

**Terry L. Mathis, Founder and CEO, ProAct Safety, Inc.**  
**Shawn M. Galloway, President, ProAct Safety, Inc.**  
Keynote, Breakout and Workshop Briefs



**Terry L. Mathis** is the founder and CEO of ProAct Safety, an international safety and performance excellence firm. He was listed as a Safety Guru in 'The 50 People Who Most Influenced EHS' by EHS Today in 2010 and 2011.

He is known for his dynamic presentations in the fields of behavioral and cultural safety, leadership, and operational performance, and is a regular speaker at ASSE, NSC, and numerous company and industry conferences. He is a veteran of over 1600 safety, culture and performance improvement projects in 39 countries and 21 languages, and has personally assisted organizations such as Georgia-Pacific, AstraZeneca, Wrigley, ALCOA and many others to achieve excellence.

**Shawn M. Galloway** is the President and Chief Operating Officer of ProAct Safety, an international safety excellence firm. As an international consultant, professional keynote speaker and strategist, he has helped hundreds of organizations achieve and sustain excellence in safety, culture, and operational performance. He is also the host of the highly acclaimed weekly podcast series, Safety Culture Excellence and a columnist for several magazines.

Shawn has personally worked with National Institutes of Health, MD Anderson, Merck, Bristol-Myers Squibb, Amway, Wrigley, Herman Miller, Eastman Chemical, Georgia-Pacific, Honda, Ingersoll-Rand, Rockwell Automation, Timken, Starbucks, The United States Capital, The United States Armed Forces and over a hundred similar organizations.

National Safety Council calls him a "Global safety excellence expert" and a "Top-rated speaker". ISHN Magazine listed him in the 2012 POWER 101 – Leaders of the EHS World, Canadian Occupational Safety Magazine refers to Shawn as a "Safety excellence coach" and IndustryWeek magazine writes "helps organizations achieve safety excellence". Shawn has published over 250 podcasts, 80 articles and 30 videos on the subject of safety excellence in culture and performance. He is also the coauthor of the *Hazardous Materials Management Desk Reference, 3rd Edition*.

They are both the authors of *STEPS to Safety Culture Excellence*, Wiley, February 2013.

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**Topic Category: Strategy**

**Failing Less is NOT a Safety Strategy**

- Based on the best-read article in Industry Week, this talk dispels the myth that a goal is a strategy and discusses the commonalities of strategies that are creating effective focus in four organizations with truly excellent safety performance. This combination of strategic comparison and contrasts based on case studies will send you back with a new definition of safety strategy and a list of potential elements and metrics that could help you develop or improve your own strategy.

**Zero Incident Goals Create Risk-Taking Cultures: Learn to Measure What Matters**

- Zero incident programs and goals are the desires of average safety cultures, not excellently-performing ones. Organizations that have achieved sustainability of excellent results in culture and performance define, measure and motivate what they want, rather than what they don't. Is health the absence of visible disease? If you never receive a check-up by a physician, yet you feel good and nothing appears to be wrong, have you reached your health goals and feel confident you will live a long life with this approach? This session clearly outlines the difference and provides a framework to achieve sustainability, the biggest differentiator. Learning Objectives:
  - Challenge the current thinking of safety goals with concrete examples
  - Review the impact this skewed goal-thinking has on organizational performance, behaviors and results
  - Share examples of Balanced Scorecards for Safety Excellence
  - Share examples of Transformational Performance Measurement Systems
  - Provide tools and techniques to redefine more appropriate goals in safety
  - Learn development opportunities to measure what organizations want, rather than what they do not

**Contractor Safety Performance: A Framework for Managing Expectations**

- In this time of strategic outsourcing, many companies are using third parties and outside contractors to support various business operations. Assuring that these third parties meet defined safety performance criteria can be extremely challenging. Do you hold contractors accountable for maintaining certain incident rates, or what they do to achieve them? How do you select contractors that are a good fit from a safety standpoint? Are your safety practices uniform, or are there different expectations for contractors and employees? Having a set system in place that establishes accountability is essential – but not always easy. You'll learn:
  - How to improve communication - and the overall relationship - between contractors and your organization
  - Proven approaches that work well with short- and long-term contractors
  - How to create a framework of clarity around safety excellence
  - Why you need to look at safety performance, not just results
  - The nuts and bolts of a successful measurement system that provides vital leading indicators, indicating progress toward expectations
  - Real-life examples of the tools, methodology, and language that have worked for other organizations
  - Goal-setting strategies that work: How to actually accomplish the recommended actions relating to the safety practices of your contractors

