

# Stuck in Safety

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Breaking Through Your  
Career Plateau

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Board of Certified Safety Professionals



**AGC**  
THE CONSTRUCTION  
ASSOCIATION

**AGC** 2020 The Construction Association  
CONVENTION

# Earn CEUs For This Session

Participants must:

1. Check in with attendance scanner at the door or in the back of the room.
2. Attend at least 95% of the session.
3. Complete the session and post-program evaluation.
4. Complete a brief assessment with a score of 75% or greater.



**0.1 IACET CEU** | The Associated General Contractors of America (AGC) has been accredited as an Accredited Provider by The International Association for Continuing Education and Training (IACET). In obtaining this accreditation, AGC has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Accredited Provider status, AGC is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

Additional instructions will be emailed to attendees requesting CEU credits.

# Learning Objectives

By the end of this session, participants will be able to:

1. Identify how to diagnose career sticking points
2. Describe how written goals can improve your career
3. Apply negotiation and influence to your work in safety and health
4. Discuss three ways to overcome a career plateau

# OUTLINING THE PROBLEM

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## Diagnosing



Goals



Imposter  
Syndrome



LinkedIn  
jealousy?



5-yr plan?























# What Stuck Feels Like

No goals



3% salary increases



Responsibility levels off



“safety”



Burnout



LinkedIn jealousy



Progress?



No 5-year plan

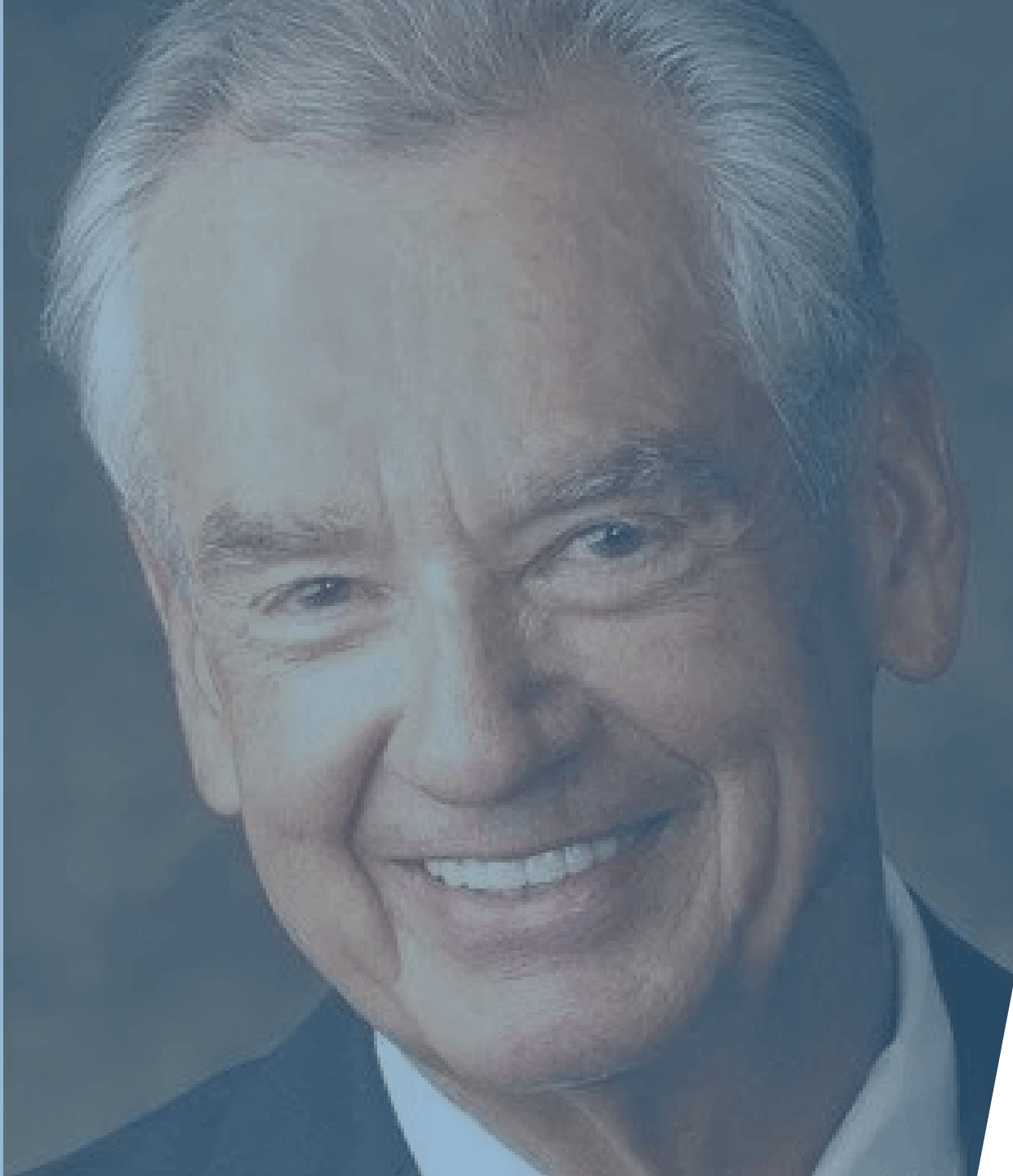


No 1-year plan



But...this is what got me here!





