SAFESTART® FORUM

FRANKLIN Tennessee
OCTOBER 20–21
2026

SAFESTART CAPABILITIES

Lynn Booth & Matt Brown

WELCOME





THE GAME PLAN

- Capabilities
- Human Factors Framework
- Polls/Participation
- Alignment to Sessions/Capabilities



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Are you actively using a SafeStart solution at this time?

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SAFESTART'S HUMAN FACTORS DEFINITION

"

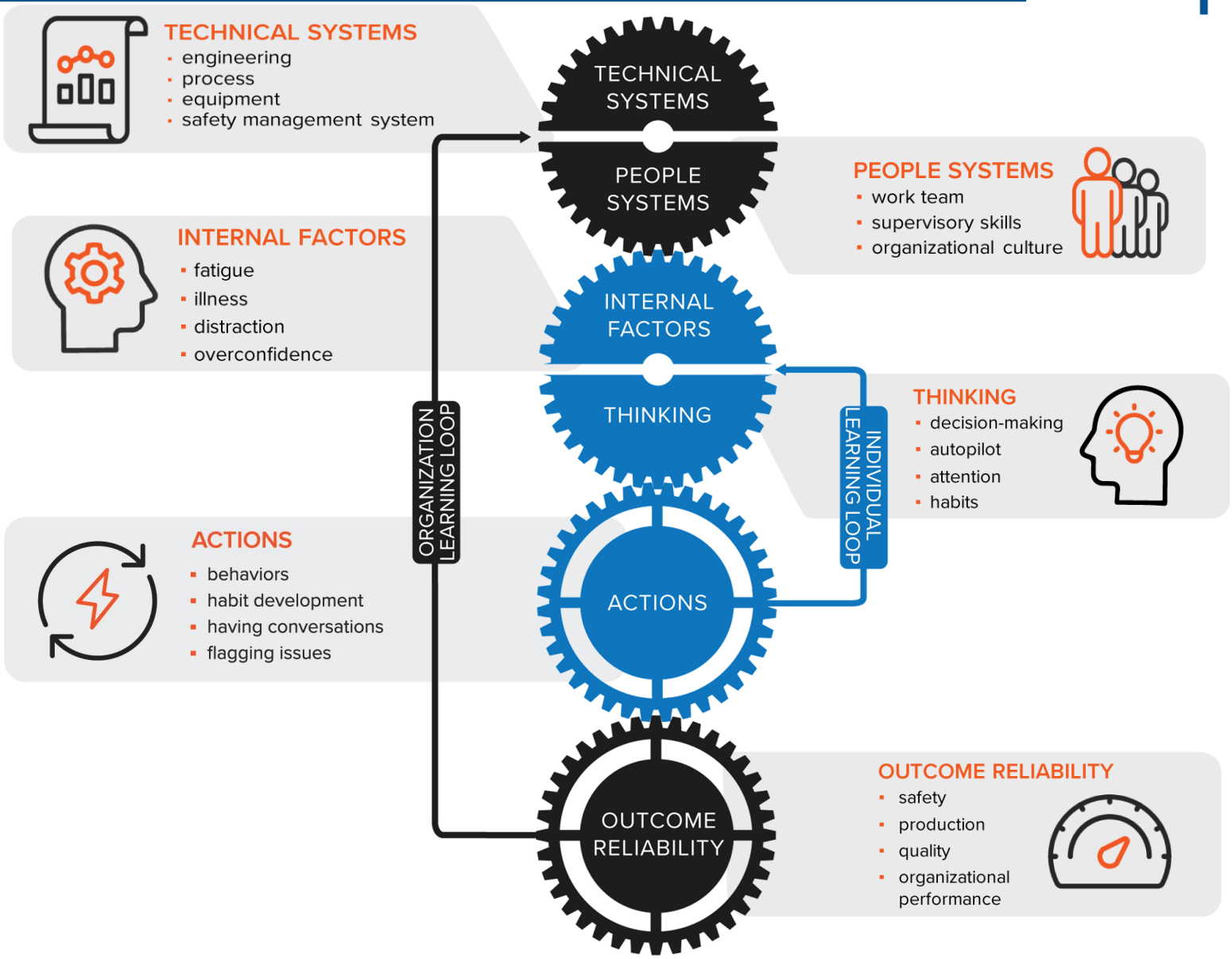
Human factors are the people elements of individual and system conditions that influence performance, reliability and safety.