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**Developing a Safety Excellence Strategy: The Missing Link to Sustainable Performance**

- Organizations must maintain a memorable framework to base decisions, prioritize initiatives and measure progress, not just results. Failing less, achieving zero incidents, new programs, developing leading indicators, building a sustainable safety culture are all great initiatives and goals, but they are not strategies. The presenter will share a strategy framework and execution methodologies to better influence your path towards sustainable excellence in safety performance and culture. Key Points:
  - Defining what is and isn't a safety strategy
  - The framework of a safety strategy and execution tactics
  - How many of the best in safety, create and deploy a safety excellence strategy
  - How to get out of the Perpetual Cycle of Avoiding Failures
  - How the business strategy to dominate market share applies directly to safety
  - The key elements of Balanced and Transformational Performance Scorecards for Safety
  - The Four Vital Elements of Marketing Safety

**Incentives, Rewards, & Recognition: What To Do and What Not To Do**

- Many efforts for improving safety performance include rewards or incentives. While the theory of incentivizing safety is well intentioned, the practice varies from effective, to ineffective, to harmful. The correct use of motivational strategies for safety is critical to the accomplishment of safety excellence in any organization. If you are like many companies, you have probably experienced widely differing results with many of the off-the-shelf programs available. Consolidating these various strategies into a coherent and effective set of best practices is becoming increasingly important because of the tendency of incentive programs to either fail or go horribly wrong. If you already have a program of rewards or incentives for safety in place, don't suddenly stop it. This can do more damage than good. The best approach is to transition your existing program into a more effective program over time. The guidelines shared in this session are designed to help make the best use of safety motivational strategies.

**Using Near-Miss Data for Successful Loss Control**

- Using incident data to improve safety is nothing new. However, when the goal is attained and your accident data starts to lose its statistical significance, what can be done? Near-miss data can help fill in gaps left by dwindling incident rates, and provide clear information with which to focus. But near-miss data is problematic to gather and often misinterpreted. Learn how to avoid common problems and take an important step toward more proactive safety metrics. Learn to:
  - Achieve accurate near-miss reporting
  - Determine the most effective accident prevention strategies
  - Use your data to its fullest potential
  - Develop a standard term and definition for a near-miss
  - Review examples of the best reporting systems and forms in safety
  - Enhance motivators and reduce demotivators that impact reporting

**Frequently Injured: Fire The Person or Fix The Problem?**

- In this groundbreaking talk, the presenter will discuss a best-practice approach to coach frequently-injured individuals using the Individual Coaching Action Plan (ICAP). You'll learn how ICAPs can help these workers proactively avoid future injuries at work and off the job, and you'll receive strategies to help you identify and self-implement the elements of the ICAP. You will leave with a firm understanding of:
  - How to identify the reasons performance challenges exist in certain individuals
  - A proven approach to gain insight into an action plan process that helps to prioritize and address people-based or systems-based influencers
  - How to do all of this yourself, without hiring external assistance

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**Hiring With Safety in Mind: Risk-Takers Need Not Apply**

- With each new hire, have you introduced a complimentary safety mentality that will enhance the culture, or a new element of risk? Hiring with safety in mind is critical to reach and sustain excellence. Participants will be provided proven practical approaches ensuring risk is stopped at the employment door. Selecting and developing employees is where the ultimate criticality lies in sustaining occupational safety excellence. Once a new employee enters the workplace, most organizations deploy mechanisms to ensure they are onboarded (assimilated into the cultural norms and performance expectations) in an efficient and effective manner. On the journey to excellence, is this an opportunity missed? With this new hire, have you introduced a complimentary safety mentality that will enhance the culture, or inadvertently introduced a new element of risk? This talk presents proven strategies to ensure safety is always a part of the hiring process, thus stopping risk-takers at the employment door. Upon conclusion of this presentation, participants will be provided with:
  - The strategies several organizations have used to integrate safety into their overall hiring process
  - Guidelines on what typically can and cannot be asked regarding safety during this process
  - A list of the most common questions by standard level in the organization
  - A simple guide to interpreting and identify desirable and undesirable responses
  - Strategies for providing this information to standard hierarchical levels
  - A path strategy to begin to integrate safety into their unique organizational hiring process