“Do you believe that  
you can do things to  
negatively impact your  
career?”

**“Then by default you  
must consider that  
your actions can also  
impact your life in a  
positive way”**

**-Zig Ziglar**

**“What do you want? Let me guess.**

**You’d like to be respected, successful, independent, appropriately busy, and maybe a little famous. You’d like to do work you’re proud of and do it for people you care about.”**

**-Seth Godin**



DO WHAT YOU  
**LOVE**  
AND  
YOU'LL NEVER  
WORK A DAY IN YOUR  
**LIFE**





# Cal Newport's Rules



Don't Follow  
Your Passion



Build Your Career  
Capital



Gain Control  
Progressively



Think Small, Act Big  
(Mission)

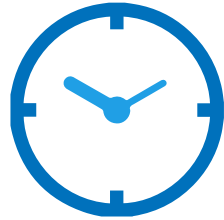
## “SO GOOD THEY CAN'T IGNORE YOU”

Why **Skills** Trump Passion In  
The Quest For Work You Love  
**CAL NEWPORT**

# Cal Newport's Rules



Career Passions  
Are Rare



Passion Takes  
Time



Passion  
Comes With  
Mastery

1. Autonomy
2. Competence
3. Relatedness



Don't Follow  
Your Passion

# Cal Newport's Rules



Great work defined

1. Creativity
2. Impact
3. Control



Craftsman  
Mindset



Deliberate  
Practice



Build Your Career  
Capital



# You 2.0

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The background of the slide is a blurred photograph of several hands holding and pointing to documents, suggesting a professional or collaborative setting. The image is tinted with a light blue color.

**BCSP**

**Board of Certified  
Safety Professionals**

**Certifications**

**2018 SH&E Industry Salary Calculator**  
for full-time employees (in US dollars)



		10th percentile (10% earn less)	25th percentile (25% earn less)	50th percentile (median)	75th percentile (75% earn less)	90th percentile (90% earn less)	# of positions
<b>Base Salary</b>							
<b>Your Selections</b>		\$76,300	\$89,000	\$103,000	\$118,000	\$135,200	91
<b>All Respondents</b>		\$62,600	\$78,000	\$97,000	\$120,000	\$146,400	9,080
<b>Other Compensation</b>							
<b>Your Selections</b>		\$0	\$1,000	\$8,000	\$20,000	\$29,200	91
<b>All Respondents</b>		\$0	\$0	\$4,000	\$12,500	\$28,000	9,080

\*CSP, two or more certs, graduate degree, 4-14 yrs of experience in a publicly-traded company

DO WHAT YOU  
**LOVE**  
AND  
YOU'LL NEVER  
WORK A DAY IN YOUR  
**LIFE**



# Perfect Day

Where are you  
waking up?

What do  
you do?

Who is there?

Where do  
you go?

What does  
work look  
like?

What's  
not there?



A large, ancient pyramid made of stone blocks, situated in a desert landscape under a blue sky with scattered clouds. In the foreground, several people and camels are visible, providing a sense of scale to the massive structure.

**Top 5%**



If it's been done before-it can be done by **you** as well



Skills



Experience



Achievement



Network

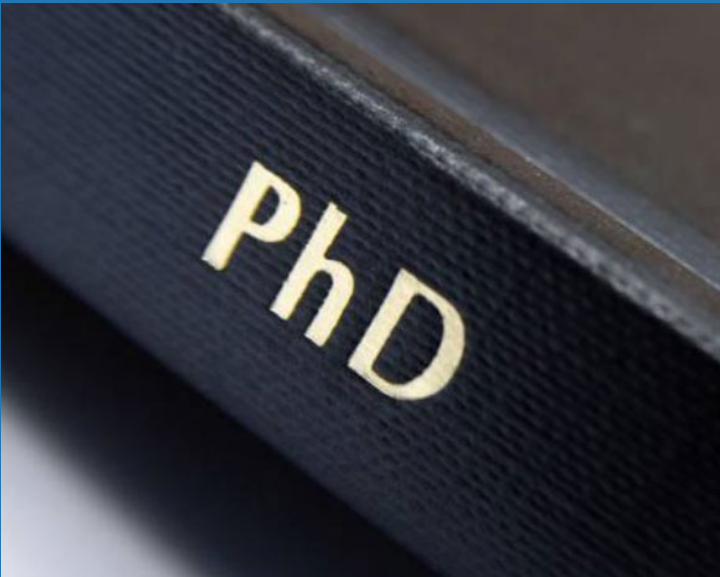


Knowledge

### Where to look?

LinkedIn, interviews, feedback,  
self-assessments (DISC, MBTI, Enneagram)

# My List



# Recruiter Perspective

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**Paul Neir (SW Selective Service)**

**Connie Moore CPC (C.A. Moore & Associates)**

**Mike McDonough (President, General Search & Recruitment)**

**Laura Petraitis-Doll (LS Doll and Associates)**

**Sam Chappell (Director and Co-Founder, Shirley Parsons )**

**Jill Caron CPC (President, J.D. Caron & Associates Inc.)**



# Recruiter Perspective

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1. What are you asked for most by employers?
2. KSA gaps you commonly run into?
3. One piece of advice for those looking to work at a higher level (in EHS or any field)?
4. Do certifications matter?
5. Why/How do some succeed in a transition?



