

BRIAN FIELKOW AND COTTINGHAM & BUTLER BRING YOU SPECIAL ACCESS TO

# MAKING SAFETY HAPPEN: HOW TO BUILD YOUR BOTTOM LINE WITH SAFETY EXCELLENCE



**FOR THE FIRST TIME EVER,** I've put everything I know about building a positive Safety Culture that grows companies into an affordable online course available to all organizations, regardless of size or budget.

## The perfect alternative to expensive, impractical off-site meetings!

Building a healthy safety culture is the lowest cost/highest return investment that you can make. A culture of prevention is at the foundation of all excellent operations.

But of course, I didn't know how to do that when I started 25 years ago. I had to learn the hard way. Alone. Through trial and error.

Because of our safety commitment, my company offered an unparalleled customer experience. *We were able to grow the business ten-fold.*

As the result of our successes, I have had the privilege to keynote internationally, sharing practical, hands-on tools to build healthy safety cultures with audiences worldwide.

Now, more than ever, we need to protect our companies from avoidable losses and keep our workers safe. I fully believe that creating a safe and profitable company should be available to all businesses, big and small.

## THE MAGIC IS IN THE 20 TOOLS!

- "How To" Guides making it easy for you to grow your safety culture
- Short videos to share with your employees to communicate critical expectations
- Discussion guides to get your teams thinking and talking about the behaviors required to achieve safety excellence

Making Safety Happen is organized into six modules. Each module contains a presentation and practical tools to help you achieve safety excellence starting **NOW!**

I will be available to guide you along the way – for an entire year. You'll get access to twelve monthly group mentoring calls facilitated by me for a whole year, **FOR FREE.**

In addition, you will have the option for an additional cost to get personalized VIP support. (Limited availability).

### An investment in safety is an investment in your bottom line!

- ✓ The ability to attract world class customers
- ✓ Improved employee morale and retention
- ✓ Lower insurance premiums
- ✓ More time growing the business and less time cleaning up the mess
- ✓ ...and of course, greater profitability!

## ENROLL IN MAKING SAFETY HAPPEN NOW:

**ENROLL NOW!**

One-time payment of \$897 • Unconditional 30-day money back guaranty. • Custom pricing available for groups of 10 or more.



## ABOUT ME:

Active CEO responsible for \$250MM logistics company. 25 years of executive leadership experience.

Experience leading privately held and Fortune 100 companies. Solutions that work in all environments. Easy to implement – High Value – Low Cost!

Presented internationally to tens of thousands on how to build a healthy company culture.

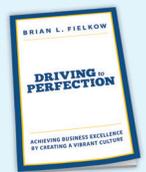
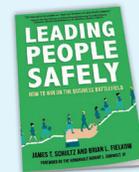
Nationally recognized thought leader on topics of building engaged workforces and cultures that deliver bottom line results.

One of Houston's most admired CEO's (Houston Business Journal); National Safety Council Distinguished Service to Safety Award; Vistage International Leadership Award.

Author of two highly acclaimed books.



2018 NSC Award Winner



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# MAKING SAFETY HAPPEN

## COURSE OVERVIEW



### MODULE 1

## ESTABLISH SAFETY AS A CORE-CORPORATE VALUE



To see any real change in your company, safety must become a central company-wide value, not a priority.

To do this, I'll walk you through how to eliminate old-school thinking from your organization. By the time you finished Module 1, safety will be at the center of your company's corporate values.

### Here's how we'll do it:

- **You'll learn the foundational principles at the heart of excellent safety cultures.**
- **You'll know the real cost of an accident.** Understand what's at risk for your company and your employees if you DON'T implement a culture of safety.
- **You'll get clear on your current safety performance.** The Lay of the Land: Safety Survey will give you insight into what's really happening at your organization.

### Here are the tools we will use:

- **LIGHTS CAMERA ACTION: Values vs. Priorities**
- **How to Calculate the Real Cost of an Accident**
- **How to Identify the Safety Gaps: Safety Culture Survey**

### MODULE 2

## GOOD CAN BE BAD: IDENTIFY AND ELIMINATE YOUR SAFETY DYSFUNCTIONS

Now that you have a sense of the safety factors at risk in your organization, it's time to address them directly. This may be the most important module in the course for your company.

### What we'll do:

- **You'll be able to identify Common Safety Dysfunctions.** By looking at dysfunctions that exist in many companies, you can see if they are at play in yours and eliminate them.
- **Tear down the silos.** You'll learn how to tear down the organizational barriers that compete for safety.
- **You'll know the Honest Truth.** What good are survey results if you don't know what to do with them. We'll dive into the honest truth so you can really interpret the safety survey results from Course 1 and determine what steps you need to take to improve them.

### Here are the tools we will use:

- **LIGHTS CAMERA ACTION: Eliminate Complacency**
- **The Honest Truth: How to Evaluate the Safety Culture Survey Results**



# MAKING SAFETY HAPPEN

## COURSE OVERVIEW



### MODULE 3

## HOW TO ENGAGE YOUR FRONT LINE TEAM

The work starts here with the action-steps for ensuring company-wide buy-in. When you're done with Module 3 your whole company will be ready to build your Safety Culture.

### What we'll do:

- **You'll learn the difference between power versus authority and discover who really holds the power for change in your organization.** Using the THREE T's PRINCIPLE, you'll easily identify the opinion leaders hidden in your front-line team. Then harness their power and influence to bring about real safety change.
- **You'll learn the steps you need to create buy-in within the ranks.** This low-effort, high-value guide will share quick action steps to put a framework in place for safety.
- **Discover how to obtain game-changing ideas from your front lines.** You'll learn how to get people talking with the CEO for the Day activity. Nothing turns off employees more than sensing their leaders don't know what's going on. This empowering activity will give you insight into your team, work environment and provides tangible ideas to turn the tide on safety.
- **You'll discover practices that build a safety culture.** You'll get specific, actionable examples that'll get new employees engaged in your Safety Culture from their first day on the job.
- **You'll build an internal safety brand that inspires pride and motivates your employees.** You will unite your frontline workers with leadership, even when times are tough.

