next level of performance in any organization."

Methodologies described in the book have been field-tested and proven through ProAct Safety's clients, Galloway said. Client results were used to formulate the book. "*STEPS* is the culmination of thought processes that helped all of these clients improve. It provides a platform for gap analysis to help organizations determine where they can achieve further improvements in their unique safety cultures, and a measurable pathway to get started."

STEPS to Safety Culture Excellence is available through the publisher, Amazon.com, Barnes and Noble and other select bookstores. The book also will be available for purchase through the American Society of Safety Engineers website beginning in April, as well as at the bookstore at the Safety2013 Expo in Las Vegas in June.

About the Authors

[Terry L. Mathis and Shawn M. Galloway](#) are principals of ProAct Safety Inc., an established safety excellence consultancy based near Houston, Texas. They are innovators in podcasting as the pioneers of Safety Culture Excellence®, developers of innovative safety processes, strategic advisors to numerous organizations with excellent safety cultures, and authors of more than 100 articles, dozens of safety videos and more than 250 podcasts. Mathis and Galloway are veterans of more than 2,000 safety excellence initiatives in more than 30 countries around the world and are frequent keynote speakers and workshop presenters for safety organizations, governmental agencies and private enterprises.

About ProAct Safety

In 1993, ProAct Safety was created with the sole purpose of helping organizations achieve and sustain safety excellence. Now recognized as the world's most successful provider of safety excellence strategies, ProAct Safety has partnered with hundreds of organizations throughout the world, in every major industry. ProAct Safety believes sustainable safety excellence is never

achieved with a one-size-fits-all approach, and the only path to sustainable safety culture and safety performance excellence is through professional collaboration. Learn more at www.proactsafety.com.