Making Safety Happen
Workshop Guide

8:00-8:15   WELCOME & INTRODUCTION
We'll explore one area where complacency and safety have become common in our daily lives. Then we will set the stage for the rest of the day.

8:15-9:00   AVOIDING THE HIGH COST OF A POOR CULTURE
Learn from an industry expert about areas where not paying attention to safety in your business can put your company at risk of litigation. Plus, learn how to identify and mitigate these risks.

9:00-9:15   BREAK
Network with other people and discuss what you just learned, or check your emails.

9:15-10:00   WHY SAFETY IS A HIGHER PRIORITY THAN YOUR BUSINESS
Utilizing real world examples, we will compare and contrast a poor safety culture and a best-in-class safety culture. You will learn how to utilize the Accident Pyramid to improve safety throughout your organization.

10:00-10:30   MAKING SAFETY HAPPEN ACTIVITY
First, you'll watch a video from the *Making Safety Happen* training series that explores Life Critical Rules. Then you'll spend time developing your own set of Life Critical Rules.

10:30-11:30   WHY FRONTLINE EMPLOYEE BUY-IN MATTERS
The key for any safety program to be successful is demonstrating, teaching, and managing acceptable safety behaviors, not just compliance with rules and regulations. Discover how people learn and why traditional training methods are not the key to building a safety culture.

11:30-12:00   LUNCH

12:00-1:00   HOW TO RID YOUR COMPANY OF COMPLACENCY
Accidents and injuries come in waves that can overwhelm the leadership and frontlines of your company. Learn how to "shock" your company and act fast so you can get your company back on track to safety excellence before the minor accidents cripple your business.

1:00-1:15   BREAK
Network with other people and discuss what you just learned, or check your emails.

1:15-2:00   MAKING SAFETY HAPPEN ACTIVITY
First, you'll watch a video from the *Making Safety Happen* training series that explores how to create a "Safety Brand". Then you'll spend time developing a Safety Brand.

2:00-3:00   MAKING SAFETY HAPPEN ACTIVITY
First, you'll watch a video from the *Making Safety Happen* training series that explores why checklists should be used before, during, and after an employee's shift. Then you'll spend time developing a checklist for a role you do daily.

3:00-4:00   HOW TO BUILD SAFETY EXCELLENCE
Learn how to utilize the tools in the *Making Safety Happen* training series to build a culture of safety excellence within your company. Explore how the Infinit-I Workforce System works to empower your weekly safety discussions. Plus, learn how to incorporate the program into your orientations.

"A vibrant culture is the result of effectively managing attitude, philosophy, and behavior. When it comes to leading the way on safety in your organization, you need to maintain a constant emphasis on managing the behavior of your people. Even when you engage and empower your people in the overall process of naming and enforcing safety procedures and operations, human behavior will always enter into the equation. At every step of the way, it is up to you and your key managers to help manage that behavior. In a culture of prevention, behavior trumps rules and regulations."

-Brian Fielkow

Brian L. Fielkow

BRIAN L. FIELKOW is CEO of Houston-based Jetco Delivery. He has more than 25 years of business experience in safety-sensitive industries, including as vice president of Recycle America Alliance, a subsidiary of Waste Management. Brian has presented internationally to tens of thousands of people on the importance of establishing a healthy safety culture and how to create one. His newest book *Leading People Safely: How to Win on the Business Battlefield* gives leaders the tools they need to take their company's safety culture to the next level. He is also author of, *Driving to Perfection: Achieving Business Excellence by Creating a Vibrant Company Culture.* Brian has been featured in *The Wall Street Journal* and *USA Today*. He has also contributed to Entrepreneur.com, Industry Week, Fox News, and more, and is the recipient of the Vistage International Member Leadership Award for Judgment.

Jeff McKinney

JEFF MCKINNEY is Safety Director for Houston-based Jetco Delivery. As a NATMI Certified Director of Safety, Jeff has created and managed excellent driver safety and training programs. He has more than 16 years of experience in DOT safety compliance, driver training, driver recruiting, accident investigations, driver management, and operations management. Jeff spends his days ensuring that Jetco drivers are making the safest decisions on the road. Along with the rest of the safety team, he leads weekly safety meetings to educate and remind Jetco drivers and staff of the proper safety measures that must be taken when securing and moving a load. When he's not at work, you can find Jeff flying planes.

Lisa Battaglia Sursavage

LISA BATTAGLIA SURSAVAGE joined the Jetco Delivery team in 2013 as Director of Communications. She is responsible for internal and external communication, government affairs, branding, event planning, social media, and media relations. In addition, Lisa works alongside Jetco CEO Brian Fielkow to share his message on how to create a vibrant company and safety culture. Lisa is a Texas Trucking Association board member and serves on American Trucking Association's safety committee. She has a Master's degree in English from Belmont University in Nashville, Tennessee, and more than ten years of experience in nonprofit and corporate marketing and PR.

