

# 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 Drebing 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



**John Drebing**

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.

**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.

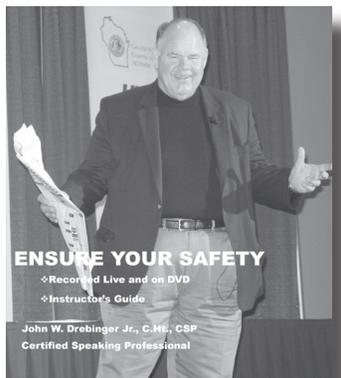
One of the toughest things about being a speaker in the field of safety is that there are so many places you would love to go but only so much time available. Also, you may be from a smaller company and it isn't practical to bring in a professional speaker. Well, thanks to modern technology, I have finally 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.<sup>00</sup>, 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](http://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.**

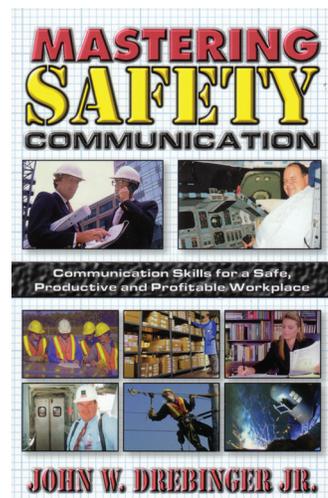
## Taking the Lead Continued from page 1

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 Drebinger's 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](mailto: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](http://www.drebinger.com) then click on **Safety Leaders/Conferences demo.**

**He will make your next event reduce injuries!**

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