



 **SAFESTART<sup>®</sup> FORUM** 

**FOR HUMAN FACTORS PRACTITIONERS**

**2024**

**ORLANDO, FL  
APRIL 23 & 24**

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**LEAD INSTEAD OF HERD: A HUMAN FACTORS  
APPROACH TO SAFETY LEADERSHIP**

Kevin Nix, SafeStart

# LET'S BREAK THE ICE!

➤ 7-Minute Stretch

➤ Share two things:

1. Mistake that led to personal or professional growth
2. Area where you'd like to experience growth or breakthrough



# SOME QUESTIONS...

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- What are your motives regarding safety?
- What KPIs are you are targeting?
- How well are you doing in achieving?
- What's getting in the way?
- Improvement in one area yields improvement in other areas?
- A different approach?



# A GLANCE IN THE REAR VIEW MIRROR

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- Where's Waldo?
- Blurred vision!
- People as *Widgets* – Rodd Wagner
- What's happening around here?



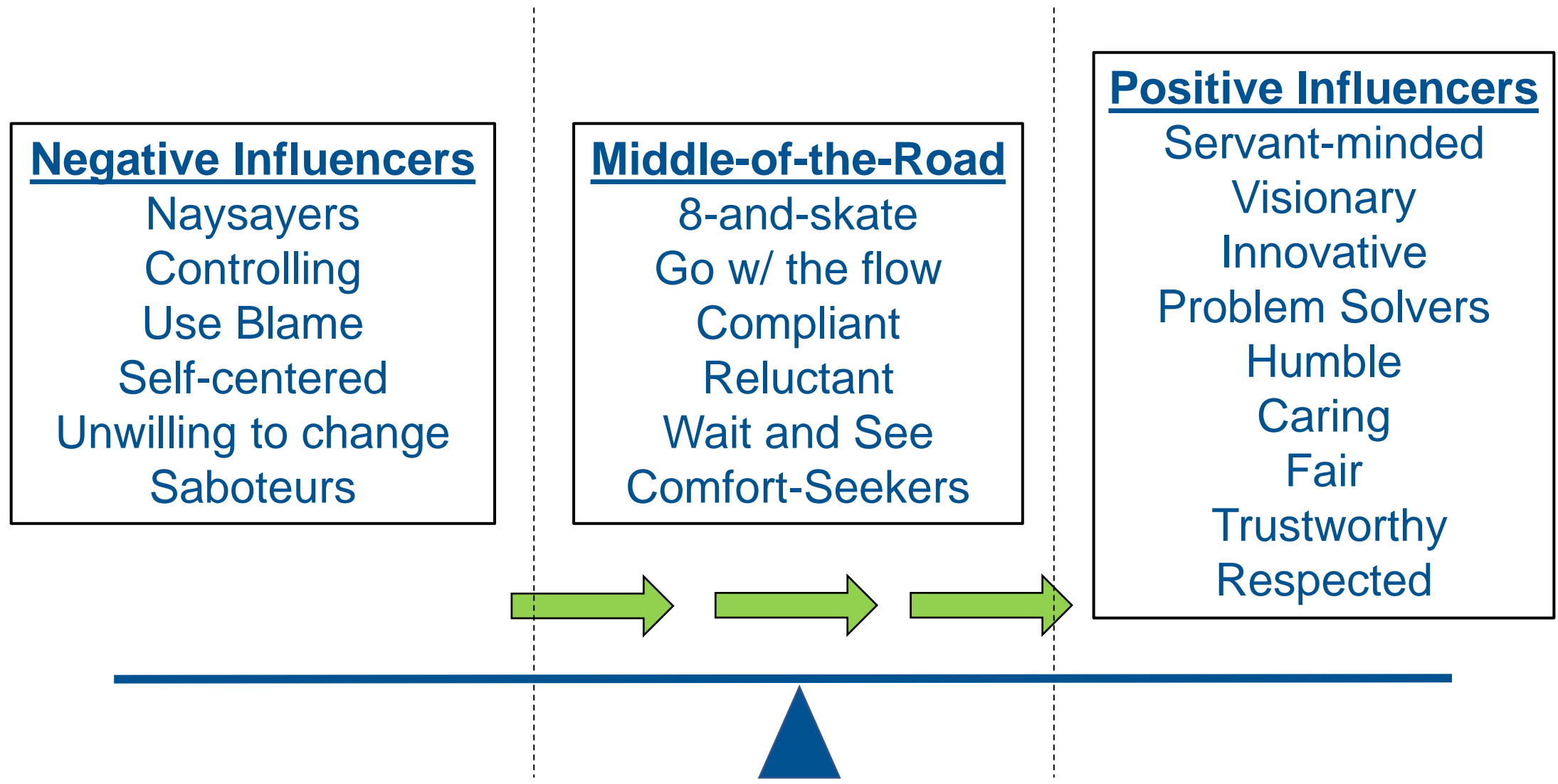
## A FEW MINUTES TO PONDER...