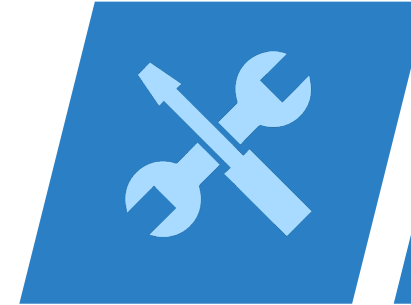


# Make Your Own List (5 Minutes)

What do they do/have and what do you need?

## Sources:

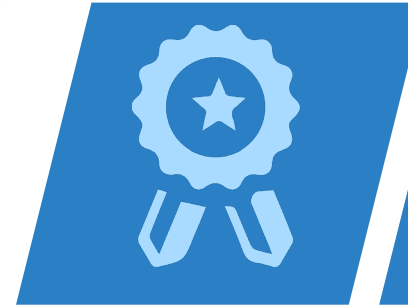
LinkedIn, interviews, feedback,  
self-assessments  
(DISC, MBTI, Enneagram)



Skills



Experience



Achievement



Network



Knowledge



# Three Ways To Dead End A Career




- You've Arrived
- Experience Matters
- Hard Work Pays Off







# Goals

SUBJECT	CareerLine	DATE
1997	Dec 19 1997 - Lucken	
1998		2
1999	1st CCAF	22
2000	Leo Marquez Award	23
2001	Aug 1st PCS → Geilenkirchen	24
2002	Ann of Quanta - Log Wing - Leo Marquez Award	25
2003	1st Ann of Quanta - Geilenkirchen Staff select	26
2004	Jan 1st SSgt - Geilenkirchen Ann of year 	27
2005	May Air Force Emblem Europa - Ann of year May Log Wing - Lance P. Sijden Winner	28
2006	Special Safet, Award Winner 2005 1st test in Tech in Jan & Feb → Feb 22 2006 CCAF	29
2007	Serv on 0 	30
2008		31
2009	Test Master 2.1st	32
2010		33

WINNERS AND  
LOSERS HAVE  
THE SAME  
GOALS.

# Domains:



Spiritual



Intellectual



Emotional



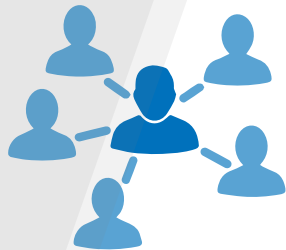
Physical



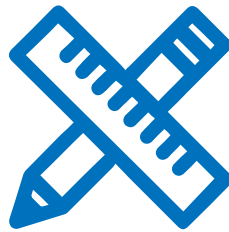
Marital



Parental



Social



Vocational



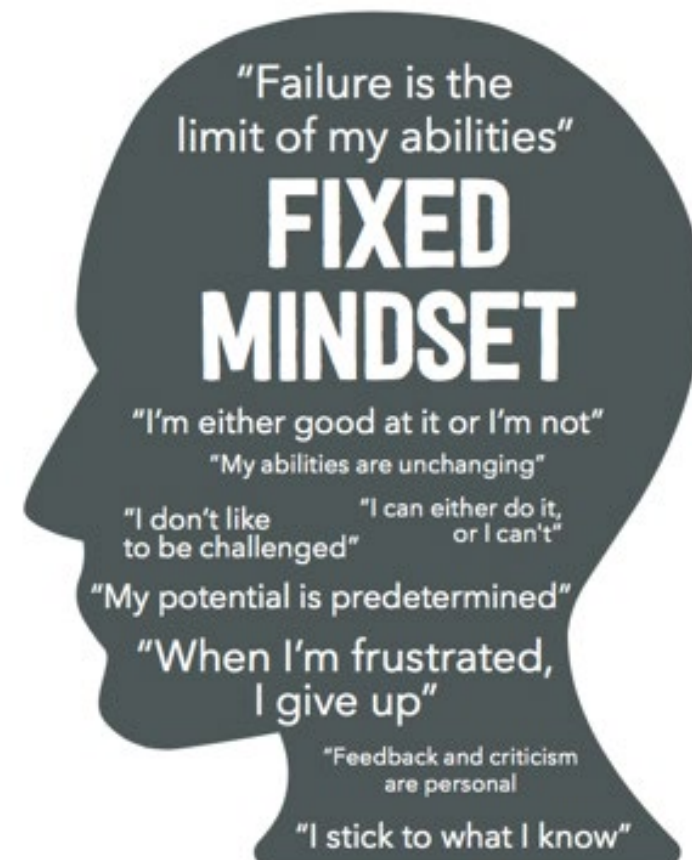
Avocational



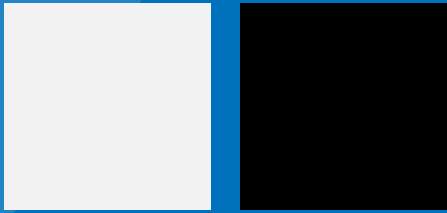
Financial



# Growth Vs. Fixed Mindset



# Limiting Beliefs



Black and white



Personalizing



Catastrophizing




Universalizing

## What are your beliefs?

# Gratitude:

Three things  
every day



“It’s a Wonderful  
Life”

and



“The Family  
Man”