"

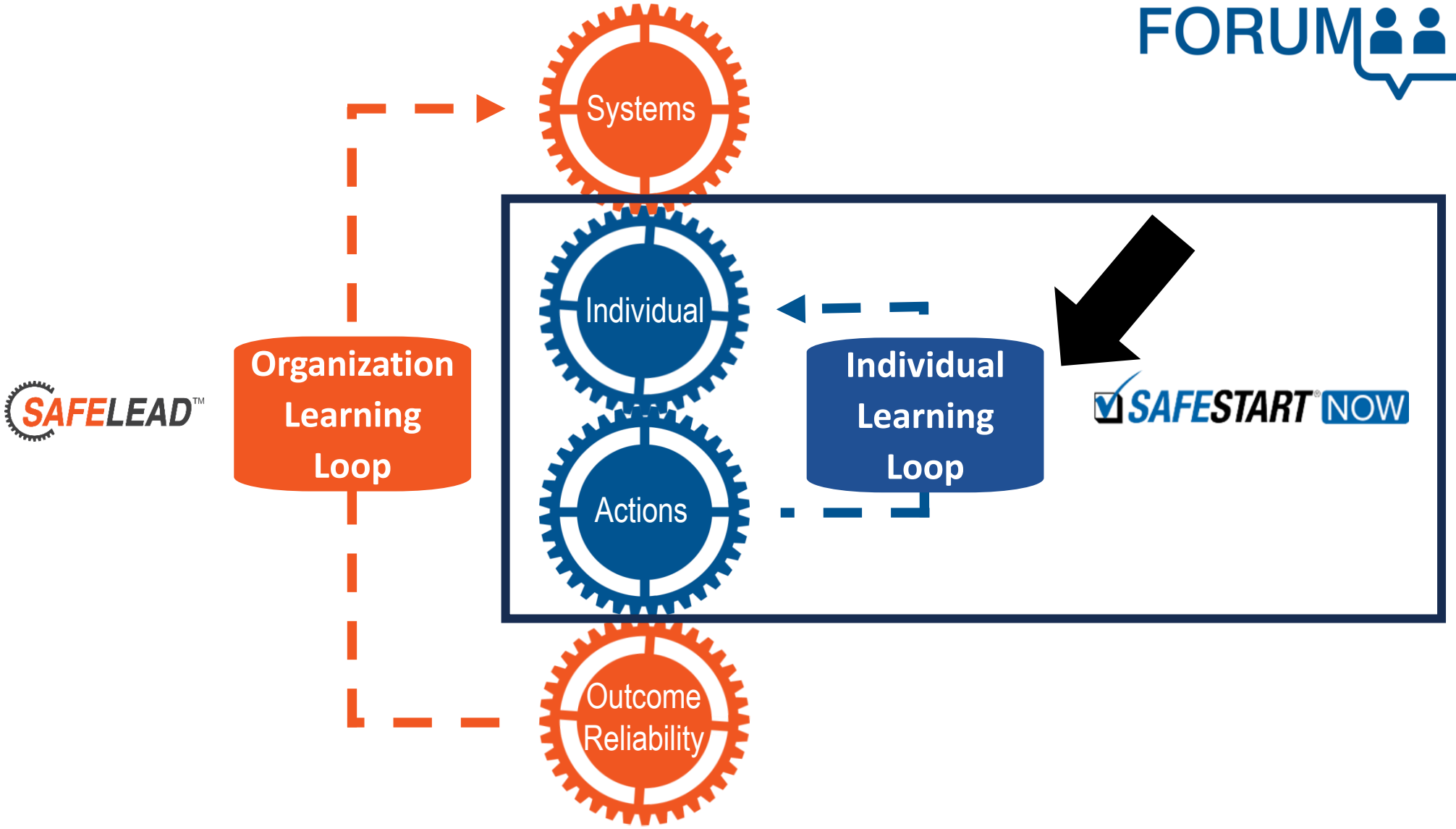
OVERVIEW OF THE SAFESTART ORGANIZATION



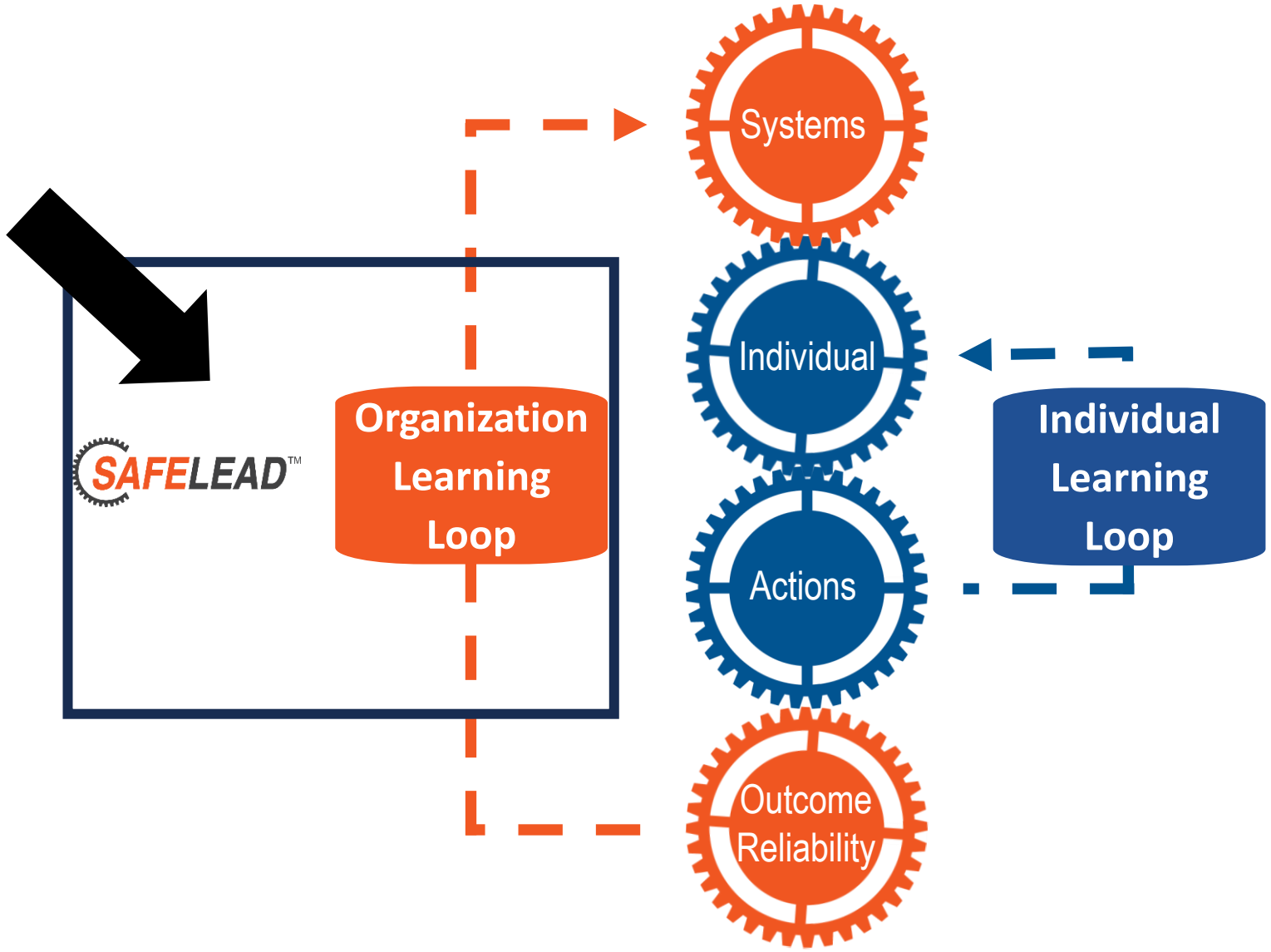
HUMAN FACTORS FRAMEWORK



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WORKER
On-site and Distributed Workforce

