

Who Leads Safety?

Taking The Lead to World Class Safety

At a recent conference of first-line supervisors, a corporate executive said that this was the most important safety meeting he had ever attended in his career. As I listened, I had to agree. What this company had done was to have a two-day safety conference for all of their first-line supervisors. All six plants in this region had their middle management team fill in for them so all of them could attend. Each plant manager was also in attendance in order to show their support of all that was being discussed, taught and decided. I have to tell you, I was excited to be there and considered it a privilege that they had chosen me to share in this experience. My job was to give their first-line supervisors the communication and leadership skills to allow them to succeed in taking the lead role in safety performance. After a morning of teaching them these skills, I closed the conference with a keynote address to motivate them to achieve the best safety performance possible and lead their people toward the vision of zero injuries in their workplace.

Years ago, everyone looked to the safety department for safety leadership and responsibility. Corporate management delegated this responsibility to this department because it made sense for the experts in the field to manage it. Several difficulties occur with this approach. One is that the safety professional and their team taught and gave the expectations for good, safe work procedures but there was a disconnect. That occurred when the safety person moved on and the employees looked to their first-line supervisor to see what was expected of them. After all, they are responsible to the first-line supervisor for all aspects of their job performance. The first-line supervi-

Responsibility for safety performance has found its true place. Are your leaders empowered to lead the way?

sors then took the lead and encouraged their employees to do whatever was necessary to improve production and profitability. Some, if not many, first-line supervisors encouraged shortcuts, in favor of production. Ironically, inexperienced supervisors made the mistake that safety or production were an either/or proposition. Successful, experienced first-line supervisors who hold safety as a personal value have discovered that a focus on safety actually results in greater production and profitability.

People will respond to what you expect them to do and to what you hold them accountable. Because production, production, production was the measure of a first-line supervisor, that is what they focused on. As new leaders wanting to do a good job for the company and wanting to advance their career, they did what they believed would accomplish that end. Suddenly, companies who had safety as a core value found that the employees didn't believe that value was genuine. From the employees' viewpoint, safety was a priority that would shift with the direction of the wind and whatever pressure their first-line supervisor brought to bear that day.

Now, more and more companies have corrected this error by making sure that first-line supervisors are the most important person in safety leadership. They are the ones who set expectations and get the results. Their values are the ones the employees experience in person and when they take personal responsibility for the safety of their employees, safety becomes a value for them. I have to tell you

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Communication Excellence!

For over 18 years, John Drebinger has used fun, magic, stories, group participation, and effective communication and

motivational skills to help people work toward achieving zero injuries.

John's story of how he went from being a fan of our

nation's space program to actually sitting in three of our space shuttles has inspired thousands of professionals to use the same successful techniques to revitalize their career in helping others to work safely. His diversified list of new and repeat clients say they have never learned as much from anyone in a short period of time, which uniquely qualifies him as an undisputed expert in the arena of creating fun, effective, entertaining, and informative presentations. In addition to his very busy speaking schedule, John dedicates time each week to serve in his local Rotary Club and is active on Yosemite Council Boy Scouts of America committees. In addition, he serves The Sending Place as the chairman of their Board of Directors. An accomplished magician, he is a member of the prestigious Hollywood Magic Castle. As a member of the National Speakers Association, he holds their highest earned designation, Certified Speaking Professional.



John Drebinger

**To contact John call:
1-800-588-9419**

Are Your Safety Meetings Memorable?

Recently, I heard a presenter at the National Speakers Association say something profound, "If you can get your message to the dinner table you have accomplished something significant." His point, if your message isn't memorable, it is less likely people will take action on it. I have had the joy over the years of having client after client tell me how their employees are still talking about my presentation months after my speaking. The secret is to keep your points concise but most importantly, to tie them in with something they will be compelled to tell others about. That is what I have taught for many years to hundreds of presenters. When I combine the message of taking personal responsibility for your own safety with magic and compelling stories, people remember what they learned.