# Smarter:

Measurable

Specific

Relevant

Actionable

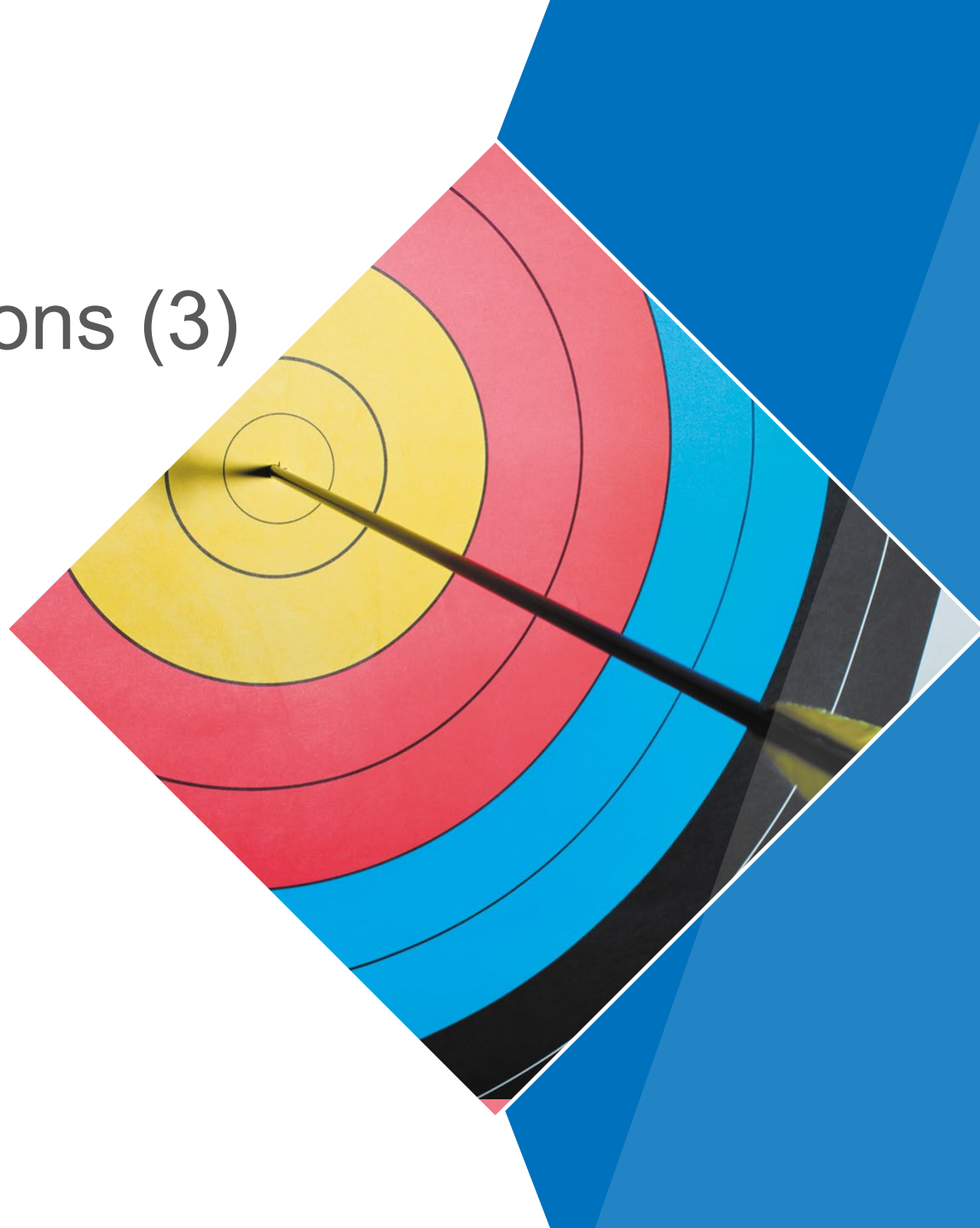
Exciting

Time-Keyed

Risky

# Goal

- ❑ Key Motivations (3)
- ❑ Action Steps



# Goals



Don't tell anyone? (negative vs positive)



Daily Review  
(frame it)



Weekly Review  
(20 min)



Your 90-Day  
Plan



Celebrate, Refocus,  
Revise, Delete,  
Substitute



A photograph of a business meeting in a modern office. A man in a dark suit and tie stands and points at a binder on a table, while others sit around the table. The image has a blue color overlay.

# Influence and Negotiation

# What is Influence and Negotiation?



“Negotiation is nothing more than communication with results.”

