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ProAct Safety's Mathis to Discuss Leadership's Role in Safety Excellence at NSC Nebraska

Terry L. Mathis will explain how supervisors have great influence on worker behavior and are in a unique position to facilitate a culture of improvement and positive reinforcement.

(The Woodlands, TX – July 19, 2016) ProAct Safety, pioneer of safety excellence strategies, announced Terry L. Mathis, the company's founder and chief executive officer, will deliver the keynote at the July session of [NSC Nebraska's Critical Issues Breakfast Series](#) on Thursday, July 28th. It will begin at 7:30am at the Regency Lodge in Omaha, NE.

The keynote, "Leadership's Role in Coaching for Safety Excellence," will outline a simple, three-part coaching model to focus workers on specific safety improvements. According to Mathis, coaching is the strategic management style of many organizations with excellent performance in any category, including safety.

"Organizations that achieve good safety performance and choose to pursue even greater safety excellence soon learn that the tools that got them from bad to good will not get them from good to great. Coaching is one of four advanced safety tools that help get that next step-change in safety."

For more information about ProAct Safety events, visit <http://proactsafety.com/events>.

ABOUT TERRY L. MATHIS

Mathis, ProAct Safety's founder and CEO, is known for dynamic presentations, work 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 four books, including bestsellers *STEPS to Safety Culture Excellence* (WILEY, 2013) and *Forecasting Tomorrow: The Future of Safety Excellence* (SCE Press, 2015). Terry has been listed four consecutive times as one of 'The 50 People Who Most Influenced EHS' by EHS Today. Learn more about him at <http://www.TerryLMathis.com>.

ABOUT PROACT SAFETY

ProAct Safety is a global safety 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 several Fortune 500 firms. Learn more at <http://www.ProActSafety.com>.