

# SAFETY FROM THE C-SUITE

Today's executive must know how to lead people safely. This is a critical component of enterprise risk management. Your safety performance is largely a reflection of your leadership ability. Safety leadership cannot be delegated. Companies that make prevention and risk management core competencies enjoy a sustainable competitive advantage against their peers. They enjoy better employee morale, greater customer satisfaction and lower costs. Safety is leader driven and employee owned. Having led safety-sensitive businesses for more than 25 years, Brian brings real-world perspective to his audiences and will share ideas for business leaders to grow their safety cultures and improve outcomes. This is an advance-level keynote and workshop for leaders in high-consequence industries.

## TWELVE PRINCIPLES



**Safety Is a Board-Level Concern.** It is part of a healthy enterprise risk management program. It requires the same leadership commitment and strategic focus as financial, IT, legal, and operational critical risks.



**Safety Starts with You.** Your employees listen to your words and follow your actions. Ultimately, safety outcomes reflect the quality of your leadership. Send clear messages to your team about your personal commitment to safety.



**Focus on Engagement.** Effective leaders create cultures in which employees engage. Employees will engage in a healthy safety culture. Engaged employees manage their own behaviors. They do what is right when nobody's looking.



**Ensure Nonnegotiable Value Alignment.** Safety is a core value. Do not allow things like production pressure to compete for safety. Leaders must identify and address where the safety gaps exist inside the organization. They also understand the impact of poor safety performance on employee morale and customer relationships. Effective leaders structure the company so the safety function and safety personnel are not subordinate to operations.



**Make Safety Personal.** Create an emotional connection to safety. It's about lives and families. Look past the handbooks, the rules, the regulations. This is about getting employees and members of the public home to their families safely every night. Employees must understand the human consequences of poor safety.



**Teach & Reward Safe Behavior.** Behavior-based training topics should include conflict resolution, road rage, and the ability to call a safety time out. Create rewards for safe behaviors. Understand the components of an effective safety reward program.



**Create Just Culture.** A one-size-fits-all discipline-based approach to safety failures is not effective. In a just culture, we understand what contributed to the safety failure. We treat honest mistakes differently from deliberate, intentional conduct. We coach the honest mistakes and avoid a one-size-fits-all progressive discipline regime.



**Create Clear Process.** Make sure the intended audience understands your process. Capture and address deviations from process. Establish life-critical rules that if broken are more likely to result in tragic outcomes than other rules would.



**Stop the Shortcuts.** Understand why people take dangerous shortcuts. Is it lack of training or respect for the rules? Does the company apply undue production pressure on its employees? Look for self-induced production pressure—the type of pressure that employees apply on themselves. Ensure that complacency does not creep in. Complacent employees will take shortcuts.



**Ensure Data Leads to Action.** What good is data without an action plan? Many companies have too much data with no plan to operationalize it. Create and communicate clear metrics, targets, and strategies to achieve your goals. Compliance-based metrics are insufficient. They spell out the bare minimum. Behavior-based metrics drive safety results.



**Engage Post Incident.** Albert Einstein said, "Adversity introduces a man to himself." When things go wrong, don't delegate. An effective leader will engage to build resilience. Learn from mistakes so the organization does not repeat them. Ask tough questions. Dig deep until you are satisfied.



**Manage Up.** Some employees may think, I get it, but my CEO does not. Whether that is a fair statement doesn't matter. Perception is important. Create an environment where employees are both encouraged and expected to "manage up." They must be comfortable reporting safety concerns to their managers, and they must be able to escalate if the managers do not properly address the concerns.

## 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"

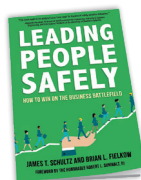
### CUSTOMIZED CONSULTING

engagements are available on limited basis.

### CONTACT BRIAN

brian@brianfielkow.com  
713.725.6435

### BOOKS



COMING  
IN 2023

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