SAFESTART® FORUM

FRANKLIN Tennessee
OCTOBER 20–21
2026

David's Greatest Hits

SUSTAINING SAFESTART

David Bianco - Safe and Sound Texas LLC

INTRODUCTION

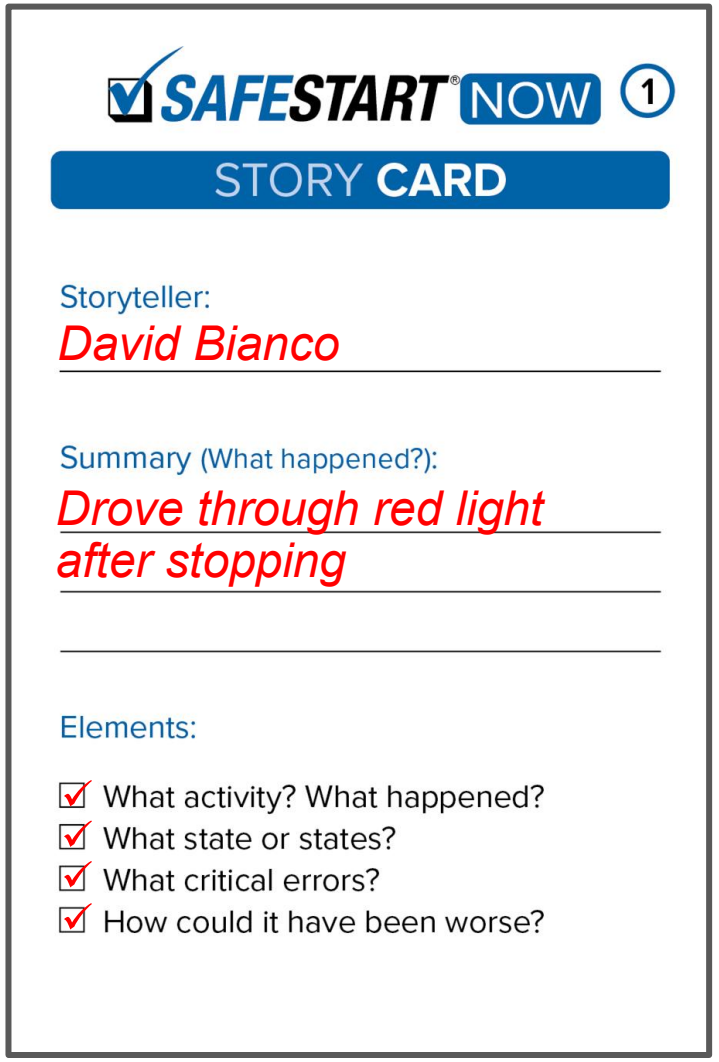
- Started in Manufacturing in 1977
- Variety of Roles
  - CNC Programmer
  - Manufacturing Engineer – Process Design/Routing
  - Quality Manager – Product, Process, ISO
  - IT Manager – Local, Data Center, Corporate
  - Safety Manager – Local sites, Divisional
- SafeStart Implementations
  - Local – 2014-2018 (1,000 employees @ 2 sites)
  - Global – 2018-2023 (20,000 employees @ 65 sites)
- Consultant – 2021 – Started Safe and Sound Texas
  - SafeStart Client Trainer 2026