- Chris Voss



“Persuasion”

– Robert Cialdini, PhD

# Influence: The Psychology of Persuasion



Reciprocation



Commitment and  
Consistency



Social Proof



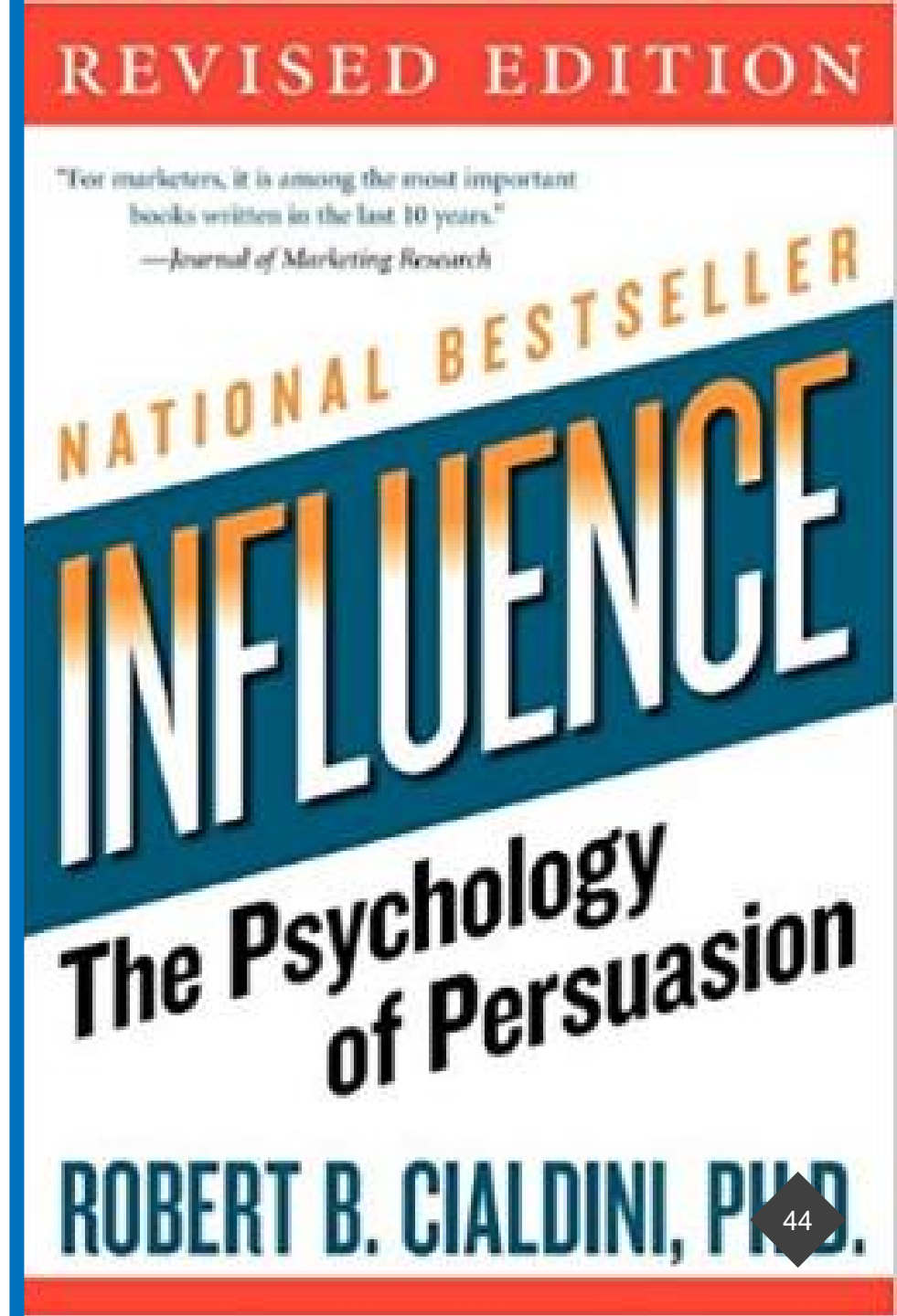
Liking



Authority



Scarcity





# Influence

## Reciprocation

*"we should try to repay, in kind, what another person has provided us."*

### Rule # 1: Reciprocal Obligation

Opening doors,  
Christmas cards, gifts,  
borrowing a neighbor's  
car or tool

### Rule # 2: Reciprocal Concession

Boy Scout ticket vs  
candy bar



# Never Split the Difference

## Chris Voss

### Ask calibrated questions

- Create the illusion of control with “What” and “How”
- Avoid yes/no questions (they create a need for reciprocity)
- Examples



How am I  
supposed to  
do that?



What about this  
is important to  
you?



