



**September 18-20, 2019**

Embassy Suites by Hilton Downtown Denver Convention Center  
Denver, CO

**REGISTER**

EHS Daily Advisor's acclaimed Safety Culture conference comes to Denver for 2019! This leading-edge experience will provide attendees with the expert-sourced, use-them-now tactics for improving safety management and performance. The most effective way to keep employees safe and avoid OSHA fines is to create an effective workplace safety culture and develop advocates for your safety initiatives. Safety Culture 2019 will arm you with the information you need to understand to take your safety program to a world-class level.

Attendees of Safety Culture 2019 will learn strategies for:

- Utilizing job hazard analysis and risk assessment to improve workplace safety outcomes
- Implementing behavior-based safety practices
- Measuring the success of your safety culture
- Identifying and mitigating threatening behaviors and culture risk factors
- Training and implementing successful safety leadership
- Improving employee motivation and engagement
- And much more!

## **Preconference Workshops: Wednesday 9.18.2019**

### **AM Preconference**

**Safety Culture Beyond Your Organization: Strategies for Bridging the Safety Culture Gap with Contractors, Temporary Workers, and More**

8:30-11:30 a.m.

*Presented by: Shawn M. Galloway, ProAct Safety, Inc.*

Cultures are the ultimate sustainability mechanism, working to maintain the status quo or shaping new individuals as they join or work within. Hospitals, manufacturing, power generation and distribution, service work and construction—most organizations invite temporary workers and/or contractors to assist them in achieving their business objectives. This intensive workshop will lay out the framework to follow so you can ensure that these individuals are quickly aligned with the safety strategy and culture and outperform industry peers in safety performance. By the end of this workshop, you'll be able to:

- Understand how cultures form and norm new individuals and how to improve them
- More effectively onboard new individuals
- Identify quick-win opportunities to shape performance
- Recognize how world-class companies have evolved their approaches to contractor and temporary worker management
- Self-assess your current safety strategy

Lunch (on your own)

11:30 a.m. – 1 p.m.

### **PM Preconference**

#### **Safety Culture, Human Factors, Employee Engagement, Behavior-Based Safety: What These Concepts Mean and How to Integrate Them into a Safety Program**

*Presented by: Steve Roberts, Ph.D, Safety Performance Solutions, Inc.*

1 p.m. – 4 p.m.

We've all heard many of the phrases used to describe workplace safety efforts directed towards employee engagement. The concepts described are solid, and make sense to when we read an article, book, or attend a conference educational session. But too often, when we try to apply these ideas in our workplaces, we don't have the practical experience to know how to conduct a gap assessment, and then implement a strategy for continuous process improvement. In this session, we'll review safety phraseology, discuss various approaches to safety improvement. Attendees will conduct a brief Behavior Observation and Feedback Maturity Path Assessment as well as a sample Leadership Behavior Assessment critical to building an ideal safety culture. Attendees will come away with a practical exercise, and a vision of how they can focus their efforts moving forward. By the end of this intensive workshop you'll be able to:

- Establish a working knowledge of current and trending safety terminology
- Discuss the benefits of engaging all workers in the safety/health improvement process
- Understand the limitations of a compliance-alone approach to safety process improvement
- Realize the benefits of establishing a management systems approach to continuous safety process improvement
- Understand the safety culture assessment process and conduct sample assessments of critical components your company's current safety management systems

### **All Day Session**

#### **Leader As Coach: Leadership Development Master Class**

*Presented by: Joan Peterson, Bluepoint Leadership Development*

7:30a a.m. – 4:30 p.m.

Increasingly organizations are recognizing that coaching and talent development is a mission-critical competency that should not be limited to a select group of leaders but rather shared across the organization. This is your opportunity to become a catalyst for high performance and career acceleration for your team members and throughout your organization!

This engaging, highly experiential course is designed for managers, leaders, and influencers who understand the necessity of superior coaching in today's business ecosystem where leadership development has become everyone's responsibility. The curriculum equips participants with immediately-usable skills they can use to cultivate collaborative talent development partnerships; engage in potent, performance-enhancing conversations; and create extraordinary engagement, alignment, productivity and innovation in their teams.