**The Misunderstood Yet Vital Role of Competency**

- There is more to guaranteeing completion of effective training than a signature that it occurred. Achieving compliance and sustainable excellence in performance and culture requires a focus on continuously assessing for and ensuring competency. Many organizations have yet to confirm the critical knowledge transfer results from training initiatives. Moreover, most of these training programs do little to establish the necessary skills and reinforce for sustainability. This presentation focuses on identifying the many components of an effective competency program.

**Achieving Safety Excellence in a Lean Environment**

- When a workplace goes lean, safety should follow. Traditional safety programs and practices are problematic in a lean environment. New ways of thinking about quality and efficiency can quickly make old safety practices obsolete and impractical. Today, Lean is more than a set of tools for efficiency; it is a stark business and economic reality. Organizations that are not lean by choice will become so by necessity. The question is, should safety be put on the back burner till better times? The answer is a definite NO! Safety excellence need not be resource intensive or inefficient. With some innovative thinking and new tools, the quest for safety excellence can be ongoing in even the worst of times. Attendees will learn:
  - The six areas in which safety should fundamentally change to fit the lean environment and see the parallels in thinking about how you manage safety and how you manage quality using the tools of lean thinking and the latest safety excellence techniques.
  - Where the new thinking in safety is going and some examples of organizations that are continuously improving their safety results and modifying their existing safety programs for greater impact.

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**STEPS (Strategic Targets for Excellent Performance in Safety)**

- STEPS is a universal process for identifying, prioritizing, and solving safety problems at the organizational, behavioral, conditional, or cultural levels. Using one process for addressing all safety issues eliminates the need for continuously bringing in new consultants, programs, and approaches that create the “flavor of the month” mentality. ProAct Safety recently compiled data on over 1,100 sites that requested our help in improving safety. The commonalities of these sites’ issues has led to a new approach to solving safety problems and permanently implementing continuous improvement. The approach includes organizational structure, problem identification, issue prioritization, action plan development, improvement metrics, and a motivational strategy to ensure sustainability. The process is called STEPS (Strategic Targets for Excellent Performance in Safety).
  - Learn the leading causes of safety program ineffectiveness and failure
  - Examine a standard methodology used by excellent safety organizations to identify virtually any type of safety issue or problem
  - Learn how to use statistical tools to prioritize issues by their potential impact
  - Learn how to develop action plans to solve safety problems
  - Explore innovative ways to measure success and progress
  - Discover how one process can replace multiple programs and allow for seamless transition of focus without causing a flavor-of-the-month culture

**Using Social Media to Communicate Safety Messages in the Workplace**

- Communication is a critical part of an effective safety program. There are many new ways in which to communicate critical or other issues via social media. Social Media offers several advantages over more traditional media, which presents some significant opportunities for better, more effective safety communication. In this webinar you will learn:
  - What information is critical to be communicated in an effective program
  - What social media is and how to use it
  - The advantages of using this media for safety communications
  - Case studies of how some organizations are currently using them
  - How safety consultants are using them
  - Options on how you could use it currently
  - What additional media and communication opportunities are developing

**Using Podcasts to Improve Safety**

- Communicating safety information is a challenge that now has a new potential solution. Podcasts are being used to help consultants reach their clients, safety managers to reach and train their logistically-challenged workers, and organizational leaders to share their safety vision and strategy with workers they seldom contact in person. This session studies cases of each of these uses and discusses results and possible other applications for the future. The presenters are the authors and deliverers of more podcasts on the subject of safety than anyone else currently on the web. Learn how this new media is overcoming distance and logistical challenges as well as ensuring consistency of message. Explore possible applications in your own organization.

**Is Safety About Achieving Success or Avoiding Failure?**

- We have defined safety for so long as the lack of accidents that we are beginning to lose sight of the objective. When accidents go away for a while is it because of safety success or is it simply luck or normal variation? This webinar explores what safety might look like rather than simply the lack of accidents. Learn the ten signs that safety is at work in your organization and how to tell if the accidents are responding to your efforts or other forces.