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- Who or what sets the climate in your operations?
- Qualities/traits of your least-desired boss?
- Your most-desired boss?
- What about those who comprise your teams?



# SO, LET'S GENERATE SOME MOMENTUM!



# THE HERD APPROACH

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- Herd (v): to move or **make** somebody/something move in a particular direction (<https://www.oxfordlearnersdictionaries.com/>)
- Why this approach?
- Strategies or tactics used and outcomes?
- Is this effective?



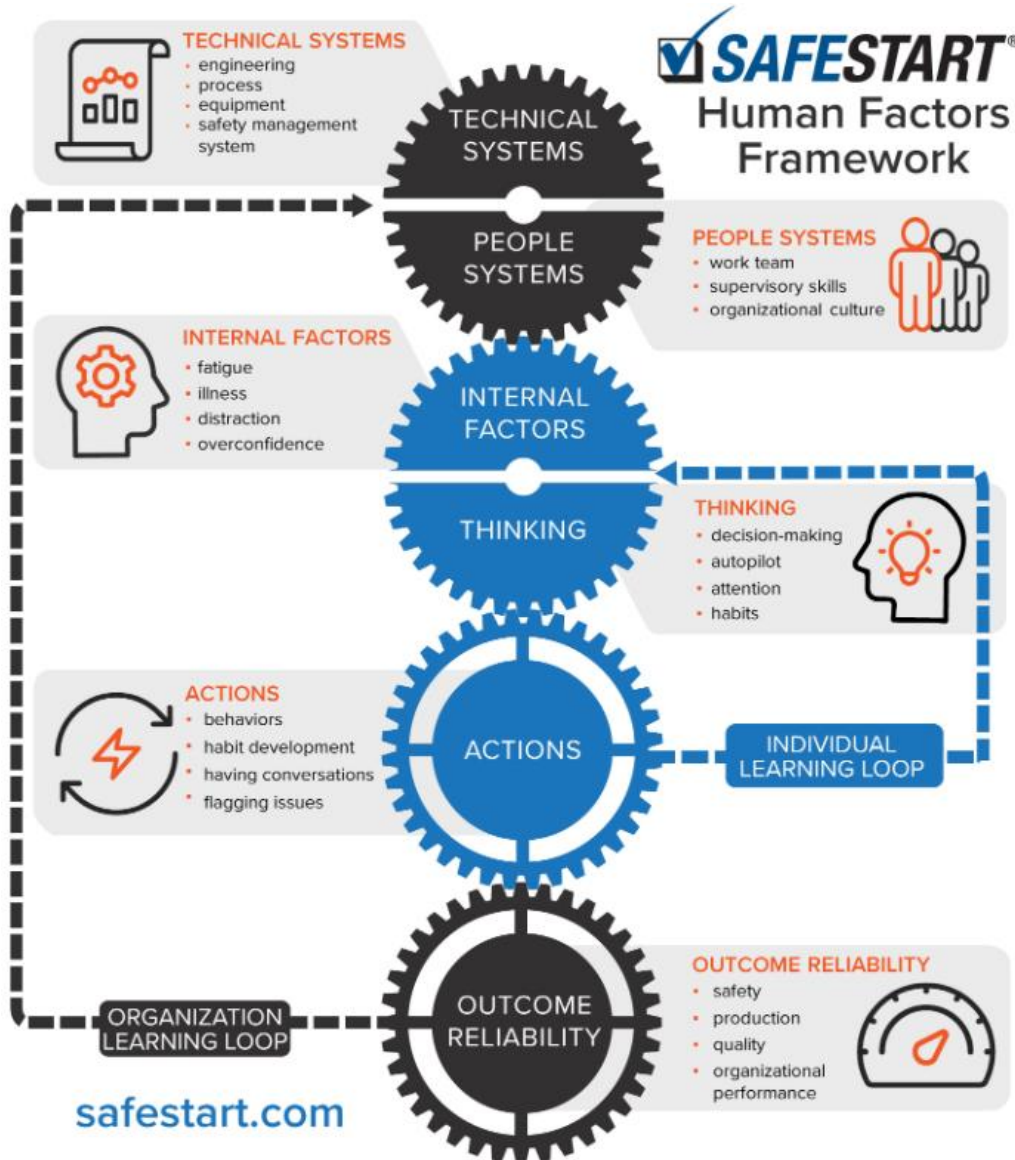
# CAN WE GET SERIOUS?

