

# BRIAN FIELKOW

BUSINESS LEADER  
SPEAKER | AUTHOR

■ Brian ranks at the top with his expertise, presentation proficiency and audience engagement. ■



## LEADING PEOPLE SAFELY: HOW TO WIN ON THE BUSINESS BATTLEFIELD

**An investment in your safety culture is an investment in your bottom line. And, according to Brian Fielkow, business leader and author, a culture of prevention is the foundation of an excellent operation.** Brian has over 25 years of experience in safety-sensitive industries, and as a leader still “in the game,” he faces the same daily challenges as you when it comes to running a business. Brian grew his business dramatically by focusing on growing his company’s safety culture, and now he shares what has worked — and what hasn’t — with audiences internationally. Today, Brian shows audiences around the world how to develop and anchor a behavior-based environment that promotes accountability by providing them with hands-on tools to create and sustain a culture of prevention.

“Safety is not a priority; it is a non-negotiable **core value.**”

### YOUR GUIDE TO A HEALTHY AND SUCCESSFUL SAFETY CULTURE:

- Customized keynote presentations and workshops to meet your company’s and audience’s needs
- Practical, hands-on ideas to transform your organization
- An understanding of what a thriving safety culture looks like and concrete action steps to creating one
- Low-cost, high-reward implementation strategies to establishing and sustaining a culture of prevention

### “Leading People Safely” focuses on:

- What is a safety culture, and why is it important?
- Tools for leaders to drive a safety culture throughout an organization
- Strategies to anchor your safety culture to your front-line employees
- How to promote accountability — make the safe decision, even when no one is looking
- Ten leadership principles to deliver extraordinary safety results
- A game plan to establish and grow your safety culture

### MEET BRIAN:

Active, hands on CEO responsible for \$200MM logistics company. 30 years of executive leadership experience. Brian relates to his audiences as a peer. Practical, hands on advice. No fluff!

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 the how to build a healthy company culture.

Nationally recognized thought leader on topics of building engaged workforces and cultures that deliver bottom line results. Featured frequently in national media outlets including Fox Business, Inc, Wall Street Journal and Entrepreneur.

One of Houston’s most admired CEO’s (Houston Business Journal); National Safety Council Distinguished Service to Safety Award; Vistage International Leadership Award. Fun fact! Brian co-wrote “Island Inside Me” with Anuhea. The song topped out at #1 on Hawaiian radio.



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“Feedback from our VP’s and other senior managers was all very positive. Your message was very well received. The skillfully prepared message was on point and held our team captivated because of the connections you made between your experiences with your company and ours. Parallels were drawn and ideas were spawned in their minds on how they could make a greater impact on the safety of their teams.

– MATTHEW CROSBY, Rummel Construction

“As a NASA employee, I was required to participate in training sessions regarding leadership, project management, and safety. Brian’s presentation beats them all. I know I will benefit greatly from this experience.”

– NICOLE STOTT, Astronaut, retired, NASA

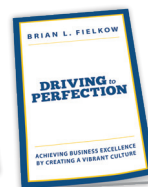
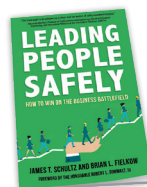
“Brian delivered his keynote to the Houston Texans’ business leadership team. Brian’s presentation was engaging and relatable, and our team left with ideas that we will immediately implement to take our winning culture to an even higher level. Rather than offer platitudes that sound great but lack a “how to” component, Brian offered our team value-added tools that we will now adapt and implement as we enhance our internal culture. Whether you’re running an NFL franchise, a Main Street business or non-profit, and regardless of the size of your organization, Brian’s keynote will help you create a championship culture for long term success.

– JAMEY ROOTES, President, Houston Texans

### DISCOVER THE TOOLS TO GROW YOUR COMPANY’S SAFETY CULTURE.

“Leading People Safely: How to Win on the Business Battlefield provides a roadmap for safety leadership. Rest assured that your efforts to implement these ideas can mean the difference between winning and losing on the business battlefield.

– THE HONORABLE ROBERT L. SUMWALT, National Transportation Safety Board Chairman; *Leading People Safely*, Foreword



### THE MAGIC IS IN THE 20 TOOLS & LIVE SUPPORT!

- “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



### CONTACT BRIAN TO BEGIN YOUR JOURNEY.

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

**ON-LINE LEARNING** | Making Safety Happen is organized into six modules. Each module contains a presentation and practical tools to help you achieve safety excellence starting NOW!  
The on-line workshops are accompanied by six monthly group workshops.

# LEADING PEOPLE SAFELY: KEYNOTE OVERVIEW



**THE FOLLOWING ARE** core messages contained in Brian Fielkow's Leading People Safely Keynote. Content is customized to the requirements of each audience.

## **Safety Is a Hard-Core Business Proposition**

Safety, operational excellence and profitability are intertwined. Safety is an investment, not a cost. Building a safety culture is a strategic decision. If safety seems expensive, consider the cost of injuries, accidents and messed up operations.

## **Safety Dysfunctions**

Understand common safety dysfunctions including abdicated safety leadership, institutional acceptance of accidents and sugar-coating the facts. Discuss ways to overcome these dysfunctions.

## **Safety Is Not a Priority**

Discuss the difference between a priority and a value and why safety must be a nonnegotiable core value

## **Power vs. Authority**

Identify those employees in your organization who have the power to improve safety

## **The Three T's: Treatment, Transparency & Trust**

Poor treatment of employees leads to employees not embracing safe behaviors or other core company values. It is important to communicate the "why" of decisions to employees in order to get their support of new processes. Discover why trust leads to employees owning all aspects of their careers, including safety execution.

## **Build a Safety Brand**

Build an internal safety brand for use as a powerful rallying point for your whole team

## **Culture Contracts**

Create a one-page safety culture contract spelling out the unique rules of engagement at your company

## **Engage Your Families**

Engage families in your company's safety mission

## **"Just Culture"**

Explore why a "one size fits all" discipline-based approach to safety failures is not effective

## **Eliminate Toxic Behavior**

Identify toxic behaviors that are sure to undermine your safety performance and discuss how to properly address those behaviors

## **20/60/20 Rule**

Determine if bottom performers are coachable and learn how to organically weed out misaligned employees

## **Know Accountability — Know Safety**

Review best practices for building individual accountability. Review best practices to promote safety accountability throughout the organization. Review best practices to building a culture where peers hold each other accountable for their actions.

## **"Risk" vs. "Chance"**

Learn why there needs to be an enterprise understanding that you can manage risk but you cannot manage chance

## **Normalization of Deviance**

Avoid letting shortcuts become the norm and why safety failures seem to come in waves

## **Dismiss Severity**

Explore why there is no such thing as a "minor accident" and explain why getting to the root cause of all incidents is required to practice prevention

## **Capturing the Close Calls**

Get new ideas about how to capture close calls and eliminate the reasons why most close calls are not reported

## **Safety and Compliance**

Just because you are compliant does not mean you are safe. Compliance in and of itself is not effective in the establishment of a lasting culture of prevention.

## **Embrace Technology**

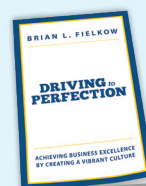
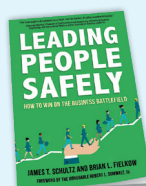
Learn how to integrate safety-based technologies into your company in a way that your frontline employees will embrace

## **Safety Versus Productivity**

Overcome the myth that safety and productivity are in conflict with one another

## **Shock & Awe**

Learn how a "shock and awe" program can bring safety back in line



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