

Great Safety Leadership and Coaching



Learning by

- Seeing
- Hearing
- Doing

Why Safety Coaching is Necessary

Many leaders don't trust or fully understand the kinds of principles that must be used to help individuals and teams work more safely on a regular basis. In fact, some leaders don't quite know where to begin. David reveals the strategies, tactics, and principles that anyone, in any organization can use to help everyone achieve their very best in terms of safety performance!

Research-Based Results

David Sarkus uses sound, empirically-based principles that are well researched, proven, and consistently provides outstanding results. Your workers should not have to rely on "guess work" or what "they believe" has worked for them or others in the past, but trust in what science and research has proven to work, time and time again. And, in these online learning programs, your participants will learn the very same principles taught by David Sarkus in the classroom.

Moving people from compliance to commitment is one of your truest measures of success as a safety leader and coach. — David J. Sarkus

I have had the great fortune to have met and worked with David 'Coach' Sarkus. David's message has helped me truly understand how to exert 'influential leadership' and effectively teach and help operational leaders to become 'Safety Coaches.' His approach and material content has changed the way I manage safety, in a way that has created durable and lasting change. If you want to dramatically improve the safety performance of your organization, you should strongly consider working with David Sarkus, The Safety Coach®. Don't accept the imposters!

— Steve Gittins, Director of EHS, Moen Incorporated

It's not unusual for many organizations to experience reductions in injury rates from 30% to over 70% after learning and using the principles taught by David Sarkus.

VIRTUAL
David Sarkus
The Safety Coach®

Leadership Philosophy

Our philosophy centers on the belief that “any accident” or “incident” is a sign of an inherent weakness in the safety management system. And ultimately, organizational leaders are responsible for constantly improving that system and the culture that supports it.

Leadership and culture are inextricably linked to your particular safety-related outcomes. If you appropriately engage your leadership, at all levels, you can positively impact your safety culture in very direct and distinct ways.



At **David Sarkus International**, we know how to engage your leadership so that your culture, and safety management system continually improve. We also believe that you can get to zero, and sustainable safety excellence is achievable. We’ve been there before — it’s possible!

One of Many Stories

RailAmerica, a major short line railroad was seeking to improve its culture for safety in order to achieve ongoing world-class results. The starting point of their focus was to improve the leadership and influence skills of their managers and supervisors. **David Sarkus International** developed and helped to deliver training which focused on various social influence strategies that led to deeper and more durable changes in the safety-related attitudes and actions of their people. The results included a 35% reduction in recordables over the previous year, zero derailments, and marked improvements in quality and morale. The safety coaching process was delivered throughout North America and has moved from managers and supervisors downward to the peer level. This deeply ingrained process has helped to set various levels of higher safety achievement and to establish a very proud and mature culture for safety.

COURSE HIGHLIGHTS

PART 1. Your Introduction to Great Safety Coaching

PART 2. The Story of Joe and Willie – Moving from Compliance to Commitment

PART 3. Making Efficient and Effective Observations

PART 4. The Power of Reinforcement: Confirming

PART 5. Correcting and Redirecting At-Risk Actions

PART 6. The Power of Relationships: Caring Leadership

PART 7. The Essence of Great Safety Coaching

PART 8. Collaboration is Key

PART 9. Conciliation and Maintaining Relationships

PART 10. The Power of Information: Clarifying the Personal Side

When I went to work for RailAmerica, it was a good company. But when I left, it was a great company! I believe that using the principles taught by David Sarkus had a lot to do with that...

**– Operations Manager,
RailAmerica**

“David spent a few hours with our leadership team to talk about the importance of safety and ways that we could get our employees more engaged in our safety program. His passion and expertise really had an impact on our group and a year later we have cut our TRIR in half and have a number of facilities that have gone more than a year without a recordable incident. David’s presentation was the catalyst and a great kickoff for our renewed emphasis on safety.”

**– Phil Hawkins, Vice President – Division Manager,
McGrath RentCorp**

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