**Product Quality IS Consumer Safety: Managing and Influencing Proactively**

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- Safety has to be managed proactively, not just because it is the right thing to do, but also because it also provides a competitive edge. How well safety is managed will impact not only the employees, but also quality and thus the consumers as well. When quality suffers, so does the consumer. This session shares case studies of several organizations that successfully combined quality and safety initiatives. Learn the steps they took, results and how the approaches were ultimately integrated into cultural thinking.

**Topic Category: Safety Measurement**

**A Balanced Scorecard Approach to Determine Safety Program Effectiveness**

- What gets measured gets managed. This statement is true in safety. The Balanced Scorecard System is a management system that can provide a new approach to measurement of safety program effectiveness. The Balanced Scorecard system provides a clear vision of the status of an operation and translates that vision into actions that facilitate identification of improvement in safety results. Using this system, you will learn to organize benchmarks in four perspective categories, learning and growth, business process, customer and financial. Using these four perspectives, you will learn to establish metrics that can be collected and analyzed on a continual basis to achieve a more meaningful metric for measurement of safety improvements. Learn to
  - Define the Balanced Scorecard management system and describe its application to safety management
  - Implement the Balanced Scorecard management system to measure the effectiveness of your safety and health program

**Safety Metrics: The BIG Picture**

- What is the best measure of safety performance? Is it the traditional recordable rate, severity rate, cost of accidents, near-miss numbers, physical audit scores, behavioral observations, percent safe, or perception surveys? The best answer may be "All of the above." Achieving safety excellence has taught us that most safety executives are not getting the results they want because they are not measuring what they want. Moreover, it is easy to forget that sometimes an imprecise measurement of the right thing is better than a precise measurement of the wrong thing. This enlightening talk explores the misconceptions that currently hinder the best and brightest safety leaders from achieving and sustaining measurable safety excellence. Gain insight into a better-practices approach to safety measurements currently being utilized by many of the best in safety.

**Safety Measurements: Boring, Uninspiring and Fear-Inducing**

- Why is something this important typically perceived as such a boring topic and creates so much fear? The purpose of safety measurement is to focus, align behaviors, initiatives and processes and most importantly, excite people about safety and the important role it plays in work. Yes many organizations do a very poor job at safety measurement and motivation. This session will outline vital strategies proven to align and motivate employees to seek out rather than avoid, safety measurement.

**Safety Metrics: The Dysfunctional Big Picture**

- Managing safety with lagging indicators has proven ineffective. But moving from lagging to leading indicators is not as transformational as moving from failure rates to success metrics. Organizations have used the same metrics for years to measure their financial performance. They measure their performance largely through lagging indicators. These metrics are accurate indicators of how the company is performing, but are not especially useful in helping managers

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make the company perform better. These metrics originated in the early days of the industrial revolution in capitalist countries. The goal was to measure the use of capital and the return on investment. In short, it was an accountability metric, not a management metric. Achieving safety excellence has taught us that most safety executives do not get what they want, because they are not measuring what they want. Moreover, it is easy to forget that sometimes an imprecise measurement of the right thing is better than a precise measurement of the wrong thing. Gain insight into a better-practices approach currently being taken by many of the best in safety throughout the world. Learn how leading organizations do it in this dynamic presentation.

- Learning Objectives:
  - Learn how to measure what is important in safety
  - Move from lagging and leading indicators to success indicators
  - Learn how the current measurements demotivate discretionary performance
  - Use transformational measurements to motivate performance
  - Measure and manage performance, rather than just results
  - List the principles of effective measurement systems

### **Developing & Administering a Custom Perception Survey**

- Many organizations measure perceptions, but few effectively manage them. There are two types of perceptions: accurate and inaccurate. Which ones are you responding to? Perceptions are influenced by multiple sources, both internal and external. Unmanaged perceptions negatively affect safety communication. Even worse, they have been identified as contributing factors in multiple catastrophic incidents. Perceptions are an important consideration when determining methods to improve safety or other aspects of performance. Perceptions affect behaviors, and they should be measured to determine a starting place for cultural modification efforts. Perception surveys can help identify areas for improvement and can serve as a baseline for measuring the effectiveness of improvement efforts. The talk focuses on how to measure, understand, and manage the perceptions that either facilitate or impede achieving and sustaining safety excellence.

