

BOOK SHARON FOR
YOUR NEXT EVENT

13 OF OUR
FAVORITE TOPICS



1

Biological Basis of Complacency

BASED ON OUR AWARD WINNING ARTICLE

This paradigm shifting presentation reviews the neurological process that leads to complacency, shares the results of surveys & interviews on the scope of complacency in organizations. Learn to assess the efficacy of complacency fighting strategies based on understanding this previously undiscussed component to complacency: basic brain design.



2

Another Stupid Mistake!

MAKING ROUTINE WORK SAFER

Reducing incidents during routine work requires disrupting the conditions that lead to an over-reliance on neural pathways: Repetitive Work, Fatigue, and Stress. Enjoy this deep dive into why people make mistakes doing routine work and the organizational and behavioral solutions needed to effectively address this issue.



3

A Roadmap To Senior Leader Buy-In

HOW TO GAIN MAXIMUM SENIOR LEADER SUPPORT

What does it take to get senior leaders to support a safety initiative with words, actions, and money? With this question in mind, we interviewed deeply experienced safety professionals for their insights into the source of their success. This session will help attendees confidently and intentionally approach their senior leaders to secure their active support for a safety initiative.



4

Boots On The Ground

RESEARCH ON FRONTLINE LEADER DEVELOPMENT

We spoke with organizations that have made substantial investments in developing the leadership skills of their frontline supervisors.

We'll share their insights into why they've invested in this type of training, the benefits they've experienced, and specific examples of those initiatives.



5

Harnessing the Power of Habit

LEARN HOW TO WORK WITH YOUR BRAIN

Even the best intentions don't translate into results you can count on when safety is on the line. Discover why people don't follow their safety training and how you can leverage cutting-edge neural science research to use habit when it will keep your employees safe and neutralize habit when it can be dangerous. Makes an excellent keynote address as attendees create new habits on the spot!



6

20 Questions

A REAL TIME COMPLACENCY FIGHTING TOOL

Used effectively, questions can short-circuit complacency in real-time by triggering critical thinking and situational awareness in ourselves and in others. But not all questions are created equal. Learn the tools for asking effective questions and get 100 plus sample questions and guidance for choosing the ones that are most effective for your work environment.



7

Didn't We Do Training On That?

DESIGNING A TRAINING PROGRAM THAT STICKS

According to a McKinsey study, only 25% of managers report that training changes an employees' performance. The other 75% are left wondering, "Didn't we do training on that?" Get a 5 phase process for crafting a training initiative that results in long-term measurable behavior change and be able to diagnose why a training failed to have the desired impact.



8

What Are The Magic Words?

A MASTER CLASS IN EMPLOYEE BUY-IN

If you've been looking for magic words that inspire employees to engage with your safety programs, look no further. Take a deep dive into employee buy-in. Get 5 key questions, a structure for designing and deploying safety initiatives, and examples of what's working for organizations right now.



9

The Voice Of The Safety Professional

WHAT THEY WANT YOU TO KNOW

What is the key to working with senior leaders to implement a safety program most effectively? We interviewed 15 deeply experienced safety professionals to learn their secrets to success. This presentation shares what safety professionals wish their senior leaders would understand and embrace so that organizations become even safer places to work.



10

Breaking Bad (Habits)

TAKING CONTROL OF YOUR HABITS

Breaking up with bad habits is hard to do, and it's frustrating when we find ourselves doing that old bad habit when we know better. Discover 5 triggers that launch your bad habit, a 5 Step Process for breaking a bad habit, and 10 strategies you can use to break it. In this interactive presentation, attendees learn to free themselves from their bad habits once and for all.



11

Sweet Dreams

HABITS FOR A GREAT NIGHT SLEEP

Ready to fall asleep quickly and stay asleep? Discover the 9 bad habits that disrupt the sleep cycle and the 9 good habits that promote a great night's sleep. Attendees can follow along and identify their own areas for improvement and tally their own sleep scores.



12

Thriving In The Perfect Storm

EMBRACING A STRESS-IS-ENHANCING MINDSET

Since the pandemic, employees have been dealing with unprecedented level of stress. Identify 3 key areas your stress management program must address. Hint: one of these is often overlooked. Plus, learn how your employees can transform stress from a negative experience they want to avoid into a growth opportunity they embrace.



13

But I Don't Wanna

WHAT TO DO WHEN EMPLOYEES RESIST

If your employees are forgetting, ignoring, pushing back, or actively resisting you, then you know how frustrating it is to get your employees to follow the rules. Discover 6 reasons employees fight your safety guidelines, 3 tactics that make the situation worse, and 6 steps to crafting a safety initiative so that you end up with employees who WANT to follow your safety procedures.

