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ASSE Chooses Safety Guru Terry Mathis to lead Transformational Development Course, Kicking off Virtual Classroom Event with Presentation about Safety Metrics

The latest in a long line of ASSE presentations by Mathis, this safety metrics webinar, entitled “Safety Metrics: The BIG Picture,” will share common misconceptions about safety measurement that compromise sustainable safety excellence.

(The Woodlands, TX – July 17, 2012) **ProAct Safety**, provider of safety excellence strategies for organizations across the globe, announced its CEO and founder, [Terry L. Mathis](#), will present a webinar on safety metrics for the virtual classroom program of the **American Society for Safety Engineers (ASSE)**. The webinar is the latest of many presentations, workshops and online events led by Mathis for ASSE. The presentation will stream live on August 29 and afterward will be available on demand at www.asse.org. The topic of the webinar is “Safety Metrics: The Big Picture.” It will cover the following learning objectives:

- Measuring what is important in safety
- Moving from lagging to leading safety indicators
- How current measurements demotivate discretionary safety performance
- Using transformational safety measurements to motivate performance
- Measuring and managing safety performance, rather than results
- Principles of effective safety measurement systems
- Conceptual overview of a Balanced Scorecard for Safety Metrics

“The truth is, organizations often measure the wrong things and try to manage safety with irrelevant data,” Mathis said. “They tend to seek the most exact safety data rather than the most relevant and useful data. I want to share the latest ideas about how to measure safety and help organizations explore ways to develop the metrics that produce better results.”

According to Mathis, most organizations measure lagging indicators, a practice that began in the early days of the industrial revolution in capitalist countries. Lagging indicators were used to measure the use of capital and return on investment—for the purpose of financial accountability. The measurements weren’t intended to be used as a management metric. Today’s organizations can gain

better management data by measuring not just leading or activity-based indicators, but also by seeking insights into what transforms and sustains organizational performance. Mathis' webinar will help safety professionals identify the best measures of safety to support effective safety management.

Mathis has served as a preferred speaker for ASSE for more than 10 years. He recently spoke for ASSE on another topic, Strategic Targets for Excellent Performance in Safety™ (STEPS), which was broadcast live from the Safety2012 Conference. This is also the topic of his upcoming book, [STEPS to Safety Culture Excellence](#). Mathis encourages organizations to build excellence into their existing safety culture step by step, continuously improving safety as they would slowly and carefully nurture a growing plant. His method of improving safety recommends the use of STEPS as the basic unit of performance improvement.

ASSE chose Mathis as a presenter because they value his long and ardent history of personally supporting safety improvement and excellence, and they want to provide the benefit of his knowledge and enthusiasm to the society's members. "As a veteran of more than 1,600 safety, culture and performance improvement projects, Mr. Mathis has personally helped organizations move from lagging to leading indicators while teaching them to use transformational measurements to motivate performance," said Dan McNeil, Manager of Education Development for ASSE.

To receive more information about Mathis and other [upcoming events](#), contact Traci D. Long at ProAct Safety: (936)273-8701 or tlong@proactsafety.com. To learn more about ASSE virtual classroom events, visit www.asse.org.

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 served more than 1,500 locations 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.