One way to be memorable is to make sure that your safety meetings are fun, interesting and convey the message you need people to hear. I understand it can be challenging to constantly have to come up with new and unique material. So what can you do? Well, for the first time in my eighteen years of speaking, I have recorded on DVD my employee presentation, "Ensure Your Safety". It can be shown as a full one-hour meeting or you can use each chapter for a unique addition to shorter safety briefings.

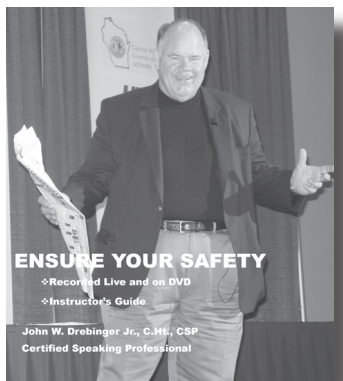
One of the toughest things about being a speaker in the field of safety is that there are so many places you would love to go but only so much time available. Also, you may be from a smaller company and it isn't practical to bring in a professional speaker. Well, thanks to modern technology, I have finally discovered the secret to being in more than one place at one time.

Even if you have had me live, you can now show this DVD to those who were out of town or to new employees. It's also great to show the month before you have me come talk to your

employees about how to watch out for each other's safety in my talk, "Safety the Team Approach."

**FIRST TIME EVER!
"John Drebinger"
On DVD**

Can you imagine having John Drebinger live at your site any time you need him? You can! Whenever you want to have your people catch his passion for safety and experience his fun, magic, stories, and enthusiasm, just play for them John's new DVD, "Ensure Your Safety". If you are sitting in the audience at a conference and want to share John's enthusiasm and effective message you can now make it happen. When you order, you get the DVD of his live presentation, plus bonus materials including communication skills and presentation tips you or your team can use to improve skills. You also get a workbook in a



binder format, including discussion questions for each section of the DVD, a CD of John's pre-show Power Point presentations, and PDF's of all the discussion questions from the binder. You can now get all this for a fraction of John's regular fee. The entire package is \$695.⁰⁰, a small investment when you consider what one injury costs in dollars, lost time, and human suffering. How much would you spend to prevent that one person from being hurt?" Just as you don't want your employees to take any risks, we have removed all the risk for you in purchasing this outstanding resource. It is

100% guaranteed for 90 days. If you aren't satisfied, just send it back, and we will refund your purchase price. It may be ordered on-line at www.drebinger.com. If you'd like to talk to a nice person, call Sandie Gilbert at 1-209-747-2770.

The Effectiveness of Communication Is Gauged By Results

Communication is not complete until the desired result is achieved. As a leader, you do not want to see anyone injured in the workplace. Often times, you may be frustrated that your meetings or messages do not get the results you want. One effective solution is to bring in the passion and energy of a Certified Speaking Professional. John Drebinger, author, communication and motivational expert takes you beyond just teaching safety to developing new skills that will help employees embrace safety as a value.

What people say after John's presentations!

"Reminded me that companies don't get hurt, people do..."

"High energy with adaptability to our work force culture..."

"I realized I affect more than my employee's lives, but those they come in contact with and so on..."

"Loved the magic, enthusiasm, and the humor while still being serious about safety."

"John's humor and story telling always makes me think and get excited about how I can share safety with others."

"His use of magic to illustrate points was very effective."

"Keeps your attention and gets audiences involved..."

"12 elements of an effective presentation is useful to me in developing safety trainings..."

"John has a passion and is very energetic upbeat, and informational in his delivery style."

"Simple, concise, easy to retain..."

Are You Sick & Tired of Boring Safety Meetings?

“This is the fourth year John has been at our site. When we hit a home run like we did with John and his presentations, the committee ends up looking very good in the eyes of company management as well as the employees they are trying to influence.” Bill Durham, Sr. Safety Engineer, Valero.

