



2025

CINCINNATI, OH
OCTOBER 28 & 29

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

Kevin Nix, SafeStart

LET'S BREAK THE ICE!

- 5-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



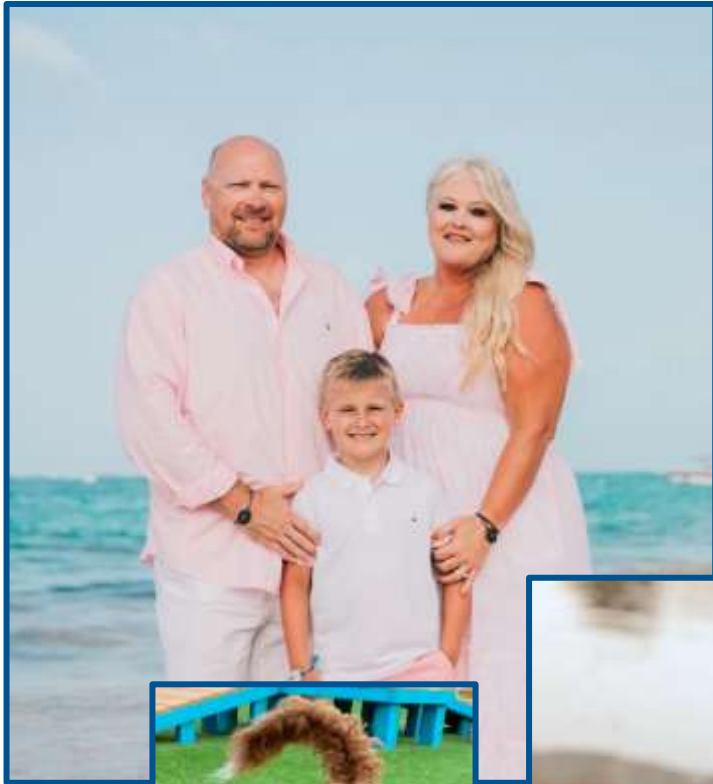
SPEAKER BIO



KEVIN NIX, MSP, CSM
Anderson, SC

- 32 years of leadership experience – retail & manufacturing
 - Operations, maintenance, planning & scheduling, training & development, safety, security & risk mitigation
 - ISO, OSHA, VPP compliance/conformance management
 - Department, site and divisional level leadership
 - 25 years - Industrial Emergency Brigade Leadership
- SafeStart & SafeStart Advisory Services client
- Certified John Maxwell Leadership Coach & Speaker
- Enjoy coaching and mentoring, golf, motorcycles, vacationing & building memories with friends and family

MY BRADY BUNCH



SOME QUESTIONS...

- 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?
- Can improvement in one area yield improvement in other areas?
- Let's embrace a different approach.