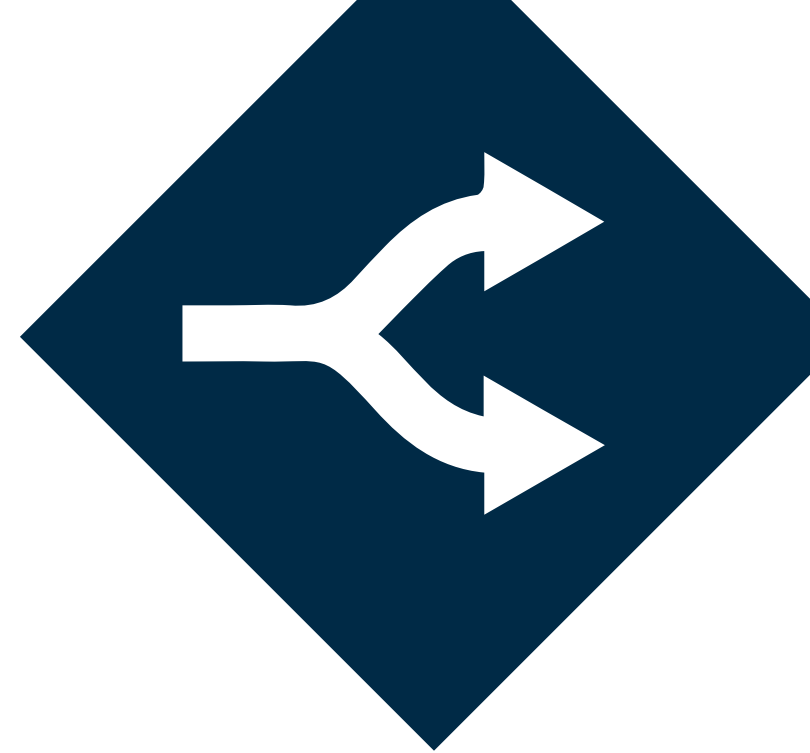
How can I  
help make this  
better for us?



How can we  
solve this  
problem?



What's the  
objective/ What are  
we trying to solve?



# Never Split the Difference

## Chris Voss

### Bend their reality

- Anchor emotions with an accusation audit (“I’ve got a lousy proposition for you... by the time we get off the phone... still I wanted to bring this to you first.”)
- Let the other guy go first – most of the time (8x7x6... vs. 1x2x3...)
- Establish a range by allusion (Harvard would charge...)
- Pivot to nonmonetary terms
- Use odd numbers (appears exact and thought out)
- Surprise with a gift (may inspire reciprocity)



