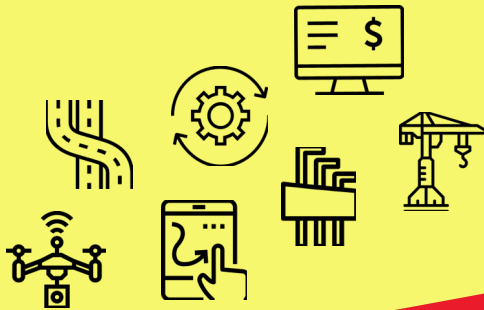


# PREPARING FOR THE INDUSTRY OF TOMORROW



**Today's Safety Professional: Coach or Referee?**

Vince Hundley, CSP  
CEO, SMART Safety Group

# 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. Examine how the safety professional's role is like that of a coach
2. Examine how the safety professional's role is also like that of a referee, at times
3. Identify how to use the coach and referee approaches to improve organizational communication and culture
4. Discuss how to use the coach and referee approaches to develop strong leaders who are proactive towards safety







# What is it?

- Entertaining
- A philosophy
- Tool for training leaders
  - Coaching clinic
- A relatable way to describe the “Safety Professional’s” role



# Coaching Clinic Goals

- Develop Stronger Leaders
- Improve Communication
- Engage and Empower Everyone
- Eliminate Mishaps



# Evolution of Behavior

PAST

YESTERDAY

TODAY

TOMORROW

**IN-ACTIVE**

**RE-ACTIVE**

**PRO-ACTIVE**

**INTER-ACTIVE**



# Football Analogy

- Coach Approach
- Pre-Season Speech
- Keep Player Statistics
- Pep Talk
- Victory and Defeat





# Football Analogy

- **Coach Approach**
- Pre-Season Speech
- Keep Player Statistics
- Pep Talk
- Victory and Defeat



# Coach Approach

- Actions focused on bringing out the best in people
- Help them realize what they want to:
  - Stop
  - Start
  - Continue
- Personally
- Professionally

# What is your Leadership Style?



## COACH

- Builds trust
- Always inspirational
- Pursues excellence
- Focused on the end goal
- Strong work ethic

## BULLY

- Builds fear
- Discouraging
- Settles for mediocrity
- Focuses on Own Gains
- Questionable work ethic



# Football Analogy

- Coach Approach
- **Pre-Season Speech**
- Keep Player Statistics
- Pep Talk
- Victory and Defeat





# Pre-Season Speech

1. Reinforce your company's safety policy.
2. Demonstrate your personal commitment to safety, not just spoken.
3. Ask for buy-in.





# Pre-Season Speech

## 1. Reinforce your company's safety policy.

"We take safety very seriously, our requirements are more stringent than our competition, and we mean everything that was spelled out in our safety code."

## 2. Demonstrate your personal commitment to safety, not just spoken.

"Safety is very important to me; I want you to go home just like you came to work."

## 3. Ask for buy-in.

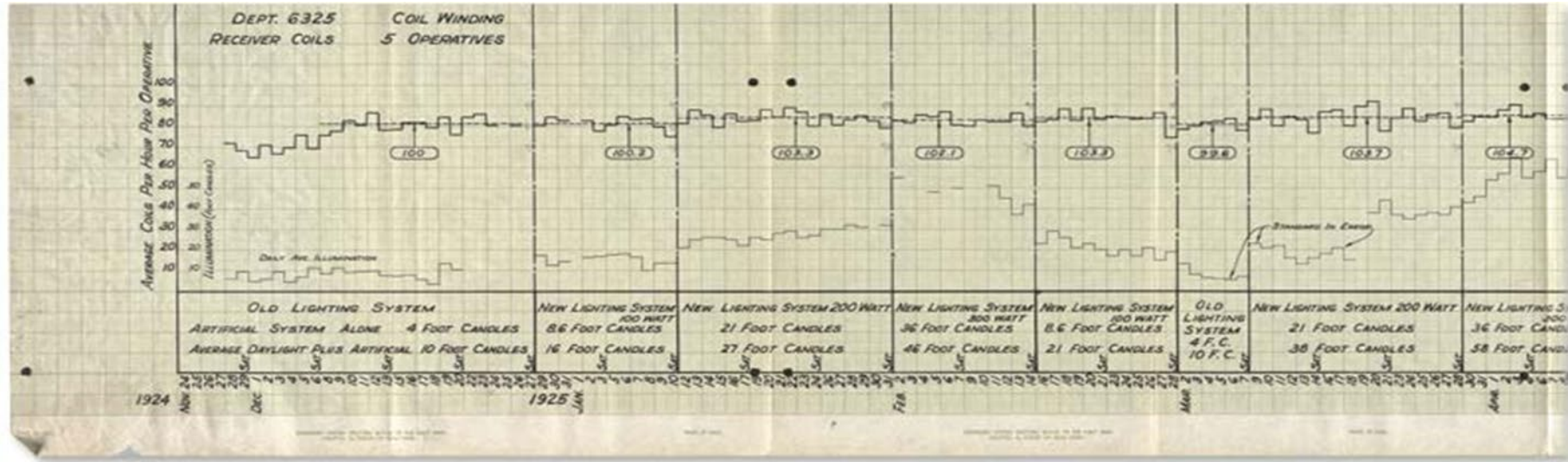
"Can I count on you?"