A GLANCE IN THE REAR-VIEW MIRROR

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

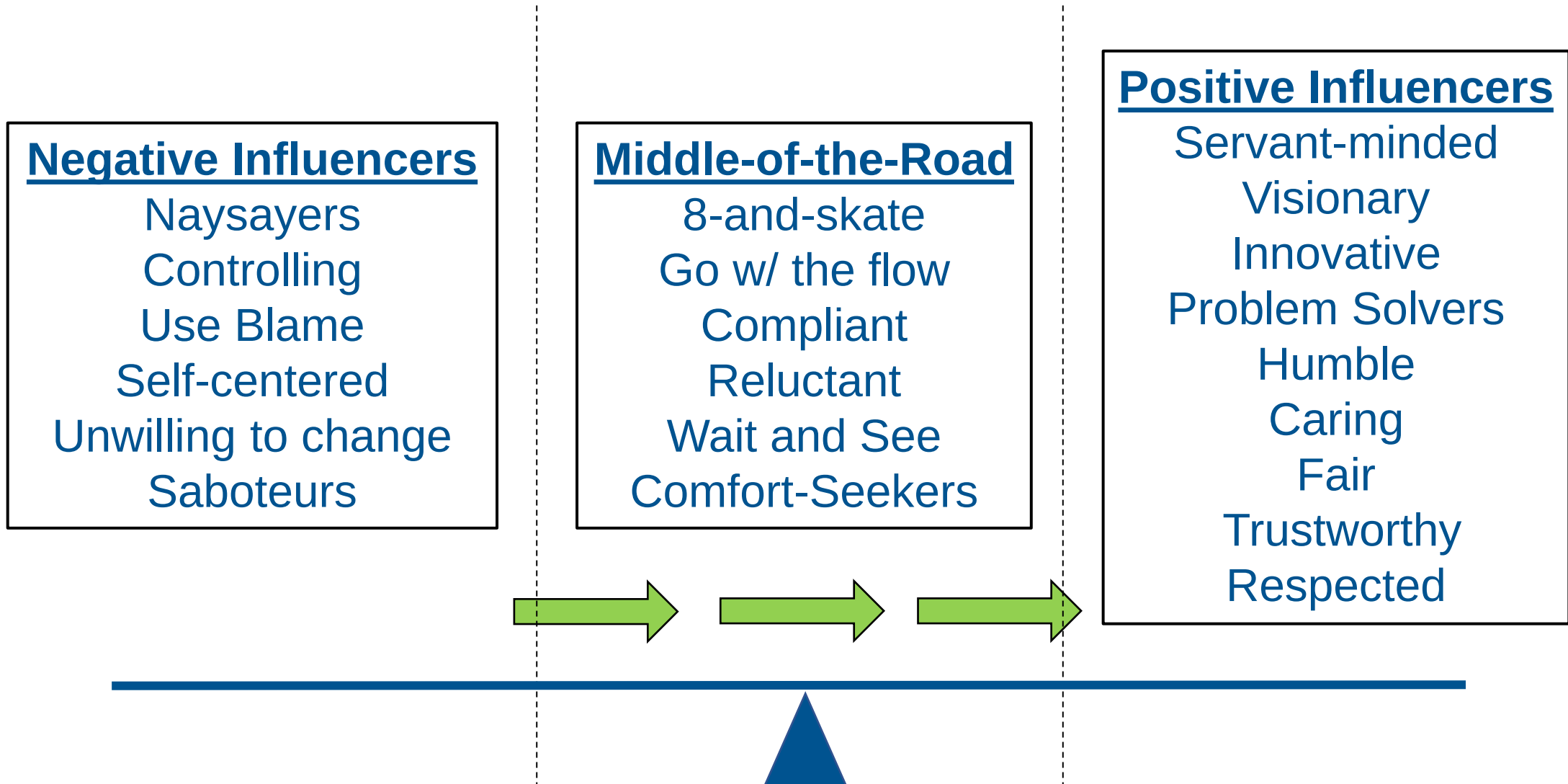


A FEW MINUTES TO PONDER...

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



GENERATE MOMENTUM!



THE HERD APPROACH

- 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?

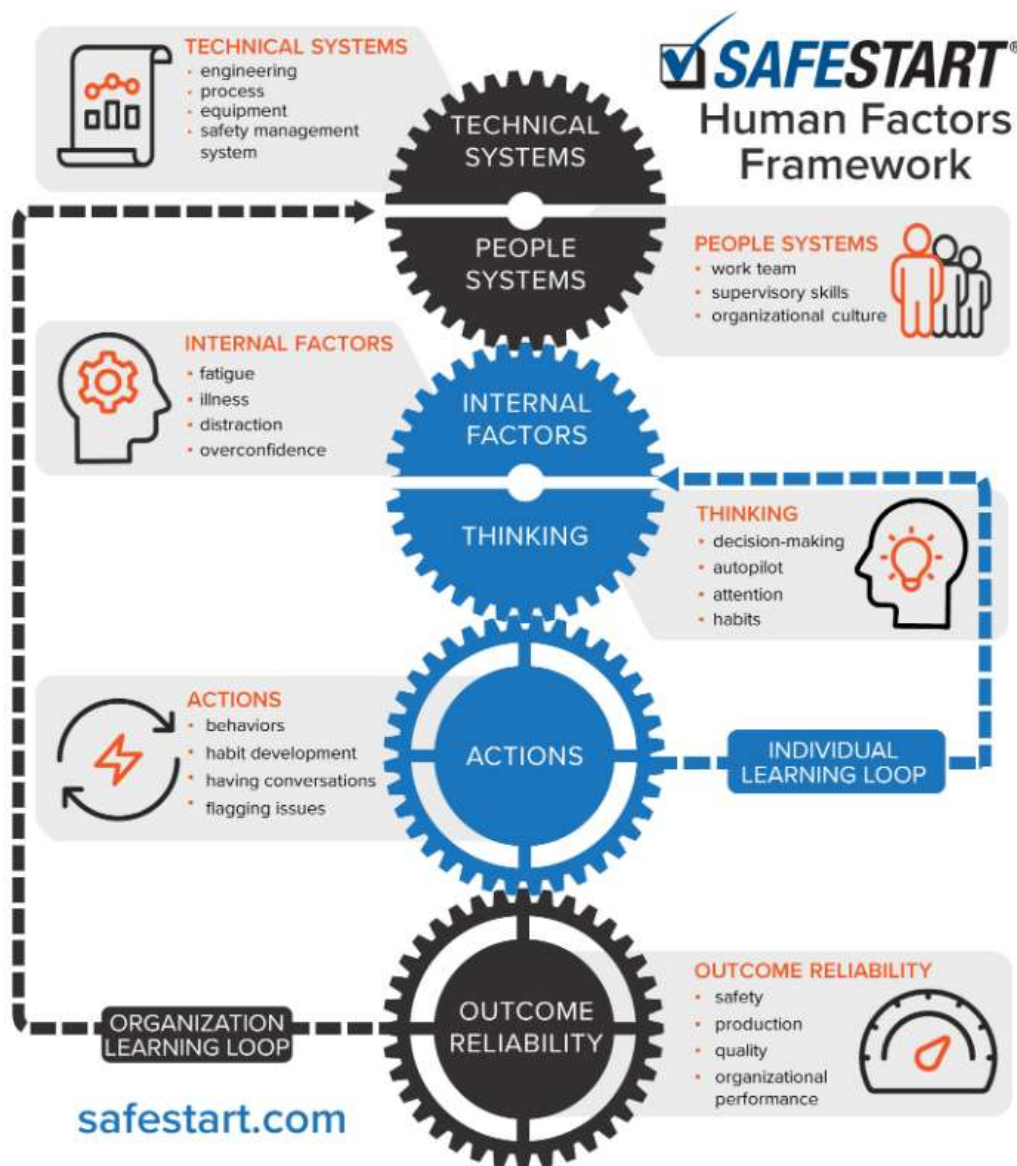


A VIEW THROUGH A DIFFERENT LENS

- 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!



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?



ModernServantLeader.com

“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.”

SOME DOWN TO EARTH TACTICS



BRING IT HOME!

- Change is hard, choosing not to change ends up being harder!
- Herding focuses on me & my agenda, 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

SAFESTART[®] FORUM

FOR HUMAN FACTORS PRACTITIONERS



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THANK YOU FOR ATTENDING!