## **Topic Category: Leadership**

### **The Transformational Leader: Establishing Cultural Excellence**

- Safety professionals face challenges that intensify with each new hypercompetitive priority. The successful leader of tomorrow must become transformational to succeed. Learn the proven elements visible in all such leaders and how to move past managing results and compliance-based cultures. Attendees will receive tools and techniques that can be immediately applied, transforming their value to the organization and recognize sustainable step-change improvement in culture and performance. Learning Objectives:
  - The challenges facing future HSE leaders.
  - Transformational opportunities for further cultural and performance improvement for organizations already leaders in safety efforts.
  - Best practices of top performing organizations in safety and operational excellence.
  - Strategies to self-diagnose for transformational opportunities within your organization that will put you onto the path to safety excellence.
  - Proven elements of the safety culture excellent model and behavior of the best companies to sustain this desirable goal.
  - Updated safety models and approaches that have resulted in millions of annualized savings.

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**Be an Inspired Safety Leader – Overcome Flaws that Cripple Effectiveness**

- Many leaders who try to lead safety make some common mistakes that undermine what they are trying to accomplish. Some actually damage their own safety programs while trying to improve them. Good intentions are not enough! You have to follow some simple guidelines and avoid the common flaws that can be detrimental to safety leadership efforts. A little attention to detail can produce drastically improved results. Learn the techniques that can make you a more inspired and effective safety leader. Learning Objectives:
  - Discover the power of inspiring workers rather than simply directing them in safety
  - Learn the most common flaws in safety leadership and discover how they damage, rather than improve, safety efforts
  - Take away a list of do's and don'ts that will greatly improve your effectiveness
  - Develop a vision of what safety excellence is and the business rationale for pursuing it
  - Get inspired to become inspirational!

**Climbing to the Top by Adding Value**

- How much time have you personally invested in improving your ability to create and deliver new value? How many ways do you develop new capabilities and knowledge? What have you contributed to the safety profession this past year that no one else can claim? How many people know the answers to these questions? Those that climb to the top, do so by adding new value on a daily basis. The presenter will outline the proven steps to become a recognized guru in your company.

**From Value Consumer to Value Creator: Shawn Galloway's Story**

- Quickly becoming the most recognized, published and interviewed expert of safety culture excellence, Shawn Galloway's approach to the industry has led him to be recognized by NSC as a, "top-rated speaker and a global safety excellence expert". And, he has accomplished all of this in a few short years, and while still under 40. Shawn will share a repeatable strategy that will work for anyone with the right passion and dedication for transformative results.

**Leadership Safety Coaching**

- "When the leaders don't lead, the followers don't follow." This is especially true in safety. Leaders constantly communicate priorities and strategies to their workers, whether they intend to or not. With training, leaders can take active control of the messages they send to promote safety as an organizational value. They can set levels of expectation that point everyone in the direction of safety excellence and exert a positive influence on the formation of safety culture. This talk outlines the leader's responsibility to create, hold accountable and sustain safety excellence. Moreover, it can help to create a necessary foundation for the support for implementing advanced approaches to safety excellence.

**Teaching Supervisors to Coach for Performance (and be Safety Coaches)**

- Managing for standardization and policy/procedure compliance does not inspire the vital discretionary effort necessary for operational performance excellence. There is a vast difference in managing for compliance and coaching for performance. Supervisors influence worker behavior perhaps more than any other level in an organization. Yet most supervisors have not received formal training on coaching and effective performance feedback skills. Providing such training has proven to be a very effective measure to reduce incidents and improve quality in many organizations. For values (i.e., safety, quality, customer service) to become established in an organization, they must be reinforced by leaders at, or near the point of decision. Supervisors are in a unique position to facilitate the creation of a culture that focuses on safety excellence. Discover steps to take supervisors from cops to coaches, identify how to transfer these strategies

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throughout the workplace; ensuring more effective and results-oriented supervision methodologies.

