



SAFETY AS A CORE VALUE

CHANGING HEARTS, MINDS
AND AN INDUSTRY

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CORE VALUES ARE ABOUT LEGACIES

- ▶ CORE VALUES ARE THE FUNDAMENTAL BELIEFS OF A PERSON OR ORGANIZATION. THESE GUIDING PRINCIPLES DICTATE BEHAVIOR AND CAN HELP PEOPLE UNDERSTAND THE DIFFERENCE BETWEEN RIGHT AND WRONG. CORE VALUES ALSO HELP COMPANIES TO DETERMINE IF THEY ARE ON THE RIGHT PATH AND FULFILLING THEIR GOALS BY CREATING **AN UNWAVERING GUIDE.**

THE NECA CORE VALUE IS THE BUSINESS MODEL

- ▶ SAFETY NOW DETERMINES OUR SUCCESS MORE THAN ANY OTHER FACTOR DUE TO OUR CLIENT'S EXPECTATIONS.

SAFETY AS A CORE VALUE A CASE STUDY



WHY DID IT WORK? HEARTS & MINDS FIRST

- ▶ CORE VALUES UNIFY
- ▶ CORE VALUES ENGAGE
- ▶ CORE VALUES HAVE EMOTIONAL RESONANCE
- ▶ CORE VALUES HAVE A MORAL CENTER

WHAT BACKS UP THIS CORE VALUE?

SAFETY = FEAR?
SAFETY = OBLIGATION?
SAFETY = **CARE**

HEART: THE CORE VALUE OF CARING

- ▶ CARING FOR YOUR KIDS & FAMILY
- ▶ CARING FOR YOURSELF
- ▶ CARING FOR YOUR FRIENDS
- ▶ CARING FOR YOUR CO-WORKERS
- ▶ CARING FOR YOUR COMPANY

WHAT WOULD YOU DO TO...

- ▶ PROTECT YOUR KIDS?
- ▶ PROTECT YOUR FAMILY?
- ▶ PROTECT WHAT YOU LOVE AND CHERISH?

ANYTHING AND EVERYTHING

MINDS: ENGAGING INDUSTRY UNWAVERING CULTURAL CHANGE

1. SAFETY AS A PRACTICE
2. SAFETY & SUBSTANCE FREE
3. SAFETY & ACCOUNTABILITY

SAFETY ACCOUNTABILITY OBSTACLES

- ▶ WANT TO BE ONE OF THE GROUP
- ▶ DON'T WANT TO FACE DISCOMFORT OR BE JUDGED
- ▶ DON'T WANT TO DEAL WITH DEFENSIVENESS
- ▶ PRESSURE TO PERFORM, PRODUCE AND NOT LOOK WEAK

PERSON TO PERSON=
ACCOUNTABILITY

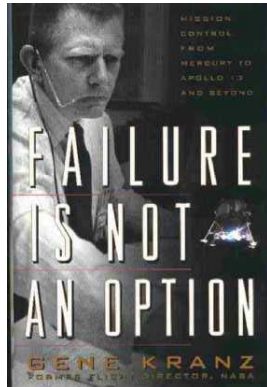
IT'S NOT JUST RULES, CONTENT AND
PROGRAMS

ACCOUNTABILITY IS ABOUT CARING

EMOTIONAL ENGAGEMENT AND RESONANCE

CORE VALUE MESSAGES & ACCOUNTABILITY

- HAVING THE TOUGH CONVERSATIONS
- BOSS BEFORE FRIEND
- WAITING IS NO SOLUTION
- CAN'T IMPROVE IF YOU DON'T KNOW
WTF



TOOLS: USING EVERYTHING IN THE BOX

TIME AS A DRIVER, NOT A RESTRICTOR
OF OPTIONS



EVERY TOOL USED ENSURES SURVIVAL

NO TIME FOR DELAY.
TRY EVERYTHING. REINVENT NOW.



DRIVING HOME THE CORE VALUES

1. MOTIVATION
2. COMMUNICATION

MOTIVATING
FOR SAFETY AS
A CORE VALUE

INFLUENCE VS. AUTHORITY

“THE KEY TO SUCCESSFUL LEADERSHIP
TODAY IS INFLUENCE, NOT AUTHORITY.”

– Ken Blanchard



COMMUNICATING SAFETY AS A CORE VALUE

THE POWER OF LISTENING AND THE SAFETY IMPACT

- ▶ EVERYONE LISTENS TO COMPREHEND, NOT RESPOND
- ▶ EVERYONE LISTENS WITH FULL ATTENTION
- ▶ LEADERS PARAPHRASE AND SUMMARIZE



MENTORSHIP = CORE VALUES
PASSED ON THROUGH CARING

