



# CONQUEST FOR SAFETY LEADERSHIP KEYNOTE

Carl Potter, CSP, CMC

## OVERVIEW

Leaders are made, not born and that includes safety leaders. Many people are passionate about safety: passion is only one of several aspects of safety leadership. The world needs more good leaders and industry needs more safety leaders.

## OBJECTIVES

From this presentation participants will learn the importance of 5-elements that can develop a successful, and sustainable safety culture within their direct reporting personnel. In addition, they will learn how to monitor and improve 5-organizational traits that will solidify the efforts to reach specific safety goals of their group. When the participants' leave they will be able to begin communicate with a network of like-minded members of their elite safety team.

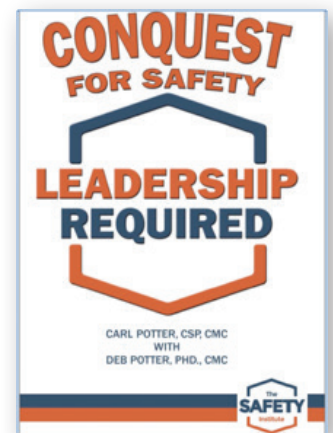
The 5-elements covered in this workshop are:

- > **Values**
- > **Vision / Goals**
- > **Commitment**
- > **Communications**
- > **Networking**

The 5-organizational traits we address are:

- > **Attitude**
- > **Communications**
- > **Accountability**
- > **Responsibility**
- > **Trust**

This keynote is based on but not limited to Carl Potter's book, *Conquest for Safety: Leadership Required*.





## ABOUT CARL POTTER, CSP, CMC



Carl Potter works with organizations that want to create workplaces where it's difficult to get hurt and with workers who want to go home every day without injury. He presents to, trains, and consults to leaders at all levels of organizations in high-risk industries such as electric utilities, petrochem, oil and gas, and manufacturing.

Since 1992 Carl has owned his own company and has worked with organization throughout the U.S., Canada, and the uttermost parts of the world, using his experience and education to help leaders build, sustain, and maintain safety cultures where everyone is more involved in the safety process, more disciplined to behave safely, and more committed to a zero-injury workplace.

Carl is a certified safety professional (CSP) and certified management consultant (CMC). He worked 17 years in field operations for one of largest electric utilities in the country and holds a Bachelor of Science in Technical Management. Carl has authored 13 books, including the best seller *Who is Responsible for Safety?*

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