**For Sustainable Safety, Leaders Must Do More Coaching, Less Policing**

- Working only to obey the rules and wear PPE typically creates minimal effort safety cultures without proactive employees. Is your goal to exercise control over your employees or to create a motivated workforce inspired to go above and beyond and continuously ask of each other, "Are we currently the best we can be?" To create sustainable, above-and-beyond performance in others, you must create a situation in which an individual feels motivated to provide the critical discretionary effort. Preaching the necessity of certain behaviors and the penalty for non-conformance does more harm than good. Motivating someone to do something typically results in either short-term behavioral change or the creation of behaviors to avoid further "motivation." Learn how to evolve from managing compliance to coaching for discretionary performance, vital to achieve excellence in safety.

**Why We Fail To See Risk**

- Every second, countless bits of information are presented to us. For efficiency purposes, throughout our life, our brain has been developed to filter-out information deemed unnecessary and, instead, focus on a handful of critical details at any given time. The brain of a safety professional has been trained in a manner that facilitates the necessary recognition of risk. It is possible for others to benefit from this training as well.

**Topic Category: Safety Culture Excellence**

**Leading the Cultural Transformation: Achieving and Sustaining Excellence**

- Sir Winston Churchill observed, "First we shape our dwellings, and afterwards our dwellings shape us." Like dwellings, an organizational culture is either a powerful tool or a hindrance to shaping progress. Cultures influence the beliefs and behaviors of new members and should be managed for breakthrough performance in any operating category. Is your organization shaping the role culture plays in success, or are your dwellings determining this for you? Cultures can be understood, measured, and managed. The Safety Culture Excellence® Evolution Model has provided guidance for many complex organizations and has facilitated the transformation necessary for the acquisition of new performance. Many have written about the obvious role the beliefs and behaviors play in culture. The purpose of this talk, however, is to provide direction on how to lead, shape and sustain a culture of safety excellence.

**90 Minutes to Safety Culture Excellence**

- Great organizations will reach an important realization: safety excellence is business excellence. Having a desire for such a reality is step one. Knowing where to focus your energy, step two. Internalizing the capability to achieve and repeat the results is the final step. Full of case studies, the pioneer of Safety Culture Excellence Podcasting will share key focus points from 1000 hours of recorded podcasts and over 2000 global projects.

**Safety Culture Excellence 101**

- Once the organization learns how to focus their efforts and internally accomplish continuous transformational improvements, and celebrate and communicate their success, the next difficulty emerges: sustainability. The organization's culture is the ultimate sustainability mechanism. Learning how to enhance the culture and create systems to reinforce the new desired performance is where true sustainability lies. It is not enough to have a passion for safety

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excellence; there needs to be an aligned focus not just on the transformation, but on sustainability as well.

**Creating & Sustaining Safety Culture Excellence**

- Warning: This session is intended for individuals with a desire to internally achieve and sustain safety culture excellence, not those looking for a silver bullet, training, program or methodology. Creating a sustainable safety culture only occurs through an internalization of key principles outlined in this energetic, insightful and exclusive session. Organizations in every industry eventually reach an important realization; safety excellence is equivalent to business excellence. With this, it is little wonder why there has been a significant, yet unfocused increase in the importance of a culture of safety excellence. Having a desire and executive strategy for such a reality is step one. Knowing where to focus your energy is step two. Internalizing the capability to achieve and repeat the results is the final step. Most never make it past the first step.

**Creating and Sustaining Safety Culture Excellence 2.0**

- One of the highest-rated talks from 2012 is back with advancements to what it takes to internally achieve and sustain safety culture and performance excellence. Not for the tactical thinker, only those capable of both influencing and driving safety culture excellence will find self-implementable tools in this practical, idea-filled session. Once the organization learns how to focus their efforts and internally accomplish continuous transformational improvements, celebrate and communicate their success, the next difficulty emerges - sustainability. The organization's culture is the ultimate sustainability mechanism. Learning how to enhance the culture and systems to reinforce the new desired performance is where true sustainability lies. It is not enough to have a passion for safety excellence, there needs to be an aligned focus on not just the transformational, but sustainability as well. This does not come from a program or consultant; it is simply good leadership. In this highly inspirational session, the presenter shares his experiences from advising many of the best international organizations, during projects to achieve and sustain excellence in culture and performance.

