

**85% TRIR  
Reduction**

# David J. Sarkus, MS, CSP

## The Safety Coach®



Speaker ▼ Consultant ▼ Coach ▼ Author

### Your Motivational Safety Speaker

Getting the Results You Want!  
Empowering Your Audience —  
Making Them Feel Good Not Bad



Moving Your People to Action  
David Sarkus, MS, CSP ▼ The Safety Coach®



"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 safety... 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**

"Just a quick note of thanks for the tremendous job you did at our four Leadership Conferences. Our participant evaluations told the story — our participants graded us out above the 97th percentile in achieving conference goals... David we will be calling on you in the future, as a key element in our leadership development program."

— **Rodney E. Cummickel, Vice President Risk Management**  
**Eagle Materials**

*SIF Reductions Tool!*



**150%  
Engagement  
Increase**

**You Get Cost-Effective Results with David Sarkus!**

"David did a great job with our people. A few individuals stated that he was the 'best speaker we have heard in 25 years!' And we have had a number of very noteworthy speakers. David's delivery and message moved and motivated each of our four groups. I truly believe David Sarkus added value and his stories engaged our people. I would not hesitate to recommend David for your next safety event or conference."

— **Chad Timothy, Area Maintenance Manager**  
**FMC Corp-Green River, Wyoming Operations**

**Live • Virtual • Hybrid Events**

**Safety Professional with Over  
30 Years of Industry Experience**



"One of the best motivational speeches I've heard in a long, long time. In my 30 some years with this organization it was TREMENDOUS!" — **Layman Hawkins, Charter Member Safety & Health Network**  
**Kentucky Governor's Safety & Health Conference**



"We brought David Sarkus in to give the closing keynote speech for the (Kentucky) Governor's Safety & Health Conference. It was by far the best closing keynote we've had in the 30 year history of this conference. He received a standing ovation — an upbeat positive message, and sent our participants out on a positive high-note that I am just convinced they're going to go out and change the workplace." — **Wilson Frazier, Board Member**  
**Kentucky Safety & Health Network / Kentucky Governor's Safety & Health Conference**



"David Sarkus was exactly what we needed to get our 1,500+ attendees off to a motivating start ... this was the first time that we actually opened a safety and health conference with a speaker who knew safety and kept the attendees awake with humor, and a message that will be remembered for a long time... David Sarkus is an *All-Star Speaker*...He deserved the standing ovation he received!" — **Bruce Blankenship, Sterling Chemicals**  
**Region VII VPPPA, Board Director at Large**

**The Perfect Motivational Safety Speaker for Your Next Event!**

**M**any organizations have “record-breaking” years after using David Sarkus — and their leaders often say “you had a lot to do with our success!”

**David can make you look GREAT, too!**

***Stir Your Vision for Excellence!***  
***Safe-Production, Quality, Engagement, and Morale***

**David Sarkus — The Safety Coach®**



“David, your talk was inspirational and dead on.” — Robert Taylor, Safety, F. A. Wilhelm Construction

“He made the guy sitting next to me cry...” — Marcus Harrington, Electrician, F. A. Wilhelm

“...I was familiar with Dave's work before today but the presentation is better than I could have ever imagined!” — William Friezsch, Foreman, F.E. Irish



“Both management and staff agree that you are an outstanding motivational speaker...I enjoyed working with you on this endeavor! Your message was right on target for our staff, our situation, and our culture.”

— J. W. Anderson, Head, ES&H Infrastructure, Support Department, Princeton University PPL



“This is one of the best programs that I have been to in 30 years.” — Jan Thomas, Mechanical Foreman, Grant County PUD

“Great motivational program...”  
— Gale Horn, Safety Director, Grant County PUD

Please Note: David's clients regularly claim reductions from 35% to 85% in their TRIR and other rates. However, your results may vary and there is no guarantee that your organization will experience the same or similar results.