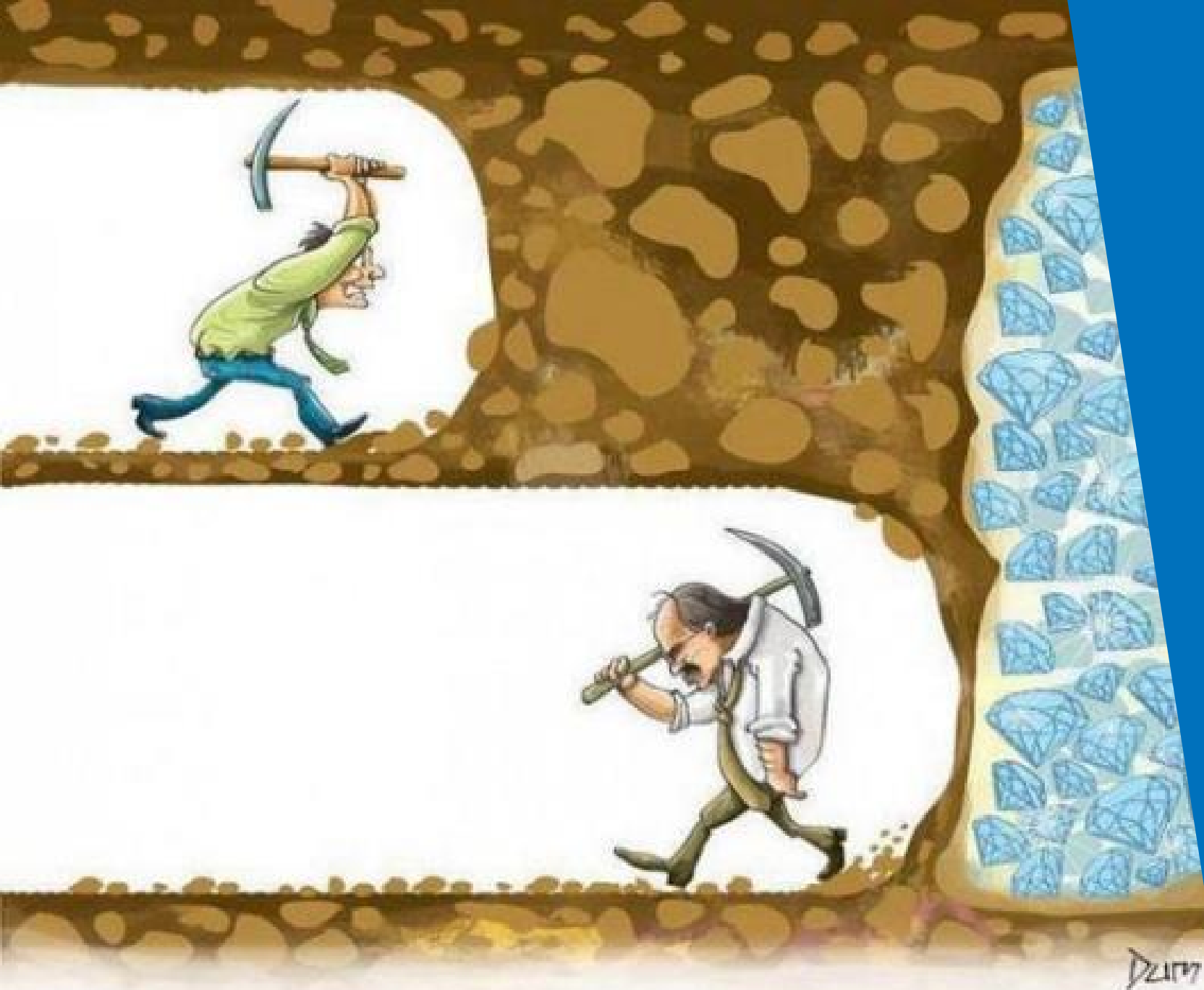


# What's the one thing EHS pros could learn?

One-sheet	<ul style="list-style-type: none"> <li>○ Set optimistic but reasonable goal &amp; define it clearly</li> <li>○ Write it down</li> <li>○ Discuss my goal with a colleague (commitment &amp; consistency)</li> <li>○ Carry the written goal into the negotiation</li> <li>● <b>Summary:</b> Couple of sentences about the known facts that have led up to the negotiation. Aim for <i>That's Right</i> in response</li> <li>● <b>Labels / Accusation Audit:</b> 3-5 labels to perform an accusation audit <ul style="list-style-type: none"> <li>○ <i>It seems like _____ is valuable to you</i></li> <li>○ <i>It seems like you don't like _____.</i></li> <li>○ <i>It seems like you value _____.</i></li> <li>○ <i>It seems like _____ makes it easier.</i></li> <li>○ <i>It seems like you're reluctant to _____.</i></li> </ul> </li> <li>● <b>Calibrated questions:</b> 3-5 to reveal value &amp; overcome potential deal killers <ul style="list-style-type: none"> <li>○ For my counterpart: <ul style="list-style-type: none"> <li>■ <i>What are we trying to accomplish?</i></li> <li>■ <i>How is that worthwhile?</i></li> <li>■ <i>What's the core issue here?</i></li> <li>■ <i>How does that affect things?</i></li> <li>■ <i>How does this fit into what the objective is?</i></li> </ul> </li> <li>○ To identify behind-the-table deal killers <ul style="list-style-type: none"> <li>■ <i>How does this affect the rest of your team?</i></li> <li>■ <i>How on board are the people not on this call?</i></li> <li>■ <i>What do your colleagues see as their main challenges in this area?</i></li> </ul> </li> <li>○ To identify and diffuse deal-killing issues <ul style="list-style-type: none"> <li>■ <i>What are we up against here?</i></li> <li>■ <i>What is the biggest challenge you face?</i></li> <li>■ <i>How does making a deal with us affect things?</i></li> <li>■ <i>What happens if you do nothing?</i></li> <li>■ <i>What does doing nothing cost you?</i></li> <li>■ <i>How does making this deal resonate with what your company prides itself on?</i></li> </ul> </li> <li>○ <b>Follow up with labels</b> to their answers to the calibrated questions: <ul style="list-style-type: none"> <li>■ <i>It seems _____ is important.</i></li> <li>■ <i>It seems you feel like my company is in a unique position to _____.</i></li> <li>■ <i>It seems you are worried that _____.</i></li> </ul> </li> </ul> </li> <li>● <b>Non-cash offers:</b> list of non-cash items possessed by my counterpart that would be valuable? <ul style="list-style-type: none"> <li>○ What could they give me that would make me do this for free?</li> </ul> </li> </ul>
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A man in a dark suit and white shirt is walking down a wide, modern concrete staircase. The staircase has dark metal railings. The entire image has a blue tint. A large white diamond shape is centered over the image, containing the word 'HABITS' in a dark, sans-serif font.

