

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

You won't find the keys to safety excellence in rules, regulations and handbooks! Safety excellence is rooted in a robust safety culture. It's about behavior, philosophy and attitude from the board room to the front lines.

An investment in safety culture is an investment in your bottom line. Safety is at the foundation of all operationally excellent companies. In today's presentation, Brian Fielkow will offer tools and ideas to develop and anchor a behavior-based environment that promotes accountability from the boardroom to the front lines. Brian will focus on hands-on tools to create and sustain a culture of prevention. Brian will start the presentation by asking, "What's competing for safety in your company?" Then he will provide 12 keys to achieve safety excellence. Finally, Brian will provide ideas to lead safety change fearlessly.

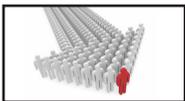
## TWELVE LEADERSHIP PRINCIPLES TO IGNITE YOUR SAFETY PERFORMANCE



**Safety Is Not a Priority.** Discuss the difference between a priority and a value and why safety must be a nonnegotiable core value.



**Engagement Drives Behavior.** If employee behavior drives safety results, what drives employee behavior? Engagement! Fully engaged employees are more likely to support your company's safety mission. Brian will share ideas for building engagement.



**Know Who Has the Power.** Identify those employees in your organization who have the power to improve safety. Focus especially on your frontline opinion leaders — those employees who influence how others behave.



**Take Your Front Lines With You.** Explore creative ideas to engage your whole team around your safety mission. Welcome new employees into your culture so they know the expectations. Brian will also discuss whether safety bonuses work, the power of internal branding and how to engage employees *and their families*.



**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.



**Unconditional Respect for Process.** Avoid letting shortcuts become the norm. The problem with many processes is that they are not understandable by the intended audience. Brian will share ideas to create processes that everyone is accountable to understand and follow.



**"Just Culture"**. Explore why a "one size fits all" discipline-based approach to safety failures is not effective. Was an error the result of an honest mistake or deliberate disregard for your rules? That will determine whether coaching or discipline is the correct course of action.



**Dismiss Severity.** Explore why there is no such thing as a "minor accident". To a large extent, the outcome of an incident is a function of luck. It's important to focus on all incidents, not only the ones with associated severity.



**A Good Catch.** Encourage employees to report unsafe conditions and behaviors. A "near miss" program should be voluntary and confidential. Most importantly, there should be no fear of retribution for employees who report these items. Once reported, include the employees in the process as you address the unsafe condition



**Hire and Train for Behavior.** Look past your technical training. Ensure that you teach your team how to govern their own behaviors. Include topics such as: conflict resolution, road rage, fatigue management and calling a safety time out.



**Deploy the Right Metrics.** Loss runs, government data and most KPIs are all based on lagging indicators — events which happened in the past. Brian will provide ideas to capture your leading indicators, those data points that will help you prevent future loss. Technology provides an incredible opportunity to capture leading indicators. Brian will discuss ways to garner internal support for safety technology deployment.



**Tear Down the Silos.** Safety is not a department. It's a way of life. Build enterprise-wide alignment around safety and reinforce the understanding that operations is responsible for the execution of safety.

## KEYNOTES, WORKSHOPS & CONSULTING

### UNBEATABLE ENGAGEMENT

**What keeps your customers coming back with more business?** After all, they can buy your products or services elsewhere, often at a lower cost.

You create customer loyalty because of **HOW** you deliver your product or service. You execute better and offer a unique experience. That experience results from your commitment to build a vibrant company culture and engaged workforce.

In his Unbeatable Engagement keynote, Brian shares ideas with his audiences so that they can take their companies to new levels by growing their cultures and creating world class employee engagement.

### SAFETY FROM THE C-SUITE

Today's executive must know how to lead people safely. This is a critical component of enterprise risk management. It cannot be delegated. Companies that make prevention and risk management core competencies enjoy a sustainable competitive advantage against their peers. Brian brings real-world perspective to his audiences and will share ideas for business leaders to grow their safety cultures and improve outcomes.

### MAKING SAFETY HAPPEN, A NEW ON-LINE COURSE

Brian has combined everything he knows about building a positive safety culture into a new, six module on-line course. The course is available to your team on demand and is accompanied by six monthly on-line workshops.

### LEADING PEOPLE SAFELY

An investment in your safety culture is an investment in your bottom line. Safety is at the foundation of excellent operations. Brian shows audiences around the world how to develop and anchor a behavior based safety environment that promotes accountability. Brian offers "high value/low cost" tools that participants can implement immediately. Leading People Safety is rooted in Brian's real world experience leading safety sensitive companies.

### WHEN "IT" HITS THE FAN: HOW TO CONTROL LOSS POST INCIDENT

The goal of this session is to provide attendees with a toolkit of actionable items that will help them better manage risk and claims. In today's litigation environment, operating companies must actively and aggressively participate in the loss control process. Brian will share actionable tips for companies to control loss and build resilience.

### ROADMAP TO FLEET SAFETY

Companies operate fleets in unforgiving environments. Distractions and crash risk are everywhere. Safe outcomes are tied to individual and company behaviors. Brian will present Ten Keys to create fleet safety. In this best practice session, we'll explore how employers can positively impact employee behaviors to reduce crashes and promote positive outcomes.

### MEET BRIAN:

BRIAN FIELKOW is a business executive and an engaging speaker, author, and mentor—he has presented internationally to tens of thousands of people on building vibrant company and safety cultures. His work has been featured in the *Wall Street Journal*, *Inc. Magazine*, *Entrepreneur*, and other national publications.

As a business executive, Brian is at the forefront of creating long-term value, developing people, and building positive company and safety cultures. "Strong on the inside, unbeatable on the outside," he sets non-negotiable core values as a synergistic leader, growth strategist, and business value creator.

Brian is a people- and capability-builder who unlocks potential in individuals and teams to maximize performance, profits, and competitive advantage.

Brian is credited with enabling two successful exits: The Peltz Group to Waste Management and Jetco to The GTI Group.

Currently, Brian serves as a strategic advisor to and board member of The GTI Group. He is credited with seamlessly integrating Jetco business operations into The GTI Group.

Previously, as the CEO and Founder of Jetco Delivery LLC, Brian grew the team to a diverse 240+ workforce, creating a cohesive culture focused on a safety-focused environment and diversity, equity, and inclusion mindset.

Brian is happily married with 3 grown kids. He loves traveling, hiking, and boating, as well as classic and mellow rock music. He is an avid Jimmy Buffett fan. For Houston Food Bank, he helped raise \$300K, serving as Chair to the Taste of the Texans fundraiser.

### HONORS & AWARDS

- One of National Safety Council's 2022 CEOs Who "Get It!"
- One of Houston's Most Admired CEOs by Houston Business Journal
- Entrepreneur Magazine: One Of 360 Businesses Mastering the Art & Science of a Growing Business
- National Safety Council Distinguished Service to Safety Award
- Fleet Owner Magazine – Top Trucking Industry Influencers
- One of Heavy Duty Trucking Magazine "Fleet Innovators"

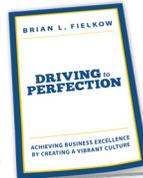
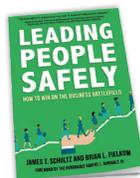
### CUSTOMIZED CONSULTING

engagements are available on limited basis.

### CONTACT BRIAN

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### BOOKS



COMING  
IN 2023

**UNBEATABLE  
ENGAGEMENT:  
BUILDING A WORLD CLASS  
COMPANY CULTURE**