# Football Analogy

- Coach Approach
- Pre-Season Speech
- **Keep Player Statistics**
- Pep Talk
- Victory and Defeat

# The Hawthorne Effect



## Hawthorne Effect

The tendency to perform or perceive differently when one knows he/she is being observed.





# What do we measure?



# Football Analogy

- Coach Approach
- Pre-Season Speech
- Keep Player Statistics
- **Pep Talk**
- Victory and Defeat



# Feedback

What does a coach do when things are not working?





# Types of Discipline

- Blow whistle
- Take a lap
- Push-ups
- Bench
- Sit for first quarter
- Suspend
- Kick-off team

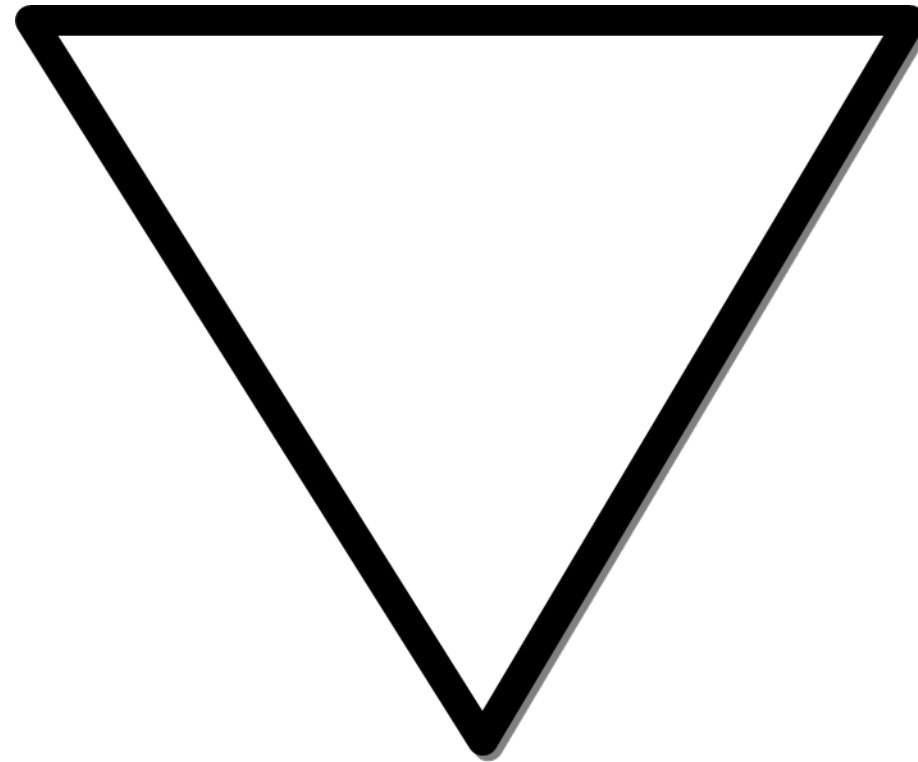






# Reactions to Criticism

AGREE



RESIST

IGNORE



# Pep Talk

**S**pot an unsafe behavior

**A**cknowledge safe and unsafe behaviors

**F**ix any unsafe behaviors/conditions

**E**nlist agreement on future commitments

**T**hank

**Y**ou



# Questions to Ask

- How did this happen?
- What could we have done differently?
- How would it impact your family if you were injured and couldn't take care of yourself?





# Football Analogy

- Coach Approach
- Pre-Season Speech
- Keep Player Statistics
- Pep Talk
- **Victory**





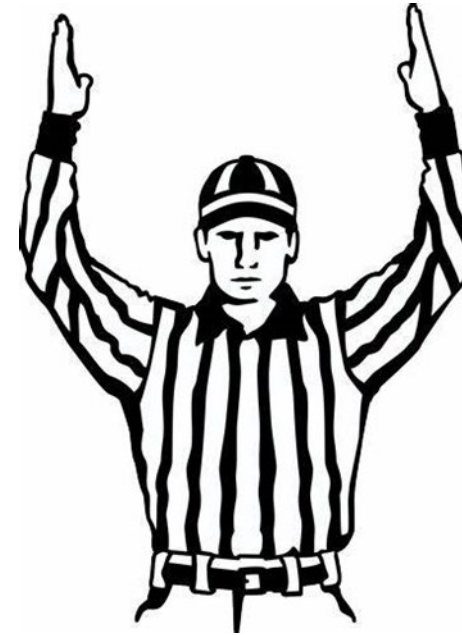
# Positive Feedback

- Helmet Stickers
- Promotion
  - First string
  - Captain
- Awards Ceremony





# The Referee





# Referee's Role

- Pre-game briefing
- Promote good sportsmanship
- Warnings
- Penalize
- Protect Players





# What is your leadership style?