### Here are the tools we will use:

- **CEO For a Day: How to Quickly Generate Ideas, Conversations and Measurable Results**
- **How to Drive Change with Easy/High Value Ideas**
- **Three Steps to Quickly Engage Employees in Your Safety Mission**
- **How to Build a Safety Brand in Six Steps**



### MODULE 4

## CREATING A JUST CULTURE AND THE ROLE OF ACCOUNTABILITY



This module is where you'll learn how to get your new Safety Culture to sustain itself long-term.

We'll remove the common safety dysfunctions that lead to blame, reactivity, and lack of planning and introduce your team to the importance of both company-wide and individual accountability. You'll discover why a "one-size-fits-all", discipline-based approach is not effective in growing your company or keeping your workers safe.

If you've ever had a problem with accountability or toxic employees in your organization, this module will be particularly useful for you. By the end of module 4, your new Safety Culture will already be up and running and starting to police itself.

### Here's how we'll do it:

- **You'll discover ways to eliminate toxic behavior.** Learn the 20-60-20 rule to managing and how to coach for safety performance.
- **You'll learn how to prevent complacency and shortcut taking.** Learn why safety failures like shortcut taking often come in waves, and how you can stop them at the source.
- **You'll build accountability and safe behaviors within departments.** Implement individual and peer-to-peer accountability practices to improve overall safety.
- **Establish your commitment to safety.** Finally, we'll share the Enterprise Commitment to Safety Contract template that puts your money where your mouth is. The Safety Contract creates an enterprise wide commitment to safety.

### Here are the tools we will use:

- **LIGHTS CAMERA ACTION: How to Have a Candid Conversation with Your Manager (video)**
- **How to Create Accountability for Safe Behaviors**
- **How to Create a Written Safety Contract**
- **LIGHTS CAMERA ACTION: Eliminate Toxic Behavior**

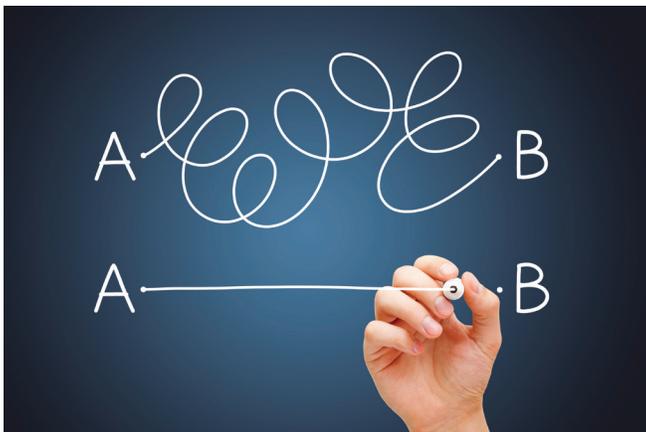
# MAKING SAFETY HAPPEN

## COURSE OVERVIEW



### MODULE 5

## THE POWER OF PROCESS



This module will help you align your values with the process and help you find the right people to support your new Safety Culture.

You'll learn how to encourage an unconditional respect for the process in order to ensure best practices are maintained even when times are tough or your company is growing.

### What we'll do:

- **You'll learn why there is a single best way to do everything your company does.** This focus on process is the foundation for safety.
- **You'll identify the best way to do what you do.** People from within your organization that will drive change. These people will become the leaders that guide the rest of your team to successfully live by your new Safety Culture.
- **You'll learn how to eliminate noise and mixed-messages.** And create clear easy-to-understand safety messages *everyone* in your company can understand and follow.
- **You'll discover training techniques specifically designed to grow your Safety Culture.** By introducing peer-to-peer accountability that makes your employees feel *supported* and an integral part of the Safety Culture driving your organization.
- **You'll learn how to write your safety process manual** so that everyone in the company can easily follow it.

### Here are the tools we will use:

- **How to Create a Process Manual that Your Team Understands: 3 Steps**

### MODULE 6

## THE RIGHT METRICS: IF EVERYTHING IS IMPORTANT, NOTHING IS IMPORTANT

To truly stay on top of safety in every organization, measurement is key. This module will help you define the important safety indicators so that you can adapt and adjust as necessary.

### What we'll do:

- **You'll define your life critical rules. Designed by the front-line employees, these rules save lives.** We'll walk through the process of creating yours based on data and employee insight.
- **You'll identify your company's lagging versus leading indicators.** You'll learn why there's no such thing as a "minor" accident and why all incidents must be examined closely.
- **You'll learn how to perform a Root Cause analysis.** Keeps incidents and claims low, ensures you stay in compliance with regulatory agencies and manages employee behavior by understanding where problems start.
- **You'll implement a "Near-Miss" program** specifically designed to prevent accidents.

### Here are the tools we will use:

- **Define Your Life Critical Rules in Five Steps**
- **LIGHTS CAMERA ACTION – Dismiss Severity**
- **How to Perform a Root Cause Analysis – Regardless of Severity: Six Steps**
- **Say Something, Save a Life: How to Capture the Close Calls in Five Steps**
- **Who Packs Your Parachute? Discussion Guide**
- **Recap: 10 Tips for Building a Healthy Safety Culture**

