Taking Safety from the Executive Office to the Frontline

Every member of the organization fulfills a specific function to get the job done, and yet all are expected to be “responsible for safety.” How each person interprets that expectation is largely influenced by what they perceive is most important to their boss. Executives have a particularly wide scope of influence and accountability, so it is critical that they demonstrate commitment to safety through both words and actions, just as they do for production. It starts with leading by example, but true leadership goes beyond wearing proper PPE and ensuring others do the same. This session focuses on tactical activities for executives to create and sustain a culture of positive safety performance through leadership, communication, training and recognition. Safety doesn’t just happen – it is built through trust, consistency and accountability. Audience members will learn how to integrate these principles into their daily routines and performance cycles.

Learning Objectives:
- Learn the cultural trademarks of world class safety organizations
- Understand how to demonstrate visible commitment to safety
- Gain perspective on how to positively hold employees accountable

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Justin Ganschow has over 15 years of experience in the Environment, Health and Safety field working in environmental education, public health and private industry. With Caterpillar Safety Services, he has led safety culture and leadership improvement initiatives in Caterpillar manufacturing facilities, as a consultant to numerous industries, and currently as Business Development Manager. Justin is passionate about safety culture and leadership improvement - empowering frontline employees, engaging supervisors in positive accountability practices and coaching leaders in their efforts to shape safety culture. Every year he is invited to speak at dozens of industry conferences across the country and is a frequent contributor to professional journals and trade publications. Justin is a Certified Hazardous Materials Manager (CHMM) and Certified Safety Professional (CSP). He has a Bachelor of Science in Environmental Science – Biology and a Master of Science in Biology from Bradley University.