## ASSOCIATIONS TOO!



“I just wanted to take a moment to thank you for the outstanding keynote in Memphis...You helped us look great before our members and guests and we are most appreciative.”

— Joel Dandrea, CEO, Specialized Carriers & Rigging Association



“If they are still quoting the speaker at the end of the seminar, it is an obvious sign an impact was made...Feedback from our group continued through the week. Our attendees rated our opening General Session at which you spoke a ‘1’ on a scale from 1 to 5 with ‘1’ being excellent.”

— Jim Yancy, Executive Director, Association of Energy Service Companies

## PROGRAMS TO ENLIGHTEN, MOVE, & MOTIVATE YOUR PEOPLE!

- ▶ Leading with Your Heart!™
- ▶ Everybody's a Safety Coach!™
- ▶ You Can Champion Change!™
- ▶ Taking Your Team to the Top!™
- ▶ Be Courageous for Safety's Sake!™
- ▶ PACE Yourself for Safety!™
- ▶ Behind the Curtain to Zero-Incident Safety!™

Visit [www.DavidSarkus.com](http://www.DavidSarkus.com) for other programs and more details.

*I personalize every program to meet YOUR specific needs!*

**Safety Turnarounds ▼ Safety Celebrations ▼ Award Banquets ▼ Conferences ▼ VPP Events ▼ Safety Days**



“Great job of incorporating your message through examples — outstanding overall!”

— Phil Kenny, Jr., Kenny Construction Company



“David's message is right on! His mix of humor and content is applicable to all levels of management in our company.”

— Rod Siemens, Safety Director, Kenny Construction Company

It's difficult to find an *energizing* and *entertaining* speaker who *really knows safety* — but with David Sarkus you will receive praise and thanks for bringing him in as your next speaker!



— Lyda Force, Director HR,  
Ellwood Quality Steels

“He spoke directly to the hearts of our people and unleashed their desire to want to work safely. I've heard many speakers throughout my career but none as sincere and dynamic as David. I would highly recommend him — he hit a home run with our people!”

## David Connects with Everyone...



“I would like to thank you for your excellent keynote presentation...Your talk was highly motivational...One of the many great comments that I received from attendees came from our Senior Vice President of Saudi Arabian Texaco when he asked me ‘Marty, where did you get this guy?!’ Our Forum was enjoyed by all and thanks again for all of your help.”

— Marty Savoie, FI, CEI, Sr. Safety Engineer,  
Chevron International Exploration and Production Inc.



“One of our employees (a Senior Vice President) asked where I found you and then replied that ‘David Sarkus is the best safety speaker we have ever brought in.’ Thank You.”

— Dan James, Safety Program Coordinator,  
Pacific Gas & Electric



“Great job! Thanks for the safety message.”

— Bob Blaschke, S.H.E. Manager,  
DuPont, Corpus Christi

“So much energy and excitement in one spot should be illegal!”

— Guy Hattenbach, Safety Office

“Excellent! Motivating and encouraging.”

— Steve Trout, S&H Assistant



You are already familiar with David Sarkus — his work has been featured in Coastal's video: *Safety Coach*, and his writings have appeared as cover articles in ASSP's *Professional Safety* magazine as well as *Industrial Safety & Hygiene News*.



“On behalf of ExxonMobil Research and Engineering, please accept my thanks for your outstanding presentations...Your presentation was a big success with all levels of our organization. I've already received countless comments from employees who found it very informative and entertaining. We've received nothing but positive feedback. Your visit here was a tremendous boost to our continuing focus on safety...”

— Gordon Kennedy, Ph.D., Advanced Research Associate,  
ExxonMobil Research and Engineering

“David gave a powerful, motivational presentation that kept me on the edge of my seat.”