Robert Fuentes

ROBERT FUENTES is the founder of The Fuentes Firm P.C. He has practiced civil litigation in Texas since 1999 and is admitted to practice in all state and federal jurisdictions in Texas. Mr. Fuentes acts as corporate counsel for motor carriers in matters relating to safety, commercial driver contracts, shipping contracts, brokerage agreements, employment matters and cargo claims.

Mr. Fuentes, who is fluent in Spanish, is a graduate of the University of Texas, where he received a Bachelor of Arts in Philosophy in 1996. After graduating from the University of Texas, he studied law at the University of Houston Law Center and earned his Juris Doctorate law degree in December 1998. He is licensed by the Supreme Court of Texas since May 1999.

Texas Super Lawyers has honored Mr. Fuentes as a Rising Star in the area of Transportation law for 2012, 2013 and 2014. No more than 2.5 percent of lawyers in Texas are named to the list.

AVOIDING THE HIGH COST OF A POOR SAFETY CULTURE

- Exemplary Damages

- Gross Negligence

- Negligence is not Enough

AVOIDING THE HIGH COST OF A POOR SAFETY CULTURE

- Exemplary Damage Factors

  _____

  _____

  _____

  _____

  _____

  _____

Some courts have also allowed consideration of:

_____ _____

_____ _____

_____ _____

- Additional Notes:

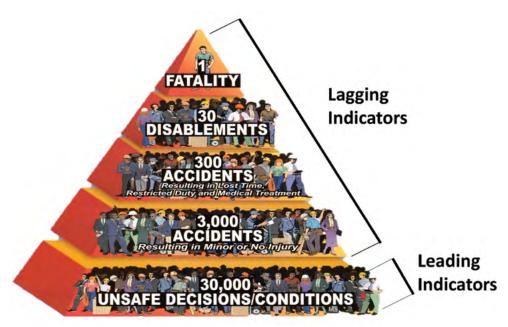## WHY SAFETY IS A HIGHER PRIORITY THAN YOUR BUSINESS

- Things safety managers and company owners never want to do again:

- Oftentimes companies think they have a safety program in place, but they really don't.

- Accident Pyramid

WHY SAFETY IS A HIGHER PRIORITY THAN YOUR BUSINESS

- The value of Toolbox Talks

- Before and After D2P

- The single most important thing to establishing a safety culture…

WHAT ARE YOUR LIFE-CRITICAL RULES YOUR TURN

Today we talked about life-critical rules being the rules, that when violated, could kill or seriously injury you or another person. These are the rules that will lead to immediate termination or, at the very least, aggressive discipline if you violate them.

Not only is it essential to have these rules clearly defined, but it's also pertinent that everyone in your organization understands them and why they are so important. I shared with you my company's life-critical rules. Remember: I didn't create them, and neither did my management team. Our frontline employees made a list and decided what they should be. Then, we shared them, talked about them, and ensured they were implemented.

- What are your life-critical rules? If they are not clearly defined, what should your life-critical rules be? Remember, if everything is important, then nothing is important. Life-critical rules may vary by business unit and most significant risks faced by each.

- Discuss a possible list of life-critical rules with your coworkers and define your own set.

THE CASE FOR CHANGE

"Companies are no more successful at overhauling their performance and organizational health than they were ten years ago. A blind spot seems to be the failure to involve frontline employees and their managers in the effort."

McKinsey & Company, February 2017

- **Old School vs. New School Ideas**

  OLD: Safety and operations are _ _ _ _ _   _ _ _ _ _ _ _ _ _.

  NEW: Safety and operations are _ _ _ _ _ _ _ _ _ _ _ and the _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _.

  OLD: Safety is a _ _ _ _ _ _ _ _ _ _ _ _ _ _ _.

  NEW: An investment in safety _ _ _ _ _ _ _ _   _ _ _ _ _ _ _ _ _ _   _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _.

- **Three Leadership Questions**

  How strong is our _ _ _ _ _ _ _ _ _ _   _ _ _ _ _ _ _ _ _ _ _ _ _ _ _?

  Are we really _ _ _ _ _ _ _ _   _ _ _ _ _ _ _ _ _ _   _ _ _ _ _ _ _ _ _ _ _ _ _ _?

  Are we truly providing _ _ _ _ _ _ _ _ _ _   _ _ _ _ _ _ _ _ _ _ _ _ _ _?

