

PRESS ANNOUNCEMENT

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Mathis of ProAct Safety to Lead Behavior-Based Safety and Leadership Coaching Sessions at ASSE's SeminarFest 2015

International safety performance expert and best-selling author will present innovative techniques for behavior-based safety and leadership coaching training to support organizational safety efforts.

(The Woodlands, TX – December 16, 2014) ProAct Safety, a recognized pioneer of safety excellence strategies, announced its CEO, Terry L. Mathis, will lead two sessions at the upcoming American Society of Safety Engineers (ASSE) [SeminarFest](#) in Las Vegas, Nevada, on February 9 and 10, 2015.

Mathis said he chose the topic of “Re-Engineering Behavior-Based Safety” for this event because too many legacy approaches are full of waste, unfocused or misfocused, and are falling short of what we know works: always searching for ways to be more efficient and capturing and delivering value to the customers of the process. The seminar will include many ideas for updating and improving existing behavior-based safety programs that began as early as three decades ago, as well as provide critical information for those who are preparing to launch new programs.

“Training Supervisors to Become Safety Coaches” is a top priority for companies desiring high safety ratings, as supervisors can be obstacles or valuable resources to safety improvement efforts. Mathis’ seminar on this subject will teach practical coaching skills that can be passed on to supervisors, not only training them to help the workers they supervise become safer, but also to motivate supervisors and help them understand their critical role in safety and how it contributes to improvement in both performance and culture.

The seven-day continuing education and training event offers a rich selection of topics and networking opportunities for safety leaders and managers. Mathis and his colleague, ProAct Safety’s president Shawn M. Galloway, regularly pioneer safety culture and performance topics at this and other industry conferences, as well as through the company’s podcast, [Safety Culture Excellence](#)[®].

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

About Terry L. Mathis

Mathis is the founder and CEO of ProAct Safety, an international safety and performance excellence firm. He is known for his dynamic presentations and writing in the fields of behavioral and cultural safety, strategy, leadership and operational performance. He is a veteran of more than 1,600 safety, culture and performance improvement engagements in 39 countries and has been a frequent contributor to industry publications and conferences for more than 15 years. He is coauthor of [STEPS to Safety Culture Excellence](#)SM and *Developing a Safety Culture: Successfully Involving the Entire Organization*. *EHS Magazine* has listed Mathis three times as one of “The 50 People Who Most Influenced EHS.”

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>.