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# THE HUMAN FACTORS FRAMEWORK



*"If a tooth gets broken off one of the HFF cogs, the entire system will eventually fail."*

*Client Frontline Leader*

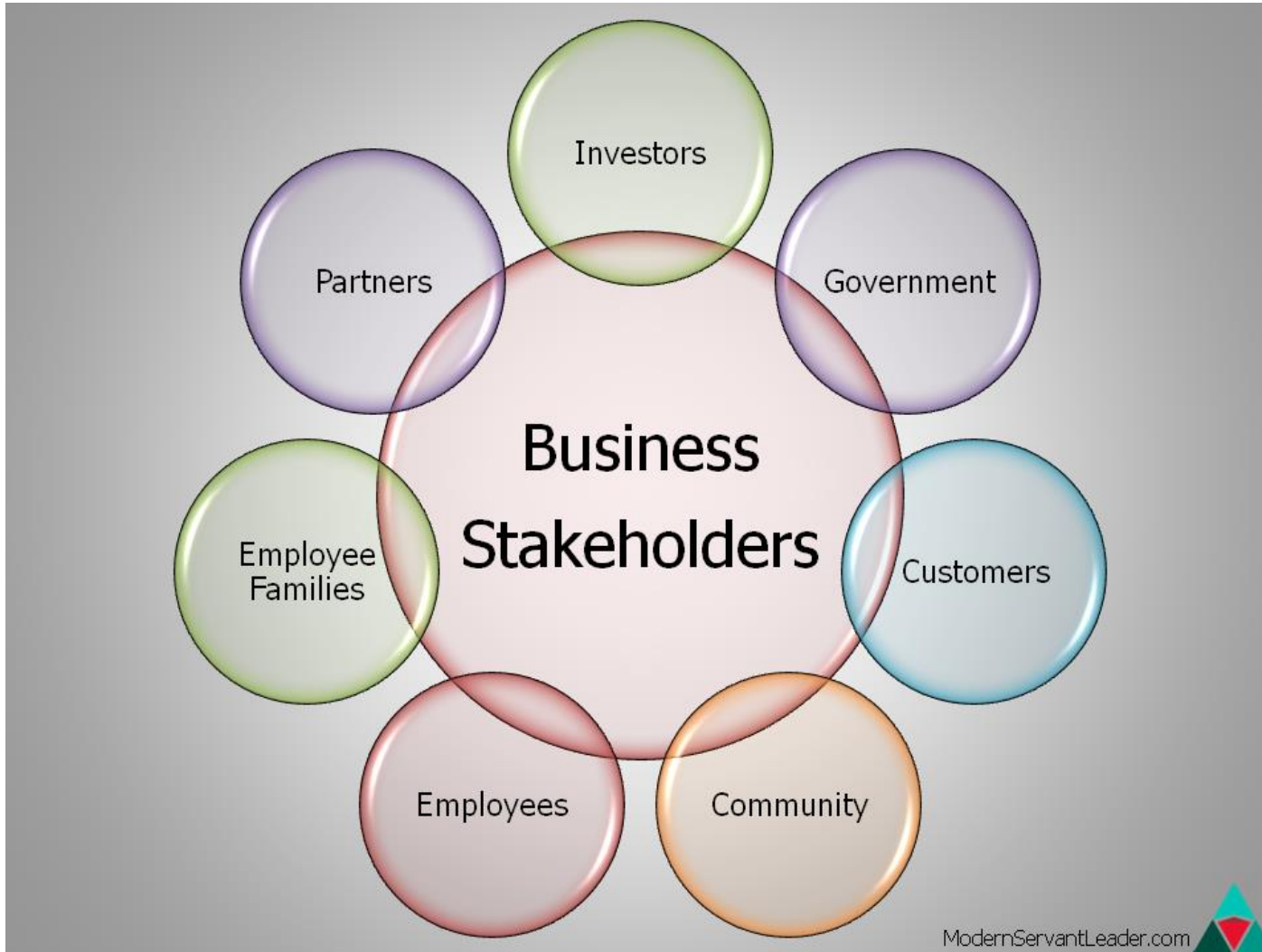
*"I better understand how the HFF works and how everything must work together in order for the outcomes to be what we want."*

*Client Manager*

*"The value of involving every stakeholder to identify potential systems issues that may create human factors."*

*Client Executive*

# WHO DO WE VALUE?



*“We must value those we lead in order to truly change and improve.”*

*“The building of relationships is essential. No sustainable change can occur without healthy relationships.”*

*SafeLead Participants Feedback*

# A VIEW THROUGH A DIFFERENT LENS

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- Human Factors influence all performance!
- We are all fallible!
- Eliminate Blame - Seek the Why & How?
- Coach & Mentor More
- Adjust the Climate & Change the Culture!
- Seek advice from the experts!



# SOME DOWN TO EARTH TACTICS

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# BRING IT HOME!

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- Change is hard, choosing not to change ends up being harder!
- Herding focuses on me, leading focuses on them!
- People move metrics, not the other way around!
- Trust & Engagement fuels change!
- Give up control!
- Discovery is where cases are won!

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## QUESTIONS & DISCUSSION

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**THANK YOU FOR ATTENDING!**