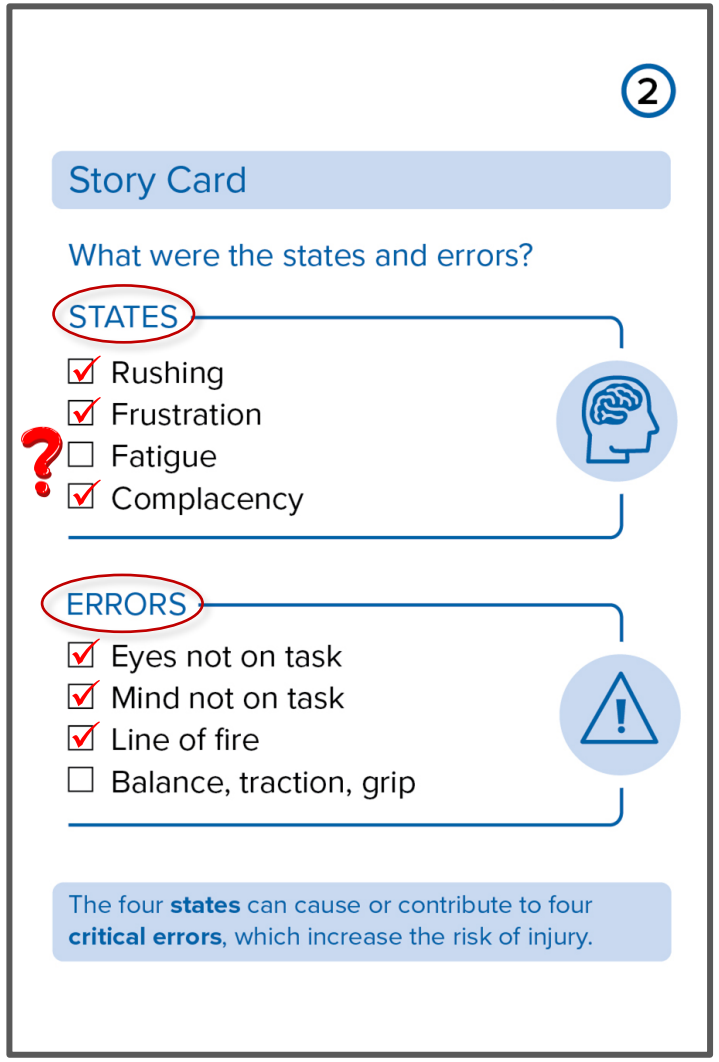


SAFESTART STORY STATES & ERRORS

What states were involved?

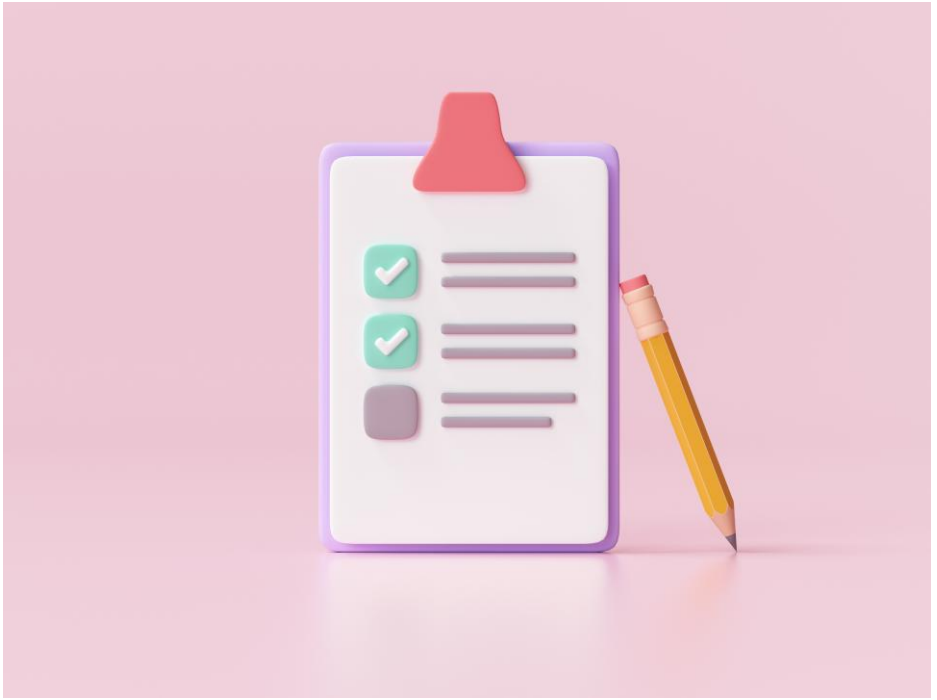
Which errors happened as a result of the states?