— Michael Redlich, Sr. Research Technician

“**WOW!** David Sarkus took the stage and ushered our employees and contractors on a journey of great coaching and leadership. During his presentation his energy captivated the audience with stories, laughter, tears, and great content... David is an exceptional fit and speaker for any type of audience — from your senior leaders to workers in the office, field, or on the shop floor. After hearing David's presentation you will be energized and motivated to move forward in new directions for higher levels of success. Nothing but positive comments came from David's keynote speech — and I'm still hearing them!”

— Jim Ed Burris, Corporate Safety Manager  
Big Rivers Electric Corporation

“David Sarkus, I can't say anything other than your performance was awesome! You brought a great message and great energy. I was fortunate to get to see your presentation three times and was able to take something different from it every time. I would highly recommend you to anyone who is interested in having you speak.”

— Joshua Garrison, Operator II, Metro Dispatch  
Arizona Public Service Co.

# Everyone Needs a Great Coach — Someone Who Can Motivate, Guide, Direct, and Empower Them... David Sarkus is That Coach...*The Safety Coach*®!



— Reggie McLee, Corporate Director of Fleet and Safety, ConAgra Foods, Poultry Company

“Thanks for helping our conference end with a bang! You gave an excellent talk. The stories and content held everyone’s attention — thanks again for helping to make our conference a great success.”

“Very motivational message. Information you can use immediately on the job and off.”

— Chris Mathews, Health, Safety, Environmental Manager, Lyondell Chemical, LaPorte, Texas

“David was like watching a great movie — one that you enjoy so much you lose track of time and think about it all night after you go home.”

— Billy King, HSE Tech.

“Awesome stories, very motivating.” — Charles Gale, HSE Tech.



“David, you were right on target with our theme — great content and stories! We had lots of fun, too... Thanks for making me look good in front of such a diverse audience.”

— Kurt Kehl, Safety Manager, Pennsylvania Power & Light Company



“We attained a zero-recordable (serious) injury turnaround! ... we have not had a zero-injury turnaround since 1988. I would like to think that you helped us set the stage when you were with us the week before the major work began, when we had the leadership meeting.” — Rick Hornblower, Safety Supervisor, Imperial Oil an Esso Company

“I have been in safety for 30 plus years and your presentation was ‘the best’ I have ever seen. Leadership is caring about people and developing positive relationships — great principles which we all need to use to achieve our goals in life...” — Don McKee, CSP SW Region Safety Manager, Atlantic Plant Maintenance, GE Affiliate

“David delivered a powerful keynote presentation for our organization entitled ‘Leading from the Heart’... I will absolutely use David to deliver more keynotes and training services.” — D. Scott Vaughn, CSP, AIC Director HSE Diamond Offshore



“Dave you did a great job in getting your point across. I enjoyed your presentation.”

— Chuck Reinacher, Safety Manager — Primary, Wheeling-Pittsburgh Steel

“One of the best motivational speakers I have ever heard — a fabulous job!”

— Ray Suchs, Safety Rep. / Machinist

“Unbelievable Passion! Loved Your Enthusiasm! Contagious!”

— Bob Narrish, GM Labor Relations

“I would like to have everyone in Western Pennsylvania hear the message this man has — God Bless him.” — Lou Costello, Safety Co-Chairman

“This was an excellent presentation — attitude altering and mind changing — all for the betterment of our entire work culture.”

— Frank Groenewold, Team Leader, BP Pipelines

“You did a great job!!! I truly believe the talk we had today will help increase our safety performance.” — David Spall, Damage Prevention Team Leader



## Safety Culture Change ▼ Leadership ▼ Coaching ▼ Attention Control Tactics ▼ Strategic Direction

“I had been made aware of your energetic delivery style but was pleasantly surprised on how receptive the team was and how effective you were in delivering your message...you did all the work, you delivered a very powerful message on SHE excellence, you kept the entire group interested and engaged for the entire day and I get the credit for selecting you, not bad. Thank you again for making me look good...it exceeded my expectations.”