LEADER
Supervisors/ Frontline Managers

ORGANIZATION
Senior Leadership

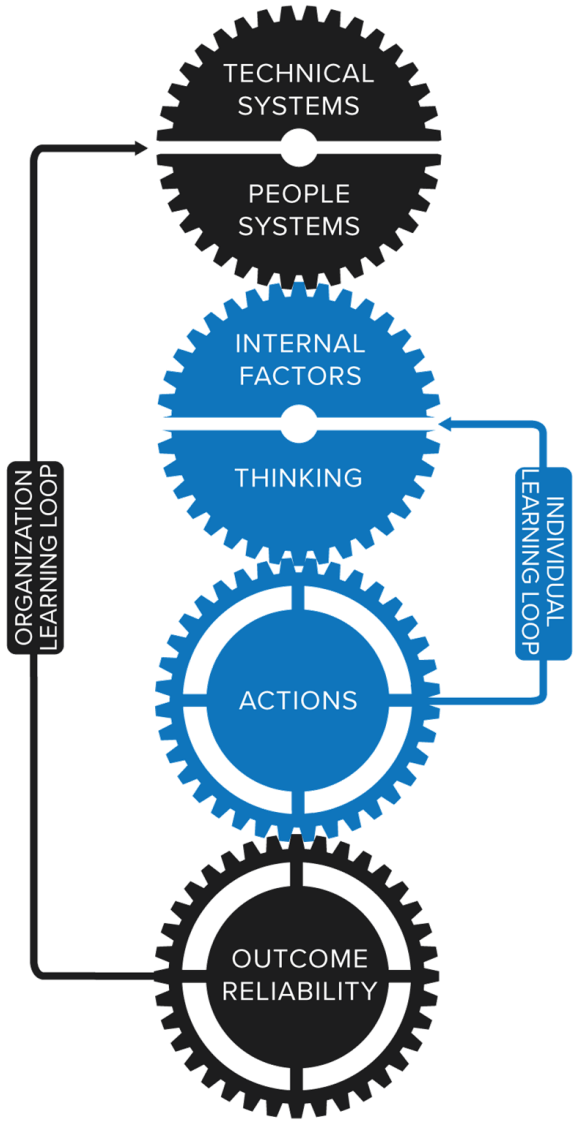
SAFESTART®
Frontline training

SAFETRACK®
Observation and feedback

SAFELEAD™
Advanced Safety and Communication Skills Coaching

ADVISORY SERVICES
Assessment and Diagnostics

Human Factors Assessment & Review



DESIRED OUTCOMES



Increased personal safety awareness that cultivates meaningful feedback to achieve 24/7 safety success.

Advanced safety and enhanced communication skills based on human factors, competencies, and a common language.

Informed safety and performance strategy based on assessed organizational strengths and weakness.

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How confident are you that employees would report a near miss if no one else witnessed it? (1 Very Low - 5 Very High)

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What do you believe is the biggest reason near misses go unreported?

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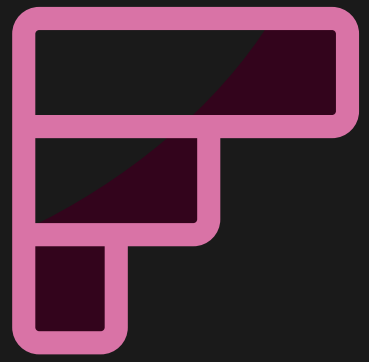


Which of these is the biggest barrier to improving your safety culture?

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Rank these potential contributors to serious injury and fatality (SIF) potential in your organization.

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How would you rate the gap between your organization's safety policies and what actually happens during a busy day? (1 Very small gap - 5 Very big gap)

WORK AS ITS IMAGINED* Vs. *WORK AS ITS DONE

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Which group is hardest for your organization to meaningfully engage in safety?

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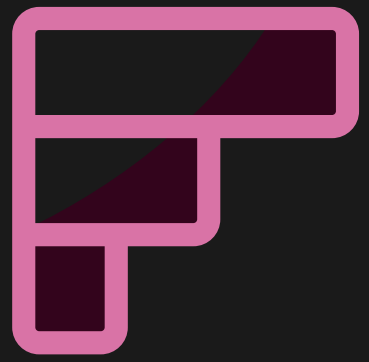


If you could improve ONE thing about your organization's performance over the next 12 months, what would it be? (just a few words)

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Be honest (and gentle) - Who did a better job this morning... Matt or Lynn?

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THANK YOU FOR ATTENDING!

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