**When you attend this action-packed workshop, you will:**

- Be introduced to a proven, very practical coaching model that can be effectively used throughout your teams and organization.
- Learn how to initiate and guide high-quality coaching conversations using Bluepoint's Coaching Power Tools.
- Participate in real-life exercises that will allow you to hone your conversational coaching skills and receive direct feedback on your personal effectiveness.
- Understand how to apply the concepts of appreciation, constructive confrontation and accountability to your own leadership practices.
- Create your own professional development plan that will map out your leadership trajectory and set ambitious but achievable goals.
- Take away valuable course materials, tools, and a copy of Gregg Thompson's popular book, *The Master Coach*.

## **Main Conference Day 1: Thursday 9.19.19**

### **Registration & Breakfast**

7:00 – 7:55 a.m.

### **Welcome remarks**

7:55-8:05 a.m.

### **Opening Keynote: The Power of Storytelling to Promote a Winning Safety Culture**

*Presented by: Dave Lieber, Award-Winning Texas Newspaper Columnist*

8:05 – 9:05 a.m.

Effective storytelling can move employees to action and create change. With many companies struggling to communicate both externally and internally, knowing how to harness the power of your corporate story is more important than ever. In this engaging keynote session, Dave Lieber will share how to make your safety messaging engaging, unforgettable, smart, and, at times, funny. You'll learn:

- How stories can promote safety goals better than any other method
- A simple story formula that works in all business applications
- How to get your audience to focus on your message without distraction
- How to take data and bullet points and turn them into memorable stories
- How to tap into emotion and passions so that your safety stories are remembered and acted upon in a positive way

### **Behavior-Based Safety vs. Human and Organizational Performance: Integrating Lessons and Takeaways from Two Approaches to Safety Culture**

*Presented by: Judy Agnew, Ph.D., Aubrey Daniels International (ADI)*

9:15 – 10:15 a.m.

Behavior-based safety (BBS) vs. human and organizational performance (HOP) is a topic that has many in the safety field paying close attention. Some proponents of HOP bill it as anti-BBS, but is this assessment warranted? This session will explore the genesis of this mischaracterization of BBS and demonstrate how BBS processes founded on the science of behavior are actually complementary to the tenets of HOP. Another fallacy addressed and proven in this session is that a behavioral approach is very much a systems approach and seeks to find solutions in systems that influence behavior at all levels of the organization. This session will also provide specific recommendations for how to make your organization's safety system more consistent with HOP principles and at the same time 'behaviorally sound' so you'll be able to:

- Observe critically and consistently how systems influence behavior, both safe and at-risk

- Work to understand the behaviors of everyone from a scientific perspective (worker, supervisor, manager and executive, plus regulator, customer, and other key stakeholders)
- View and analyze behavior from the perspective of the performer, and from that vantage point prior to any adverse events rather than only after
- Minimize blame and punishment, whether intentional or inadvertent—and verify and validate that leadership’s impact is aligned with its intent
- Eliminate knee-jerk reactions and blanket solutions by management, and learn to involve frontline workers in arriving at solutions and identifying unintended consequences of proposed changes
- Shift the role of senior leadership to verify and validate the effectiveness of systems and processes, rather than being another source of audit or enforcement

### **Refreshments, Networking & Exhibits Break**

10:15 – 10:35 a.m.

### **Operational Excellence: Incorporating At-Risk Behaviors and Human Factors into Job Hazard Analysis and Risk Assessment**

*Presented by: Sherry Perdue, Ph.D., Safety Performance Solutions, Inc.*

10:35 – 11:35 a.m.

