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Galloway of ProAct Safety to CoHost Complimentary TalentClick Webinar “How to Build a Top Safety Culture”

Shawn M. Galloway of ProAct Safety and Greg Ford of TalentClick will share ways to transform “tough” safety cultures into top safety cultures.

(The Woodlands, Texas – August 12, 2014) ProAct Safety, a recognized pioneer in safety excellence strategies, announced its president, Shawn M. Galloway, will join TalentClick host, Greg Ford, for a webinar on creating a top safety culture that leverages strategy and key measurements most organizations miss when attempting to improve safety performance or company culture. The webinar will be held 1:00 p.m. EDT on September 24, 2014. There is no charge to attend.

The webinar is designed to help listeners understand how important leaders are to the process of transforming a safety culture and ways leaders can make a difference. According to Galloway, because CEOs “own” a company’s culture, they are the ones who have the ability to transform culture in ways necessary to create a top safety culture. Safety is only one part of a corporate culture transformation, so it cannot be solely the responsibility of the safety leader. But a culture change that supports safety will also positively affect many other aspects of a company.

Galloway explained, “Cultures always influence the beliefs and behaviors of employees and contractors as they join the group. You need to manage the chemistry, climate and culture of your company, because results in any area of operational performance, including safety, will be directly dictated by those attributes of your business. Managing culture requires a strategy. Unfortunately, even most high-performing companies do not have a true strategy for managing safety excellence within their culture. Initiatives, programs, zero-based objectives and training are all viewed as strategy, but they are not strategy. Real strategy is a framework of choices the organization makes to determine how to capture and deliver value. Having a strategy means asking, ‘How do we win?’”

Galloway said when safety evolves where leaders and safety professionals focus first on capturing and delivering value, then workers become more engaged with both hearts and minds. A zero injuries achievement happens more naturally, without the injury count becoming the primary safety goal.

“One of the first steps to a strategy for improving your safety culture is learning what a top safety culture looks like, and this webinar will provide that vision for safety professionals,” Galloway said. Participants will receive a Safety Culture Audit Worksheet that helps identify and remediate specific safety issues.

To sign up for the free webinar, visit [CE](#).

About Shawn M. Galloway

As a professional keynote speaker and internationally recognized safety excellence expert, Galloway has consulted with hundreds of organizations within every major industry to achieve and sustain excellence

in performance and culture. He is also the host of the weekly podcast series “[Safety Culture Excellence®](#)”, a columnist for several magazines, and coauthor of the book *STEPS to Safety Culture ExcellenceSM*.

About ProAct Safety

ProAct Safety is a global consultancy with more than two decades of experience and over 2,000 successful projects focused on safety strategy, leadership, culture and performance. The company has worked extensively with organizations in nearly every major industry in the global marketplace. ProAct Safety is recognized worldwide as the number-one resource for practical, proven, custom and creative solutions for safety excellence in performance and culture. Learn more at <http://www.ProActSafety.com>.

About TalentClick

Through comprehensive personnel assessments, TalentClick helps safety and human resources departments identify and minimize personality risk factors that could lead to human error and incidents on the job. The company recommends actions to leverage personnel strengths and reduce workplace risk for all job types in all industries and regions around the world. Learn more at <http://www.talentclick.com>.