Whether you are holding an annual safety kickoff, quarterly safety meeting, celebration, safety performance recognition, VPP Star kickoff or turnaround, companies use John’s fun and informative presentations to renew their total commitment to the vision of nobody getting hurt. Over the past eighteen years, John Drebinger has crafted four special employee safety presentations to help achieve what Phil Stallman of ExxonMobil said happened at their site. *“How people feel drives how they behave and we have been working hard to achieve a positive safety culture and environment on this turnaround. We have had John give presentations several times to ExxonMobil employees but not to contractors. This was the first time we have brought John in to talk to a large contractor work force. John’s fun, positive presentation and message hit the mark and achieved the positive impact I was hoping to achieve.”*

As people and organizations get better at working safely at work and home there is always the danger of complacency destroying performance. One of the best ways to avoid complacency is to be dissatisfied with staying in one place. No matter how good you get there are always ways to improve.

John will help your employees celebrate their past safety record and learn how to create that success for the future.

Are these results what you would like to see in your workplace?

1. More employees taking personal responsibility for their own safety 24 hours a day;
2. Everyone realizing an injury-free workplace is possible;
3. Overcoming complacency with a vision, and passion, for working safely;
4. Having all your people send the right message with their words and actions;
5. Having people realize that safety is everyone’s responsibility;
6. Improving everyone’s safety performance and increase profits;
7. Have safety & leadership teams that communicate effectively and develop the skills and confidence that will make repeat safety meetings fun and interesting;
8. Instill in your team safety as a personal value that doesn’t change when conditions change;
9. Eliminate shortcuts that cause injuries on and off the job; and
10. Have a fun safety event that rewards people for doing a great job and teaches them how to repeat their success everyday!

Bring John to your company and watch as the culture changes, injuries decrease, and profits increase.

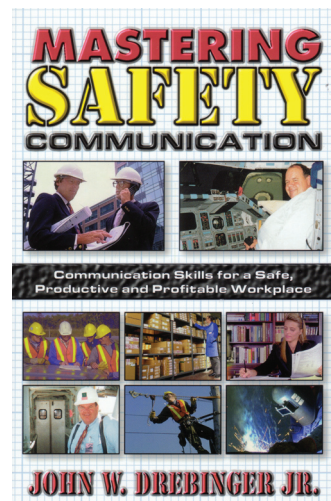
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that I truly enjoy doing my newest presentation, “Safety for Leaders”. It includes the skills your leaders need to make sure they are effective in communicating safety in everything they say and do. In addition, I show them the way many leaders inadvertently undermine their safety message by different actions that give their employees mixed messages. Being congruent gives real power to sharing your values and I show you and your leadership how to get it done. I would love to join you in helping your leadership step up to a new level of safety performance. For more information call Diane at 1-209-745-9419.

Have You Set Your Safety Teams Up For Failure?

Employee safety teams have made a major impact on safety performance for many companies. Through the use of these teams, more people are catching the vision of zero injuries in the workplace. One challenge that has developed along with these teams is that they are often given tasks for which they were never trained. They often lack the effective communication skills necessary to get their safety concepts across to their fellow employees. You would never give someone a new job assignment without training them in the skills and techniques to accomplish their job safely and successfully. Yet, this is often what happens when it comes to communication. Your people know their job, they have proven their ability, yet we set them up for failure when they step up to help others avoid injury. The solution is to provide them with the communication and motivational skills that will allow them to get their vital safety message across to everyone in your organization.

One solution is to provide John’s book Mastering Safety Communication to each member of your team. It is loaded with communication tools and techniques to help anyone who communicates with, teaches, and trains people. Its popularity has resulted in sales of over 64,536 copies.



JOHN DREBINGER PRESENTATIONS

These companies have enjoyed the success of working with John! You will too!

Petroleum

Aztec Well Servicing
BP Oil
ChevronPhillips
ChevronTexaco
ConocoPhillips
Exelon Infrastructure Services
ExxonMobil
Hovensa LLC
Lyondell-Citgo Refining
Marathon Oil
Motiva
SGS Petroleum Service
Sunoco Logistics
Valero Refining Co.