Given the growing popularity of HOP (human and organizational performance), the safety community now recognizes that at-risk behaviors and human errors are almost always partly attributable to weaknesses in the system. That is, they occur because of a mismatch between human capabilities and the demands of the task and the physical and social work environment. Using this information to improve safety, however, can be difficult. Understanding why an error occurred after-the-fact is often perplexing. Predicting when an error might occur can be a complete mystery. In this session, we will examine how conventional tools – Job Hazard Analysis and Risk Assessment, when applied through a human factors’ lens – can help identify error-likely situations. In doing so, we can make changes to reduce the potential for incidents. By the end of this session, you’ll be able to:

- Recognize the difference between at-risk behaviors and human errors
- Appreciate how the physical and social work environment influences both at-risk behavior and human error
- Apply this understanding to safety processes you’re probably already using, such as job hazard analysis and risk assessment

### **Cultural Intervention: How to Identify and Mitigate Threatening Behaviors and Cultural Risk Factors to Prevent Violence, Bullying, and Harassment**

*Presented by: Carol Cambridge, The Stay Safe Project*

11:45 – 12:45 p.m.

Most companies in the United States continue to struggle with how to create and implement strategies to reduce violence and other aggressive behavior in the workplace. The first step in selecting prevention techniques is identifying what behaviors and employee characteristics pose a risk of violence. This leaves companies and organizations vulnerable and at a higher risk for escalating violence. In this interactive session, through the examination of scenario-based situations, will show you how to determine the risk factors and the key steps to mitigating these real-life issues. You’ll learn how to:

- Apply the #1 strategy for mitigating risk
- Identify dangerous blind spots that could put employees in harm’s way
- Recognize how domestic violence poses economic risk to your organization & what you can do to reduce the risk
- Identify behavior that may be predictive of violence

- Get every employee to be the difference and become part of the solution

### **Lunch**

12:45 – 1:45 p.m.

### **Stress, Fatigue, and Mental Health: Real-World Culture Building to Improve Worker Safety and Health**

*Presented by: L. Casey Chosewood, MD, MPH, Total Worker Health® at NIOSH, Centers for Disease Control and Prevention*

1:45 p.m. - 2:45 p.m.

Work and life routinely collide for many workers. The new challenges of a rapidly changing economy combine with traditional hazards like long work hours, workplace stress, and off-the-job obligations for an unhealthy mix. A strategic plan for culture building is a requirement if your business wants to attract, retain and support the healthiest, most engaged workforce. What does the latest population health science say about optimizing work and work design for better health outcomes and improved bottom lines? And how do we translate this research into policies and practices so work can actually “work” for all of us? If you want to fastest path to work-life-culture success, it’s time to address the most common health and well-being challenges facing organizations and their workers today. This insightful session will provide you with the latest on:

- Emerging trends in worker stress, mental health and other chronic disease risks
- How work workplace safety and health is much more than ergonomics and onsite fitness centers
- Culture-building policies, practices and programs (with the tools to get you started)
- The latest research insights from our Total Worker Health® Centers of Excellence
- Quick-win strategies for now and the longer-range investments that show the most promise

### **Refreshments, Networking & Exhibits Break**

2:45 – 3:05 p.m.

### **Measuring Safety Culture: Identifying and Leveraging Leading Indicators to Track and Improve Performance**

*Presented by: Chuck Pettinger, Ph.D., Predictive Solutions*

3:05 p.m. - 4:05 p.m.

There are dozens of cultural assessments meant to identify gaps in a variety of areas. Most of those survey instruments have no statistical reliability or validity; some truly assess safety culture/climate (Zohar & Nordic Climate surveys) but are only used as a snap-shot every 18-24 months. There is currently ground-breaking work to develop a survey instrument to assess organizational culture in “real-time,” and not just a onetime snap-shot of employees’ perceptions. This “cultural pulse” can anonymously measure current safety perception in real-time. By using leading and lagging indicators, the “pulses” can provide a real-time measure of perception and create a “cultural heat-map” so employers can proactively identify safety risks, reduce churn, and eliminate injuries. After attending this insightful session you’ll be able to:

- Recognize the differences between corporate climate and culture
- Use effective techniques to assess your organization’s safety culture
- Use an exercise to help identify leading indicators
- Identify the leading indicators that can act as cultural proxies
- Act upon cultural proxies to impact engagement using real-life examples

### **Panel Discussion: Conquering Barriers Standing in the Way of Achieving a Strong Safety Culture ROI**

4:15 p.m. – 5 p.m.

