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## **ProAct Safety, Pioneers of Safety Culture Excellence<sup>SM</sup>, Announce Long-Awaited Step-by-Step Book**

*Internationally known safety experts, Shawn M. Galloway and Terry L. Mathis of ProAct Safety, announce the completion of their book about safety excellence to teach what they often advise in person: Strategic Targets for Excellent Performance in Safety (STEPS)*

(The Woodlands, TX – December 5, 2012) **ProAct Safety**, provider of safety excellence strategies for organizations across the globe and frequent contributors for the National Safety Council (NSC) and American Society of Safety Engineers (ASSE), announced that their long-awaited book been submitted to the publisher, John Wiley & Sons. The book is titled [STEPS to Safety Culture Excellence](#). STEPS is an acronym for [Strategic Targets for Excellent Performance in Safety<sup>SM</sup>](#), a principle at the center of the book's message that emphasizes building capabilities into an organization's culture that allow for continuous incremental and transformational improvement. The book is due for release in early 2013.

ProAct Safety founder and CEO, **Terry Mathis**, explains the difference between this book and other books about organizational safety: "In the safety world, the ultimate goal is an excellent journey, not an excellent destination. Excellence is something that is practiced every day; it's not something you can simply attain. This book goes beyond defining Safety Culture Excellence and teaches organizations the STEPS to create ongoing sustainable improvement."

According to Mathis, the formula for excellence includes building capabilities while controlling the climate and chemistry of the organization to encourage maximum growth. Nurturing a safety excellence environment, he says, involves creating the perfect conditions to allow safety programs to reach their full potential.

Shawn Galloway, ProAct Safety's president and COO, says a STEP is a basic unit of improvement. "The STEPS methodology includes learning how to identify, solve and prioritize safety problems proactively. This book provides, for the first time publically, a methodology proven to produce results that will challenge what the industry currently knows about safety strategy and how we carry out initiatives to improve performance and culture."

Some of the takeaways readers can expect are:

- A complete framework of Safety Culture Excellence strategy and execution guidelines
- Ways to effectively share a vision of safety excellence in a manner that gets everyone involved on the same page
- Ways to achieve maximum improvement with minimal effort
- Three basic competencies needed for excellence in safety and ways to teach them effectively to an organization
- Elements of an excellent safety chemistry and ways to encourage the growth of safety excellence
- A checklist to evaluate your current safety culture and find opportunities for improvement
- A list of roles and responsibilities required to achieve excellence in safety performance

### **About the Authors**

[Terry L. Mathis and Shawn M. Galloway](#) are principals of ProAct Safety Inc., a 19-year-old safety excellence consultancy based near Houston, Texas. They are innovators in podcasting as the originators of Safety Culture Excellence®, developers of many innovative safety processes, strategic advisors to numerous organizations with excellent safety cultures, and authors of more than 100 articles, dozens of safety videos and over 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 presenters of workshops 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 Culture 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 excellence in safety and performance is through professional collaboration. Learn more at [www.proactsafety.com](http://www.proactsafety.com).