

# ROADMAP TO FLEET SAFETY

## COMPANIES OPERATE FLEETS IN UNFORGIVING ENVIRONMENTS.

Distractions and operational risk are everywhere. Safe outcomes are tied to individual and company behaviors. There is no “single solution.” We will review 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.

### TEN KEYS



**It’s not an accident.** Most crashes are preventable. They are not accidents. We’ll explore the real cost of a crash, which extends way beyond what employers see on insurance loss runs.



**Know what’s competing for safety.** We will identify the factors in a company that may negatively impact safety performance. They include allowing production pressure to force safety shortcuts, delegated safety leadership, institutional acceptance of incidents, and sugarcoating the facts.



**Safety is personal.** Fleet safety is not about dollars and cents. It’s about lives. We will explore how to make safety personal when communicating with your employees.



**Provide behavior-based safety training.** We will divide training into three phases: New employee orientation, integration, and ongoing education. We’ll review behavior-based fleet safety training topics which extend beyond technical skills.



**You Can’t Win them all!** Identify toxic behaviors that are sure to undermine your safety performance and discuss how to properly address those behaviors.



**A company can cause a crash.** When investigating an incident or close call, managers often look only at the individuals involved. In reality, underlying organizational factors might have contributed to the event. We’ll explore the impact on individual, organizational and peer to peer accountability on safety performance.



**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 our 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.



**Create unconditional respect for process.** Avoid letting shortcuts become the norm and develop processes tailored to your frontline teams.



**Just Drive.** We will review the types of distracted driving and safety leadership tips that employers can deploy to help their employees “just drive.”



**Deploy fleet safety technology – No excuses!** Integrate safety-based technologies into your company in a way that your frontline employees will embrace.

## 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"

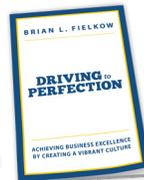
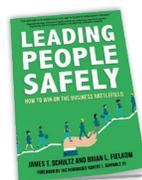
### CUSTOMIZED CONSULTING

engagements are available on limited basis.

### CONTACT BRIAN

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### BOOKS



COMING  
IN 2023

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