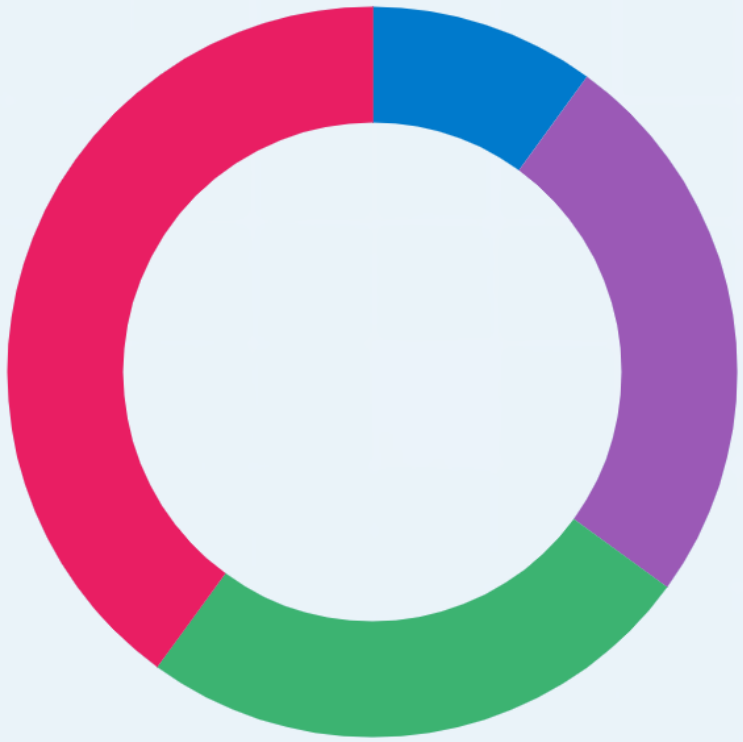
WHERE ARE YOU ON YOUR SAFESTART JOURNEY?

SURVEY SAYS…



SURVEY QUESTION 1

Your Company SafeStart Status?



A 10% Not Implemented

B 25% Started Unit 1-4 Training

C 25% Completed Unit 4 Training within the last 1 year

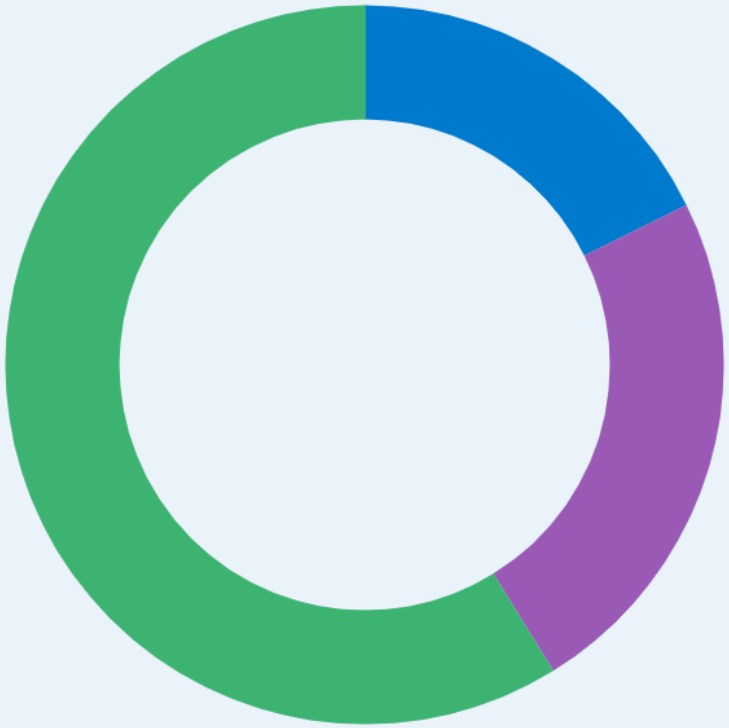
D 40% Completed Unit 4 Training longer than 1 year ago

20

SURVEY QUESTION 2

If you started SafeStart, what is/was your activity level related to SafeStart beyond the training classes?