THE CASE FOR CHANGE

- **Management's Participation in Safety Events Notes**

- **Safety Dysfunctions**

  _ Safety Leadership

  A Culture of _

  _ Focus vs. _ Focus

  Accidents _

  No Sense of _

  _ Talk

THE CASE FOR CHANGE

- **Safety Dysfunctions translate to…**

  _____ and _____

  High _____   _____

  Loss of _____   _____   _____

  Poor _____   _____

  And ultimately … _____

- **Engage Your Frontlines Notes**

YOU CAN ACHIEVE SAFETY EXCELLENCE!

- Size of your _ is _

  Small stature may be a _, but small thinking is the

  _ of _!

- _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ + _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ = _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

- Safety & Quality Production Notes

YOU CAN ACHIEVE SAFETY EXCELLENCE!

- Safety must be leader _____ and employee _____.

- Life-Critical Violations Notes:

- Driving to Perfection Notes:

YOU CAN ACHIEVE SAFETY EXCELLENCE!

- Shock & Awe Notes:

- The Era of Overconfident CEOs Is Waning Notes:

- Ten Things that Require Zero Cost

    1. _____   6. _____

    2. _____   7. _____

    3. _____   8. _____

    4. _____   9. _____

    5. _____   10. _____

YOU CAN ACHIEVE SAFETY EXCELLENCE!

- Safety Excellence

- Concluding Thoughts

YOU CAN ACHIEVE SAFETY EXCELLENCE!

"Rest assured that your efforts to implement these ideas can mean the difference between winning and losing on the business battlefield. As leaders, you not only have the ability to influence safety, but you have the obligation to do so as well."

The Honorable Robert L. Sumwalt III
Forward, *Leading People Safely: How to Win on the Business Battlefield*

*"If I have seen further than others,
it is by standing on the
shoulders of giants."*

Sir Isaac Newton

NOTES:

YOU CAN ACHIEVE SAFETY EXCELLENCE!

What is your one take-away from today's presentation?

How can we help you make it happen?

YOUR INTERNAL BRAND
A VISUAL AFFIRMATION OF
YOUR VALUES
YOUR TURN

Today we talked about building an internal brand. Remember, this brand isn't for your customers. It's for you and your team. Your internal brand is the visual reminder of your affirmations and of your safety culture. When you see it, it should remind you of what you do each day to ensure you and your team are putting safety first.

I shared with you several of my own company's internal brands — all of which were designed by and created by our team. It's the frontline employees at my company who know what needs to happen for safety to come first, so I relied on them to help create our brand. They see it every day, so it must be impactful — and that starts with ownership.

- Does your company have an internal safety brand? If so, what does it look like? What does it mean to your team? What can you do to make the internal brand more impactful?

- If you don't have an internal safety brand, what would it look like if you did? How can you help bring it alive?

CHECKLIST CULTURE
YOUR TURN

Today we talked about the importance of creating and using checklists. Checklists are an easy way to ensure checks and balances and that you're performing your job properly every single time. Think about it this way: if someone walked in who had never performed your job before, but they had a checklist, how would they do?

Your checklist doesn't have to be overly complicated, but it does need to be comprehensive and accurate. And, when it comes to creating a checklist, who knows your job best? You do, of course, so you should have input. Once the checklist is written, then review it with your teammates and your manager to ensure that it makes sense to others.

- Consider one task that you often perform at work. What would you put on your own checklist so that a new hire can understand exactly what to do?

- The longer we have been performing a task, the easier it becomes to be comfortable. What are the critical steps in our jobs that are also the easiest to forget about? Be sure these items are on your checklist.

BRIAN FIELKOW
MAKING SAFETY HAPPEN

HOW TO BUILD SAFETY EXCELLENCE

Tip: It Starts By Empowering Your Frontline Employees

ABOUT THE TRAINING SERIES

- Weekly Training Videos
- 5-7 Minutes Long
- Teach Steps to Create Safety Culture
- For Employees & Managers

TAKE SAFETY TO A NEW LEVEL

- Open-Ended Discussion Questions
- Ongoing Safety Conversations
- Action Items to Implement

Why Safety is Actually a Strategic Choice

When it comes to safety, it's less about rules and regulations and more about managing behavior and realizing that safety is not a cost. Safety is a strategic choice with profound results to your company's bottom line.

Safety Culture vs. Cost Culture: What's the Difference?

A successful business is one that builds a safety culture, not a cost culture. If you think an investment in safety is too expensive, consider the opposite. Ignoring safety ultimately will lead to accidents, litigation, increased insurance costs, product failures, damaged reputations, poor employee morale, and eventually, business failure.

The Leading Guide to Workplace Safety

Stop the constant worry about safety problems with tools designed to help you create a vibrant safety culture that emphasizes accident prevention, a safe and engaged workplace, and unparalleled customer satisfaction.