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Contact: Traci D. Long, ProAct Safety, (936)273-8701, tlong@proactsafety.com

ProAct Safety Leaders' Book, *STEPS to Safety Culture Excellence*, Achieves Amazon Best Seller Status

STEPS to Safety Culture Excellence, written by Shawn M. Galloway and Terry L. Mathis of ProAct Safety, is named by Amazon as a best seller in the Occupational & Industrial Medicine category.

(The Woodlands, TX – November 06, 2014) ProAct Safety, provider of safety excellence strategies for organizations across the globe, announced Amazon.com has named its book, *STEPS to Safety Culture Excellence*, as a best seller in its Occupational & Industrial Medicine category. The book outlines how to build capabilities into an organization's culture that allow for continuous incremental and transformational safety improvement.

The book was co-written by ProAct Safety's CEO, Terry Mathis, and its president, Shawn Galloway. ProAct's philosophy on Safety Culture ExcellenceSM emphasizes creating conditions within a company to improve the success of safety initiatives. According to Mathis, the book lays out a formula for excellence that is focused on strengthening safety capabilities as a part of controlling an organization's chemistry and climate on the way to maximum growth.

Galloway explains the book's methodology involves teaching a company how to identify, prioritize and solve safety problems using a proactive approach, rather than reacting to impending safety issues. "Readers quickly realize the STEPS methodology challenges the way we've always approached safety improvement. Safety initiatives work best—and benefit an entire organization—when they are naturally integrated into overall corporate goals."

The book's listing on Amazon has gathered a large number of positive testimonials indicating its usefulness for safety leaders within a wide variety of organizations, as well as the positive impact of any involvement with ProAct Safety advisors.

"*STEPS* is an excellent roadmap for building upon the culture already present in our workplace. I'll be using it to improve where we are going with our business' safety program. This roadmap -- from developing a strategy (most of us don't have one) to selling the strategy, to how we do or don't utilize discipline, is presented in an easy-to-follow format. Love the lists of questions to be

answered at the end of each STEP. We'll be getting started on our first STEP in the next few weeks."

"As a senior safety professional in a senior role in my company I recommend ALL of you look at having everyone who are leading others in your pursuits to safety excellence read this book and participate in the questions and exercises. To me, those make the whole book - it is tangible and reflective of how well the message has been previously communicated and how to move forward with the message and the strategy decided upon. As always, Shawn and Terry, you continue to make me stronger and more educated every time we have some form of contact or communication. Thank you for saying what it is so clearly that even I can comprehend it!"

Interested parties can download the book's Introduction at STEPSbook.com.

To see *STEPS to Safety Culture Excellence* in Amazon.com's Best Sellers list, visit http://www.amazon.com/gp/bestsellers/books/689752011/ref=sr_bs_1#1.

About the Authors

Terry L. Mathis and Shawn M. Galloway are principals of ProAct Safety Inc., a 21-year-old safety excellence consultancy based near Houston, Texas. They are the originators of the innovative podcast "Safety Culture Excellence®" and strategic advisors to numerous organizations with excellent safety cultures. They have authored 2 books, more than 100 articles, dozens of safety videos and more than 250 podcasts. Mathis and Galloway are veterans of thousands of safety excellence initiatives in more than 30 countries around the world and are frequent keynote speakers and presenters of workshops for safety organizations, governmental agencies and private enterprises.

About ProAct Safety

ProAct Safety is a global consultancy with more than two decades of experience and 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>.