**STEPS to Safety Culture Excellence**

- Most approaches to improving safety cultures focus on characteristics of the culture. The STEPS approach focuses on capabilities needed to enable continuous improvement. Based on the upcoming book of the same title, this talk will contain a complete list of the STEPS and a roadmap to safety culture excellence. Talk objectives:
  - Learn the capabilities that excellent safety performers focus on to improve their cultures
  - Overview of the beta projects and results
  - Roadmap through the STEPS that can be self-paced
  - Learn the strategies that drive safety culture excellence
  - Learn how STEPS can become your safety motivational strategy and replace problematic incentive programs
  - Learn a more comprehensive and well-defined definition of what a safety culture is and how it can become excellent

**Safety Culture: 7 Steps To Assessing - and Improving - Yours**

- As a safety manager, you may have heard someone at your company say something like the following - usually after an accident or near-miss: "We need to improve our safety culture." The problem is, a "safety culture" isn't something you can just pick up like a new batch of hard hats or ear plugs. It's something that needs to run deeply through your organization at all levels - something that goes beyond mere lip service and inspirational "safety first" posters. So how do you go about getting, or improving, a true culture of safety at your workplace? In this talk you'll learn how.

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**Creating a Sustainable Safety Culture**

- This talk describes what it takes to not only build a thriving safety culture, but ensure that passion for safety doesn't go away - and continues to stay at the forefront of the organization's business practices. You will learn:
  - Best practices of top performing organizations in safety and operational excellence
  - Strategies to self-diagnose for transformational opportunities within your organization that will put you on the path to safety excellence
  - Proven elements of the Safety Culture Excellence model and behaviors of the best companies to sustain this desirable goal
  - How to engage employees in safety and create a workplace culture that's committed to sustaining safety excellence

**Safety Culture Goes Far Beyond Work**

- What do most people care about, more than anything else in the world? I've asked this question of audiences in several countries. I always receive some humorous answers, such as, "My boat!" "My stamp collection!" "My garden!" After the chuckles subside, the serious answers start pouring in. "My kids." "My spouse." "My parents." "My grandkids." To most people, the thing they care about more than anything in this world, are the members of their family and their family's safety. Yet, as companies continue to enhance their safety processes with the common goal of ownership, the employee's family is rarely mentioned. Helping people see how their involvement in safety in an industrial setting applies to their personal lives changes the lens in which people view life.

**Topic Category: Behavior-Based Safety/Human Performance**

**Behavior-Based Safety 101**

- This session is designed to be an introduction to the rationale and practice of BBS for newcomers and a thorough review for participants at the workforce level who have already implemented a BBS process. Being well grounded in the principles and practices is a basic need for success to both those who are implementing or renewing BBS processes. You Will Learn:
  - Why this approach has become the most successful in the industry
  - What options are available for Behavior-Based Safety in today's lean atmosphere
  - The typical results that a company should expect
  - How to identify if your company is not ready for Behavior-Based Safety
  - How to ensure success and trust with represented workforces (Labor Unions)
  - Why customization is vital if sustainability is your goal.
  - Existing processes - critical questions and easy to spot waste
  - What it takes to ensure success of a Behavior-Based Safety approach

**The Contributing Factors of Behavior-Based Safety Failures**

- Whether you like it, love it, or have never heard of it, behavioral safety processes have created value and controversy for thirty years. Multiple methodologies argue for a dominant position in the marketplace resulting in confusion and strengthening an often dangerous resolve to do-it-yourself. It is hard to decipher which approaches have created sub-optimized results, or in some cases, failures. Both equally often result in substantial barriers to future attempts.

**Behavior-Based Safety: Dead, Alive or Failing to Thrive?**

- Whether you like it, love it, or have never heard of it, behavioral safety processes have created value and controversy for thirty years. Multiple methodologies argue for a dominant position in

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the marketplace resulting in confusion, closely held secret magical formulas, and strengthening an dangerous resolve to do-it-yourself. This session provides insight into commonly-found misconceptions and approaches, enabling you to ensure your path leads to positive transformation, rather than failure.

**When No One's Around: A Focus on Driving and Self Observation Tactics**

- This session will provide proven guidelines established from over twenty-five years of helping drivers break out of the mindset of complacency - and reality-check their own habits, at the right time. Participants will be provided the necessary steps to facilitate the creation of customized self-observation strategies that can be used in any driving environment and any industry.