Pipeline

Conoco Phillips Pipeline
Equilon Pipeline Co.
Plains Exploration & Production Co.
Wolverine Pipeline

Construction

Ames Construction
Associated General Contractors
C.J. Mahan Construction
Dyno Nobel N. America
Fresno Builders Exchange
Granite Construction
Graycor Services
Halliburton
Ivey Mechanical
JTL Group
Kenny Construction
Kvaerner Industrial Constructors
Mollenberg-Betz Inc.
PCL Construction
Seedorff Masonry
Shea Homes
US Army Corps of Engineers
Zachry Construction

Chemical

Arkema Inc.
ExxonMobil Chemical
Hercules Inc.
Lyondell Basell
Minerals Technologies Inc.
Monsanto
Nalco Chemical
Rohm & Haas
Shell Chemical
WR Grace Inc.

Utilities

Alabama Power
Arizona Public Service
Con Edison
Conectiv
Consumers Energy
Edison Mission Energy
Entergy
Georgia Power
Lincoln Electric
Mississippi Power Company
Pacific Gas & Electric
SMUD
Southern California Edison
Southern Company
Weststar Energy
West Texas Utilities

Insurance

Captive Resources
State Compensation Insurance Fund
SCF Arizona
Golden State Risk Mgt. Authority
Municipal Pooling Authority

Associations

American Society of Safety Engineers
Baton Rouge Safety Council
Construction Safety Council
Gulf Coast Safety & Security
Illinois Safety Council
Manitoba Construction Assoc.
Mine Safety & Health Admin.
National Maritime Safety Assoc.
Nat. Petrochemical & Refiners
National Safety Council
NSC Texas Safety Council
North Dakota Safety Council
Petroleum Packaging Council
United Auto Workers
VPPPA
Wisconsin Council of Safety

Government

California Governor's Safety Conf.
Central Oregon Occ. S&H Conf.
N. Dakota Safety Council
NASA
OSHA
Pearl Harbor Naval Shipyard
State of California
The FBI
U.S. Air Force
United Space Alliance
University of Colorado
University of Oklahoma
US Forest Service
Washington State Governor's
Industrial Safety and Health Conf.
Wyoming Governor's Conference
Yosemite National Park

Mining

Barrick Gold of North America
Caballo Mining
Hanson Aggregate
Lafarge North America
Knife River
MDU Resources
Powder River Coal
Santa Fe Aggregates
Teichert Materials and Aggregates
United Taconite
US Borax Inc

Manufacturing

Anheuser-Busch
Applied Materials
Arkema
Boeing
Delphi
East Jordan Iron Works
GE Power Systems
General Electric
General Motors
Herman Miller
Hewlett Packard
Hunter Douglas
IBM
John Deere
Potlatch Corp.
Sherwin Williams
Textron
Trane Company
Tyler Pipe
Vermeer Manufacturing
Westinghouse Electric

Transportation

Maersk
Nuclear
Bechtel SAIC
BWX Technologies
CH2M Hill Hanford Group
Nuclear Management Co.

Power Generation

Braidwood Nuclear Power Station
Engelhard Corp.
Entergy Nuclear N.E.
ExxonMobil Co-Generation
Indianapolis Power & Light
Sycamore Co-Generation Co.
Pharmaceutical
Merck & Company

Entertainment

Sony Pictures
Food
Driers Ice Cream
Frito-Lay
General Mills
Kroger Company
Quaker Oats
Tropicana

Achieving an injury-free workplace is about commitment to constant improvement

John Drebingers past and current clients attest that you will:

- Rest assured knowing John provides a non-offensive, **business appropriate** presentation everyone including your human resources department will appreciate.
- Have a fun and effective safety meeting that celebrates your successes and creates the roadmap to a more **productive** and safer year;
- Rekindle your vision, passion, and energy for motivating yourself and others to **focus** on safety at work & home.
- Enjoy lots of **fun**, magic, and real life stories, that helps everyone understand the "Why" of safety and what's in it for them; and
- Create a **team approach** to safety where everyone watches out for each other and learns how to share safety concerns with each other in a positive and effective way.

Call me toll free 1-800-588-9419 or email me at diane@drebinger.com to receive John's information packet, demo DVD, and current calendar. Watch John's demo on our website at www.drebinger.com then click on **Safety Leaders/Conferences demo.**

He will make your next event reduce injuries!

Diane Weiss

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Working with organizations who want a safe workplace and with people who want to be injury free.