SAFESTART® FORUM

FRANKLIN Tennessee

OCTOBER 20–21

2026

FIRESIDE CHAT

OOOPS, WE DID IT AGAIN!

Hosts: Kelley Norris, Vice President of Implementation Services
Tyler Keith, Director IS Strategy & Operations
Nikole Hyndman, Project Manager



Ooops, we did it again!



Flow of the Session

1. **Atmosphere**: Open and intimate Q&A format – You guide the discussion

2. **Introductions**: Invite each participant to give a brief overview of their SafeStart journey.

3. **Conversation Anchors**: Discuss Planning, Implementation, Sustainability

4. **Have fun**

What do most of our clients hope to achieve?

Employees influencing others for better performance in safety, quality, production

Increased trust, communication & engagement

Development of a more positive safety culture anchored in a no-blame mindset

Anticipating/preventing undesired outcomes from human factors

WHAT DOES THIS MEAN?

Clients aren't only defining success by fewer injuries. Their Desired Outcomes are much more likely to focus on **engagement and culture**: how people communicate, influence one another and manage Human Factors.

Planning “This is just so typically me”

- ✓ Communication (WIFM for leaders and frontline; internal marketing campaign framing)
- ✓ Scheduling (training logistics, right people in right sessions)
- ✓ Right people (corporate vs. site dynamic as a human factors multiplier)

How does getting these right impact the Human Factors Framework ?

What element(s) of Safety Climate are at play?

“Culture follows the shadow of the Leader”
Lloyd Barker

Implementation “Got Lost in the Game”

- ✓ Competing priorities (plant shutdowns, OSHA inspections, other training programs, upset conditions)
- ✓ Missed classes and shortcuts (e.g., “just do the e-learning”)
- ✓ Lack of practice and reinforcement (people remember states and errors, not CERTs)

How does getting these right impact the Human Factors Framework ?

What element(s) of Safety Climate are at play?

Sustainability “I’m Dreaming Away”

- ✓ No clear post-implementation plan for trainers, steering committee, or leadership
- ✓ Leadership buy-in erosion (skeptical plant managers, top-down mandates with no rationale)
- ✓ Complacency as the “silent killer”: storytelling and steering committee activity fall away

How does getting these right impact the Human Factors Framework ?

What element(s) of Safety Climate are at play?

Closing Synthesis

Rigorous planning sets the stage for sustainable results.

Sustainable results occur when **leaders** model the practice, and trusted **employees** carry it into their daily work. Over time, it becomes engrained in organizational operating systems, and success is measured through individual ownership, better decisions and habits, and improved performance.

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THANK YOU FOR ATTENDING!

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