17



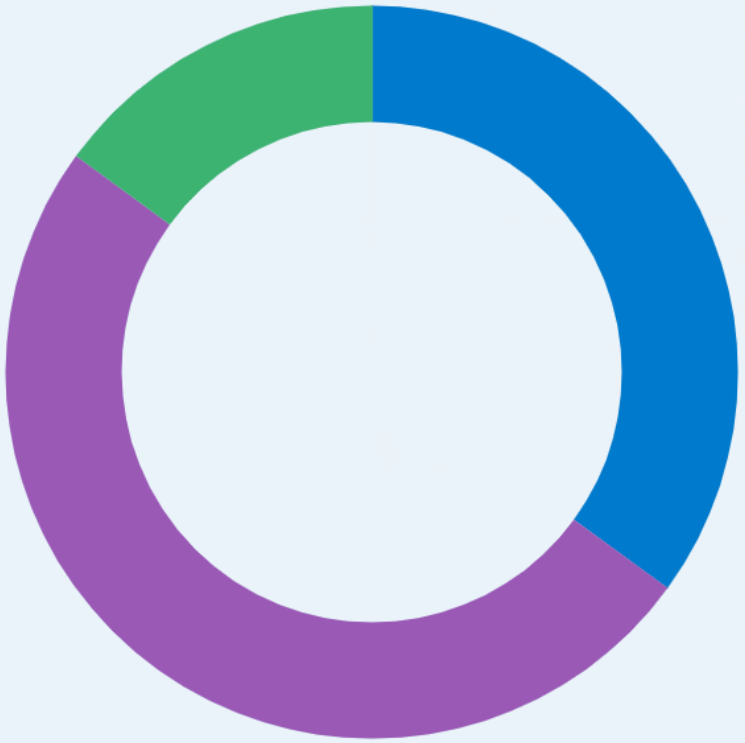
A 18% Class Training Only

B 24% Some activities

C 59% Integration into existing systems & other activities

SURVEY QUESTION 3

I would say our implementation is...



A 35% Stalled

B 50% Active, but solely focused on training

C 15% Very active and evolving well beyond training

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PERSPECTIVE



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HOW MANY HAVE HEARD THIS?

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Leadership Mantra

“We need to improve our safety culture.”

But…

Does the Day-to-Day Safety Climate Enable an Improved Culture?

But…

Does the Day-to-Day Safety Climate Enable an Improved Culture?

When you think you've "arrived", Will It Stick and Live on?

SUSTAINABILITY CRITICAL SUCCESS FACTOR

SAFESTART FORUM

Leadership must see achieving this new Safety Culture as being driven by Building a New Organizational & Operational Climate Which is Sustainable and Non-Negotiable

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THE REALITY OF SAFESTART

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WHAT IS SAFESTART…REALLY?