— Lew C. Booker, Director, Safety, Health & Environment Unilever Home & Personal Care, USA

“Having the opportunity to receive insights from a safety professional of your caliber was a boost of inspirational and motivational energy from which we have already begun to benefit... Your presentation was truly first-rate! Thank you for contributing to the health and safety of UAW-GM employees and for being a rousing catalyst for our week-long Health and Safety Conference.” — Cindy Suemnick, UAW Assistant Director, UAW General Motors — Patrick Frazee, GM Assistant Director, Occupational Health and Safety

# Why Wait Any Longer? Bring On — The Safety Coach® He Will Leave Your Audience Wanting More!

"Inspirational — hit the mark when it comes to elevating an organization's safety performance. Great job..." — Walt Gonzalez, Operations Manager, BAE Systems (Formerly FMC)

"David did an outstanding job with our group today through his presentation in helping us revitalize our enthusiasm and keeping our momentum going so we can continue with this remarkable safety record that we've established." — Gary Medford, EHS Manager

The Safety Coach® is a registered trademark of David Sarkus and David Sarkus International Inc.



**Sign Up for Your FREE Newsletter  
and Special Safety Report at  
[www.WorldClassSafety.net](http://www.WorldClassSafety.net)**

"On the mark! You had my workers' full attention and delivered a powerful and valuable message that will help Fluor continuously improve safety performance."

*— Pete Knollmeyer, VP Federal Services, Fluor - Hanford*

"David, Great Job! I just glanced at the evaluations and I believe that you are the highest rated speaker ever in Region 8!... at least two of our member sites will be contacting you to speak at their facilities within the next year..."

*— Kelli Hefflin, Chapter Chair, Region VIII VPPPA,  
Regulatory / Safety Manager, Scott's Liquid Gold*



▶ As a consulting firm, David Sarkus International Inc. works with some of the biggest and best run organizations in the world and we have *The Blueprint for World-Class Safety™*

## Major Elements for Engagement & Direction

- ▶ Validated Safety Culture Survey, Focus Groups, and Safety Maturity Grids
- ▶ Safety Leadership Advancement, Accountability Tools, Metrics, and Competency Assessments
- ▶ Executive Coaching for Continual Improvement

"David Sarkus is an excellent coach and consultant — insightful, entertaining and passionate about his work! He's helped us become more successful in a number of varied ways." — Dean Glenn, Global Director EHS, Danfoss Power Solutions

**DavidSarkus**  
INTERNATIONAL

David Sarkus, MS, CSP  
The Safety Coach®



## Keep the Momentum Going With These Great Learning Resources

Discover How to Bring David Sarkus, The Safety Coach® Directly to YOUR Leaders and Workers — Delivering Micro-Lessons That Will Improve YOUR Organization's Culture for Safety!

David's Virtual Courses will Improve Safety Leadership, Coaching, Influence, and Engagement. This is the Very Same Content David Has Used to Achieve Reductions in Client Accident Rates by 35% to 85% and Improve Engagement by Greater than 150%!

...ALL For a Fraction of What It Would Cost to Bring David Into Your Organization for Training or Consulting!

**CALL NOW!**  
**1-800-240-4601**

## Virtual Learning for Everyone!



**NEW!**

David's micro-learning courses bring high-content video-based training directly to your people. These timely lessons when put into practice will improve your culture for safety and reduce incidents through enhanced safety leadership and engagement.



**[www.VirtualDavidSarkus.com](http://www.VirtualDavidSarkus.com)**

## The Safety Coach® Learning System

Fully scripted slides with illustrations, leader's manual, books, Coastal's video: *Safety Coach: Unleash the 7Cs*.



This is a must have system to improve coaching skills for plant managers, supervisors, peer observers or any safety champion. Two-day content.