**Worker Safety: How to Reduce Accidents and Injuries Caused by Human Error**

- To err is human...and costly when it comes to workplace safety. Studies show that upwards of 95 percent of all occupational accidents (and the loss of time and productivity that inevitably follow) involve human error. It's a pretty daunting statistic, especially when you consider that it's hard to effectively change people's behavior. But there are ways to go about it that can drastically reduce the toll these human errors are taking on both your workers and your safety program. You will be provided with an effective methodology and learn:
  - The various ways human error can sabotage your business: sapping productivity, endangering workers, landing your business in legal hot water, and more
  - A methodology for reducing human error through employee training and skill development
  - Why your current investigation practices, JHAs, and safety corrective actions are not enough - and how to use this data to uncover the root causes of incidents
  - The best ways to identify where and how human errors are occurring at your workplace
  - How to create an effective plan that minimizes the effect of these errors
  - Why it's so hard to change human behavior - and how to get around these roadblocks to create safety-conscious behaviors and attitudes
  - How to track and measure incremental improvements in your human-error reduction program

**Behavior-Based Safety: How to Avoid the Most Common Pitfalls and Get the Results You Want**

- Over the past few decades, Behavior Based Safety (BBS) has proven to be an effective way to reduce workplace accidents. However, a successful program generally requires not only a strong commitment within the organization, but also a significant demand on company resources - including staff time, software documentation, and tracking investments. If your program isn't bringing you the results you want, now's the time to figure out why. You'll learn:
  - The typical barriers to BBS success - and how to overcome them
  - Why developing action plans and measurable benchmarks is so critical
  - The key reasons that forced involvement will likely backfire on you
  - How "Lean BBS" compares with a traditional BBS approach
  - Why you can still leverage safety culture change methodologies, and complement existing processes, with less time and effort
  - How to generate senior, mid-level, supervisory, and employee support for a BBS program
  - What resources are typically involved - such as software, staff time, and other requirements
  - Strategies that have been used successfully to address union concerns and gain their vital support and involvement
  - The results you can expect from a successful BBS implementation
  - How to ensure your BBS approach meshes with other operational priorities

**Terry L. Mathis, Founder and CEO, ProAct Safety, Inc.**  
**Shawn M. Galloway, President, ProAct Safety, Inc.**  
Keynote, Breakout and Workshop Briefs

- Common implementation path strategies
- Key performance indicators that tell you if your program is working as it should - and red flags that indicate some tweaks are in order
- The vital elements that lead to sustainability of a results-driven change philosophy

**Unions and BBS: The 7 Deadly Sins**

- There are many processes called Behavior-Based Safety, or something similar, and unions oppose most of them. When you examine union resistance to BBS, you find seven common objections. We should recognize that their concerns and complaints are real and valid. Some approaches to BBS have caused problems, and the results have been negative for unions and their members. But the next question should be: Is this problem the result of a flaw in the core philosophy of BBS, or is it the result of poor methodology? The fact that there have been hundreds of successful union-friendly BBS methods at union sites suggests the latter. How did this opposition start, why is it not resolved, and what can you do about it if you want to use BBS at a union site? Explore the history, the seven key issues, and a detailed plan for BBS success that has worked at over 600 union sites.

**BBS: Combating Complacency and Finding New Results**

- Behavior-Based Safety processes are typically very successful in not just reducing risk exposure and incidents, but also contributing to strengthening the safety culture of the organization. Like any change methodology, success can breed contentment and worse complacency. The presenter has helped over a thousand processes become successful and find new results, breaking through the complacency barrier. In this talk you will learn:
  - How to evolve the thinking of those involved in the process
  - BBS role in Safety Culture Excellence
  - How to motivate and reduce the demotivators
  - The contributing factors that lead to complacency and failure
  - Measure the effectiveness of the behavioral processes
  - Increase effectiveness of the auditing of the BBS process
  - Increase the likelihood of more positive reinforcement during observations
  - Tactics to engage the remaining individuals at the site to achieve 100% participation
  - Overcome the "caveman" mentalities
  - The Core Elements: How to find efficiency and effectiveness