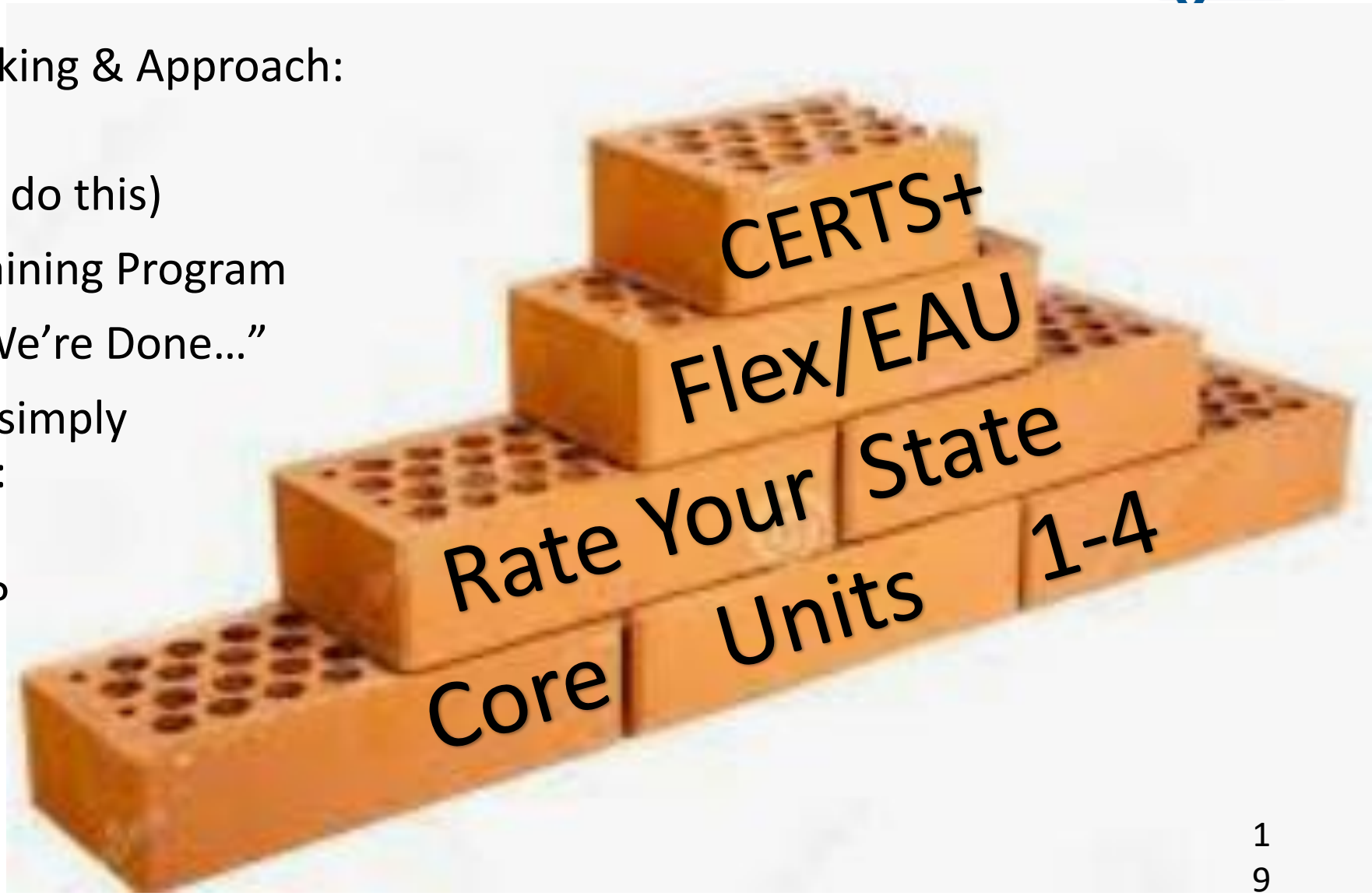
Simply calling SafeStart "Training" Misses the Point

<u>Implementation</u> Training vs. Journey

BUILDING BLOCKS OF SAFESTART – IS *TRAINING* ENOUGH?

Potential Obstacles in Thinking & Approach:

- Prescribed via *Mandate*
  (we don't really want to do this)
- Just a(nother) Safety Training Program
- Prematurely thinking "We're Done…"
- Training element bricks simply stacked on one another:
  - Can I kick these apart?
  - Why? What is missing?



WHAT BONDS THE BRICKS?

- **Mortar that bonds:**
- Non-Training Activities
- Highly Visible and Updated SafeStart Stories
- Rewarding Participation and Engagement
- Management Visibly Leading
- Near Miss Resolutions
- Extending care for safe behaviors beyond work
- Taking SafeStart Home / Family Engagement Opportunities (Cultural)



PRE-LAUNCH / LAUNCH

- SafeStart Provides the Roadmap!
- Proposed approach vs. reality
- (Necessary) Front end loading of Training
- Getting lost in the vicious cycle of Training execution
- Requires a Multi-pronged Focus!
- The Critical Steering Committee Action List
  - “We Don’t Plan to Fail; We Fail to Plan”
    - Commonly attributed to Benjamin Franklin. Made famous by Zig Zigler

SUSTAINABILITY CRITICAL SUCCESS FACTOR

The critical role of the Steering Committee: They Must be actively engaged Beyond the Start of the Implementation

