

# DAVID LYNN

## Speaking & Executive Forum Topics



### **Safety is Contagious: Learn 6 keys to help make your safety message viral.**

*(Category: Leadership, Communication, Marketing, Change Management)*

There are six components that make a message, initiative, or product contagious in Jonah Berger's book, Contagious; why things catch on. Each component is a missing link to many safety communication campaigns. You can differentiate your safety culture if you learn and apply these practical applications for getting people excited about your safety culture. Participants will leave the session with a clear vision of what they need to do next to make their safety program contagious.

### **Innovation in Safety: Where do you go for ideas?**

*(Category: Innovation, Leadership, Change Management, Improvement)*

You don't have to "think safety" to improve. Think marketing... think leadership... think sales... think transformation. You have an opportunity to expand your territory of knowledge and apply innovation that comes from all directions. Too often, we feel like the only place we can get new ideas is from historical injury prevention strategies. There are other options. "Think outside the safety box" and look at what other disciplines and industries do to improve. Participants will leave the session with a clear vision of where to go for new ideas.

### **Do You Want to be an Author? Publish what you are proud of.**

*(Category: Self Improvement, Publishing)*

If you have something you would like to share with the world, you can publish those ideas easier than you think. This presentation will walk you through how you can get published. There are countless resources that give you options and this session describes how the publishing process works.

### **Performance Based Safety Leadership: How do safety character, mentality, and focused drive impact safety performance?**

*(Category: Leadership, Performance)*

Most corporations claim similar safety values but few companies deliver world class safety performance. Why is there disparity in safety performance? Simple, some companies lack the right safety character, mentality, and drive to achieve positive results. As an OSHA Compliance Officer, I observed companies with a comprehensive knowledge of fundamental safety concepts but they did not balance their intellectual safety knowledge with a "boots on the ground" reality. Conceptual safety is worthless without the ability to produce positive result. The goal for this presentation is to provide a progressive method to balance your safety character and mentality with desired results.

### **Leading Safety Transformation: How do you initiate positive change?**

*(Category: Leadership, Change Management)*

There are eight steps to leading change in John Kotter's book, Leading Change. Each step has a practical application for building a performance minded safety culture. This purpose of this presentation is to share practical examples of you use these steps to drive improvement. Participants will leave the session with an understanding of how change initiatives succeed and fail.

### **Fatality Prevention in a Zero Incident World: Does the Heinrich theory really predict fatalities?**

*(Category: Leadership, Decision Making, Trend Analysis)*

Since the 1930's, safety professionals have relied on Heinrich's accident triangle to direct injury prevention strategies. Does the theory really provide focus on preventing fatalities? This presentation describes an incident trend analysis method that reveals interesting statistics based on Heinrich's theory. The process identifies potential fatal risk in safety data and how to respond with corrective action techniques. The process is used to raise awareness around high severity incidents.

### **The Real Injury Driver: Risk Perception & Tolerance: Does everyone perceive and tolerate risk at the same level?**

*(Category: Leadership, Decision Making, Trend Analysis)*

The dynamics of how we make decisions is complex and our ability to perceive danger is one of the first steps to prevent injuries. What is the right level of risk perception and better yet, how do you teach people to recognize hazards. If risk perception is the first step to preventing injuries, developing the appropriate level of risk tolerance can guide you to make the right decisions. This presentation opens a dialog for how to improve safety performance by understanding how people perceive and tolerate risk. The presentation also offers tools and techniques to influence safe decisions.

### **Don't Eat Cheese before a Math Test: Learn the Value of Making up Your Own Rules**

*(Category: Leadership, Decision Making)*

Make up your own rules and then live by them. This talk describes the importance of knowing what is important to you so that you can make consistent decisions in all settings. The session will walk you through seven principles that can guide your thought process. They will teach you to plan upstream so that you have a basis for decisions when you are under pressure. The end of the session will challenge you to know your personal principles so that you can lead with self-assurance.

# DAVID LYNN

## Speaking & Executive Forum Topics



### **Think Like a Safety Champion: 22 Ways to Become a Champion for Safety**

#### ***Making Safety Relevant to Everyone***

*(Category: Leadership, Character)*

As a leader in your work environment have you ever scratched your head thinking, “What in the world do I have to do keep people from getting hurt?” This is a presentation that will help you recognize a safety value system by challenging you to think beyond the rules and regulations, and to focus on what lies beneath the surface of successful safety cultures. This talk will prompt you to reflect on your safety leadership by raising questions that will test your sense of safety values in the following areas; character, people, preparation, openness, and visibility. These values drive any area of leadership, and they are particularly significant when you consider how they have the potential to impact an employee's total quality of life. The presentation uses a story to illustrate how safety values impact your thought processes, decisions, and actions. As you discuss the examples, you will relate common experiences to values that exist through the diversity of our lives.

### **Put VPP Safety Principles into Practice**

*(Category: Leadership, Management Systems)*

This presentation shows you how to take VPP principles and put them into practice using Zero Incident techniques. The speaker will emphasize 5 strategic principles that will give your safety program purpose and drive a culture that believes all injuries are preventable. Participants will benefit from the program in the following ways:

1. The session teaches participants how to build a foundation for safety and health success.
2. The speaker provides focus on high impact techniques.
3. Leaders are reminded of the impact they have on their work environment.

### **The Value of OSHA's Corporate VPP Program**

*(Category: Leadership, Management Systems)*

The Occupational Safety and Health Administration (OSHA) created the Voluntary Protection Programs (VPP) Corporate Pilot to allow corporations committed to VPP and interested in achieving VPP recognition at facilities throughout their organization a more efficient means to accomplish this goal. Corporations with well-established, standardized safety and health management systems implemented companywide often experience significant duplication of effort when applying for VPP participation for multiple facilities. This presentation describes the Corporate VPP program purpose and value. The presentation will also draw on personal experience in the program and offer tips for companies interested in pursuing VPP.

### **Performance Minded – Character Driven Safety Cultures**

*(Category: Culture, Leadership)*

Learn how to drive exceptional safety performance by instilling safety character into your program. This talk will motivate you to lead safety with conviction and it will give you 8 practical tips for developing your safety character. Zero injury cultures model excellence with their enthusiasm and passion for preventing injuries. Safety has to come from the heart and this presentation will give you a roadmap for elevating your safety leadership skills with character.

### **High Performance Safety Cultures Play to Win: 6 Steps to Measuring Your Impact on ZERO**

*(Category: Leadership, Culture)*

This presentation will help you answer the question, “What separates the good from the great in safety?” Conscientious leaders across industry struggle with this question because they have a sincere desire to send people home in one piece, but employees continue to get hurt. To achieve excellence in safety, you have to consider what drives a high performance safety program. Companies that excel in safety share at least one common characteristic. Employees do not sit passively waiting to hear about safety success. They drive the success. The workforce is highly engaged in the safety process, and they play to win! Discover your impact on ZERO.

### **Human Performance Improvement (HPI): Make a positive impact on behavior.**

*(Category: Leadership, Culture)*

This presentation is intended to provide knowledge for those individuals who may have responsibility for coaching, facilitating, instructing, implementing, managing and/or contributing to an HPI initiative and process. This presentation will reference HPI principles such as; 1) People are fallible. 2) Error-likely situations are predictable, manageable, and preventable. 3) Individual behavior is influenced by organizational processes and values. 4) People achieve high levels of performance based largely on the encouragement and reinforcement received from leaders, peers, and subordinates. 5) Events can be avoided by understanding the reasons mistakes occur and applying the lessons learned from past events.