*Moderated by: Calvin Benchimol, eCompliance*

*Panelists: Patrick J. Karol, CSP, ARM, SMS, Karol Safety Consulting, LLC, Chuck Pettinger, Ph.D., Predictive Solutions*

### **Networking Reception**

5:00 p.m. – 6:00 p.m.

## **Main Conference Day 2: Friday 9.20.19**

### **Breakfast**

7:15 – 8:00 a.m.

### **Breakfast & Learn**

7:30 – 7:45 a.m.

### **Safety Awards Ceremony**

8:00 – 8:30 a.m.

### **Opening Keynote: The Challenge of Change**

*Presented by: Chris Ross, CSP, CPLP, SafeStart*

8:30 a.m. – 9:30 a.m.

Organizations today are undertaking major change initiatives more frequently than ever before. Changing individual behaviors can be difficult but changing the organizational culture is even more difficult. Agile change execution is vital to the success of these change initiatives, yet less than a third of these initiatives succeed. Whatever your role is in change management, you can learn to understand the roots of resistance to change, use a model to help guide change, and apply some proven change-management strategies to greatly increase the chance of success. Day 2 of Safety Culture 2019 kicks off with actionable insights into how to:

- Explore the challenges of change from the perspective of the three organizational levels of resistance
- Assess your personal and organizational readiness for change
- Become familiar with a proven change-management model
- Clarify the importance of a process plan and implementation checklist
- Incorporate the skills and concepts from this session into the way you manage change

### **Refreshments & Networking Break**

9:30 – 9:50 a.m.

### **Safety Leadership for Supervisors: Building Crucial Allies to Engage Employees and Spread Safety Culture Throughout Your Organization**

*Presented by: Patrick J. Karol, CSP, ARM, SMS, Karol Safety Consulting, LLC*

9:50 – 10:50 a.m.

The technical side of safety is the price of entry into the profession. It's the knowledge to calculate sling loads or understand attenuation rates. It establishes a safety professional or supervisor's credibility—and most safety professionals/supervisors are strong in this area. But, there's another, equally important aspect to managing safety rooted in soft skills. Without soft skills, safety professionals, leaders, and supervisors often lack what they need to effectively influence positive change. After all, the ability to successfully communicate and build relationships is the art of safety. This session will teach you critical soft skills to build and maintain that all-important relationship with supervisors so they can lead employees through their influence to do more than just follow procedures. Using the Make Safety Personal (MSP) Conversation worksheet, a 5-step approach to having a discussion with front-line employees about safety, you'll start to see why supervisors' and managers' current strategies might leave them saying they can't get employees to follow safety procedures, and you'll learn the actions steps you can take to help lead them to a better way of managing safety. Plus, you'll learn how to:

- Illustrate the importance of influencing front-line employees to help build a strong safety culture
- Drive safety culture and go beyond compliance by understanding 3 key components that make safety personal
- Apply selling techniques can be used to influence behavior

- Apply the strategies of highly successful leaders by paying close attention to their characteristics
- Build relationships by leading with your heart
- Apply the MSP worksheet to your next conversation about safety with a front-line employee
- Get your safety message to stick through storytelling as illustrated through real-life examples of lessons learned as a frontline employee and supervisor

**Employee Motivation and Engagement: Using Incentives, Discipline, and Other Strategies Effectively to Secure Buy-In and Foster a Culture of Safety**

*Presented by: Camille Oakes, CSP, SMS, MEng, Better Safety*

11:00 a.m. – 12:00 p.m.

A culture of safety cannot and will not happen without the active engagement of employees. Safety professionals must have a variety of tools in their toolbox and use them effectively to successfully secure and maintain employee buy-in. In this session, you will learn how to recognize what motivates different employees in different situations and how to use drive your safety performance. Through real life case studies, we will examine what engagement strategies work, and what to do to avoid failure. Come prepared to learn how to:

- Apply tangible methods to engage your hidden leaders
- Motivate the naysayers
- Guide your organization to success

**Closing Remarks & Conference Adjourns**

12:00 p.m.