# ISHN Top 50 Safety Leader

Speaker | Consultant | Coach

For over 30 years, **DAVID SARKUS, MS, CSP** has moved and motivated thousands of leaders and workers to become safer, healthier, and more productive. He has won several professional safety honors, including a *Best Practices Award for TRW Inc.* David is a *frequent contributor* and *featured author* for publications such as *Professional Safety* and *Industrial Safety & Hygiene News (ISHN)*. He has also served as *technical editor* for *ISHN* and is the author of more than 100 articles and five top-selling books on leadership, engagement, and culture change for safety.



David provides a high-content performance sprinkled with humor and memorable storytelling. He relates with men and women at all levels — from shop floor workers to senior management. David Sarkus *makes things happen* and gets the results you want!

A skilled professional speaker, consultant, and coach, David brings people together in ways that provide positive changes in personal commitment. As a Certified Safety Professional (CSP)

with advanced degrees in safety and psychology, David is knowledgeable, prepared, and passionate about helping you succeed. Ultimately, his work will move your organization toward its vision for a zero-incident culture.

**Great  
E-Learning  
Resources  
Too!**

David Sarkus International  
PO Box 111 • Donora, PA 15033

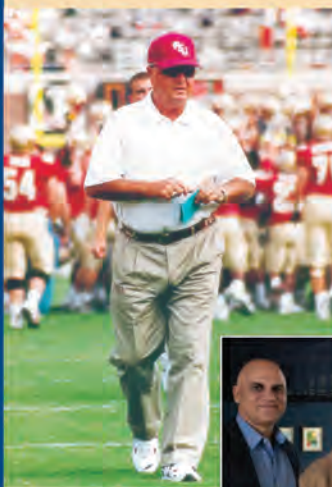
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David not only speaks, but coaches, consults, and trains for some of the biggest and best run organizations in the world!

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and Special Safety Report at  
[www.DavidSarkus.com](http://www.DavidSarkus.com)**

## TOO MANY SATISFIED CLIENTS TO LIST

- Allegheny Power • Associated General Contractors
- Avery Dennison • BAE Systems
- Big River Electric • BP • CH2M Hill
- Chevron Texaco • ConAgra • ComEd • ConEd
- Diamond Offshore • DuPont
- Ellwood Quality Steels • Entergy • ExxonMobil
- FirstEnergy • Fluor • FMC • General Electric
- H.J. Heinz Company • Imperial Oil
- Indianapolis Power & Light • Intel Corporation
- John Deere • Kal Kan • Kaiser Aluminum
- Kenny Construction • Latrobe Steel
- Linde • LOWE's • Lyondell Chemical • OMI, Inc.
- OSHA VPPA • OXY Petroleum • PG&E
- Pennsylvania Power & Light Company • Pfizer Inc.
- Princeton University • Rockwell Automation
- Rohm and Haas • Shell Exploration & Production
- Siemens Automotive Corporation
- Southern California Gas & Electric
- SD Safety Council • South Shore Trucking
- Specialized Carriers & Rigging Assn. • STERIS
- Sunoco Logistics • TRW • Unilever
- U.S. Army Corps of Engineers
- U.S. Army National Guard • USPO • Volvo
- Westcan Bulk Transport • Wheeling-Nisshin Steel
- Wheeling-Pittsburgh Steel
- Wilhelm Construction • Zurich



"David Sarkus is an exciting and motivating speaker! He provides the kind of punch, delivery, and impact that you need to make your next event one of the best ever."



— **Bobby Bowden • Legendary Football Coach  
Florida State University • Two-time National Champion**

"I thoroughly enjoyed the presentation. You did an awesome job. I'm glad you were able to enhance our event!!!"

— **Phil Marquez, EHS Coordinator  
ExxonMobil - U.S. Production**



"Outstanding message with a lot of fun mixed in... Teamwork is essential — A strong sense of family is what has gotten our plant to where it is."

— **Tony Eichstadt, Plant Manager,  
DuPont, Corpus Christi**



**Call now and pass this brochure  
along to your colleagues!**



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