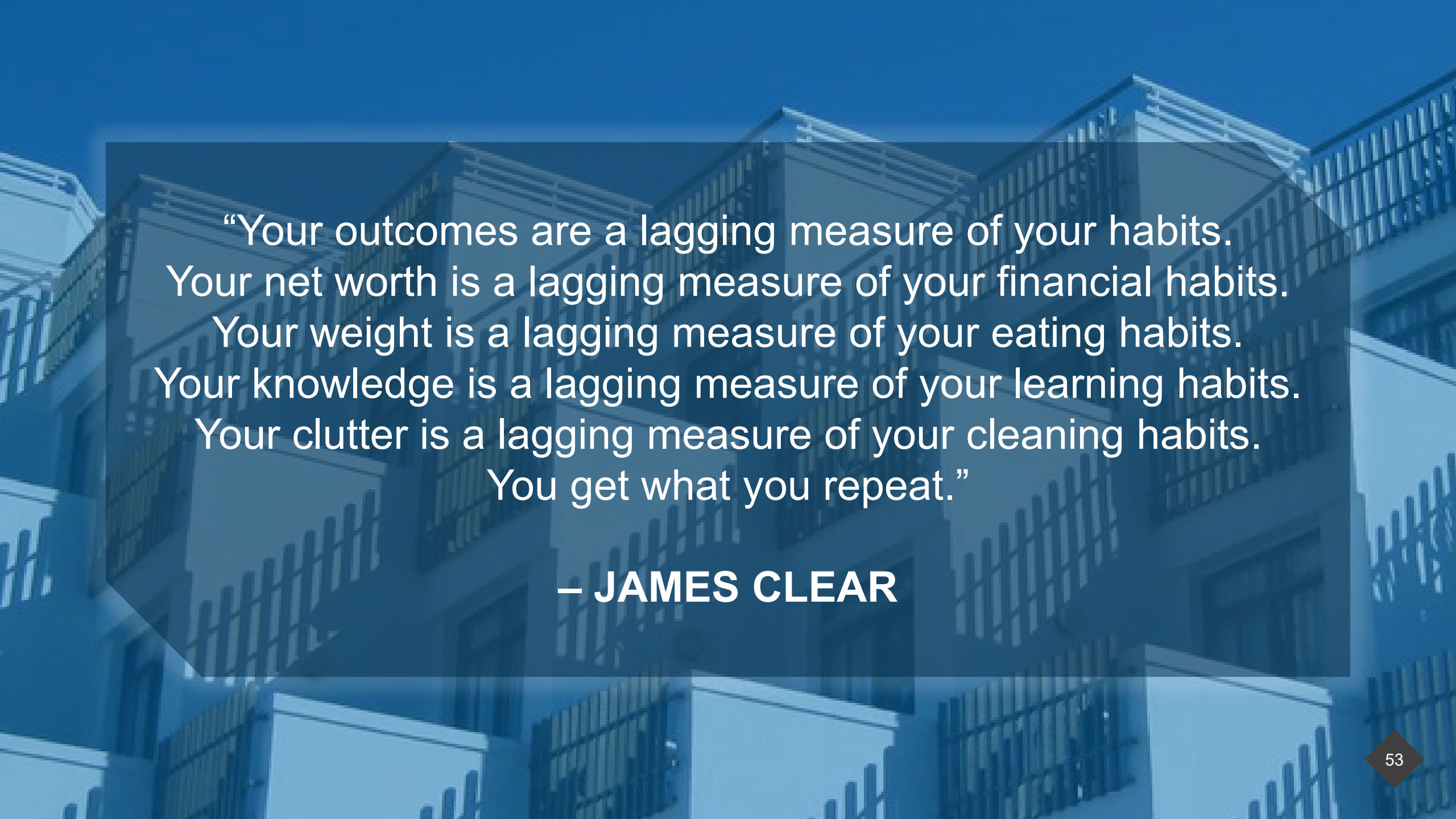
HABITS











“Your outcomes are a lagging measure of your habits.  
Your net worth is a lagging measure of your financial habits.  
Your weight is a lagging measure of your eating habits.  
Your knowledge is a lagging measure of your learning habits.  
Your clutter is a lagging measure of your cleaning habits.  
You get what you repeat.”

– JAMES CLEAR



# Creating a Good Habit



**How can I make  
it obvious?**



**How can I make  
it attractive?**



**How can I make  
it easy?**

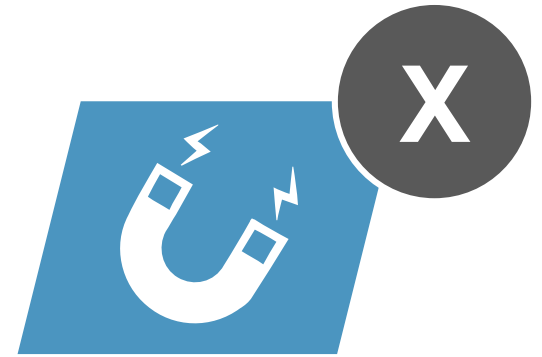


**How can I make  
it satisfying?**

# Breaking a Bad Habit



How can I make  
it invisible?



How can I make  
it unattractive?



How can I make  
it difficult?



How can I make  
it unsatisfying?

Habits & Systems



**Stormtrooper**



**Beach Bar**



**Mom's Couch**



**#vanlife**



Passion & Goals





# Your Level Up 90-day Plan

## LEVEL UP:

ADD WORLD-CLASS VALUE,  
BREAK THROUGH A CAREER PLATEAU,  
AND EARN A PROMOTION FAST!

# 90-DAY PLAN



## The Problem

### WEEK 1

Where are you now and is it a problem?  
What does "stuck" feel like to you?

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## You 2.0

### WEEK 2

Career Capital  
Perfect Day  
Your List

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# Your Level Up 90-day Plan



## Goals

### WEEK 3

Growth vs Fixed  
Every Domain  
3x3

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## Habits

### WEEK 4

Morning, First 30, Last 30, Shutdown  
Cue, Routine, Reward  
One

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## Level Up

### WEEKS 5-8 AND 9-12

Bottlenecks  
Mentors/Board of Directors  
3x3

"IF YOU HAVE BUILT CASTLES IN THE AIR, YOUR WORK NEED NOT  
BE LOST; THAT IS WHERE THEY SHOULD BE. NOW PUT THE  
FOUNDATIONS UNDER THEM."  
-HENRY DAVID THOREAU

[joshua.franklin@bcsp.org](mailto:joshua.franklin@bcsp.org)

# Your Level Up 90-day Plan

**"The reasonable man adapts himself to the world: the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man."  
-George Bernard Shaw**

# Stuck in Safety

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Breaking Through Your  
Career Plateau

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