Rotate Membership – Fresh Eyes & Ideas

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FREE FOR THE TAKING – THE PORTALS

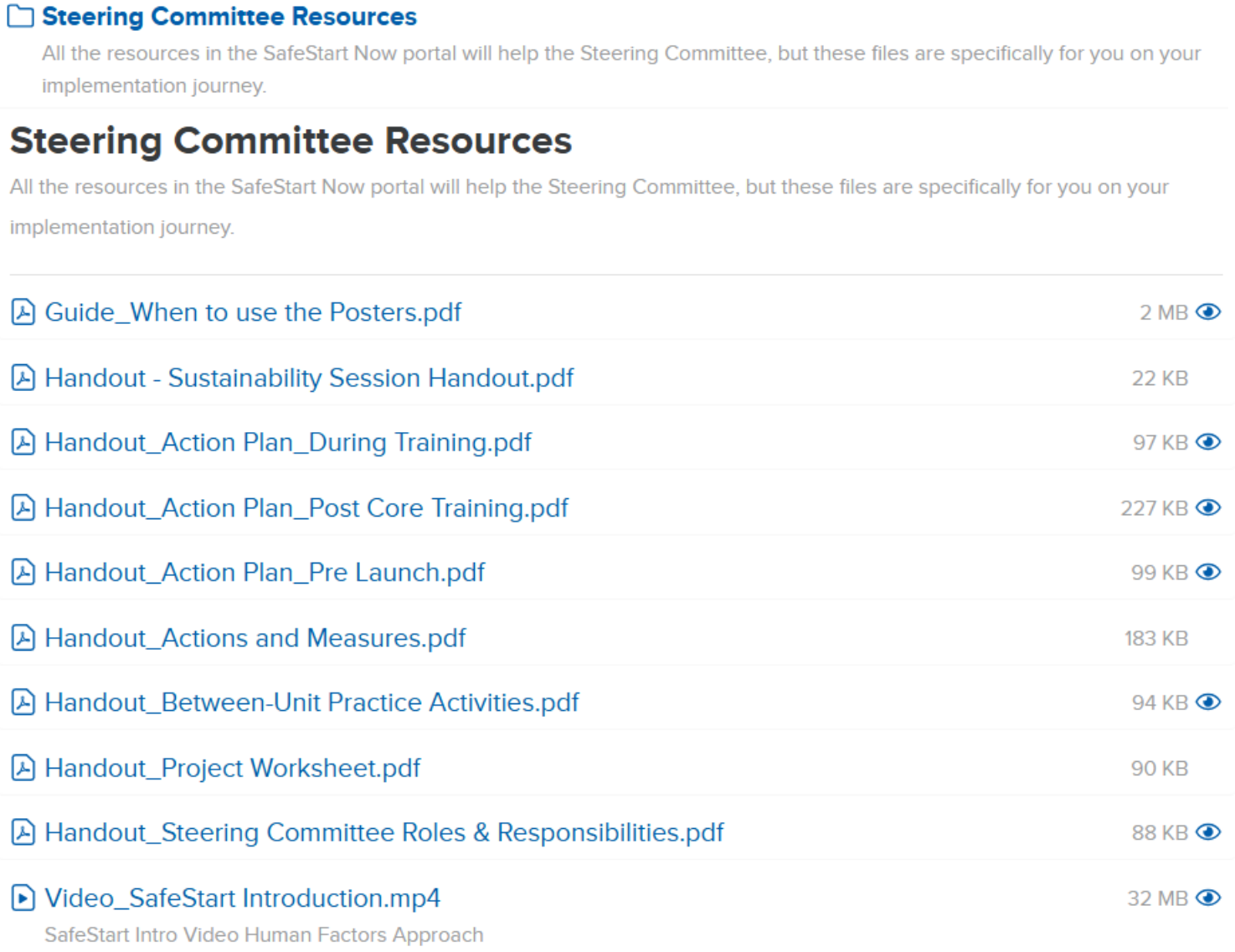


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CLIENT PORTAL RESOURCES



CLIENT PORTAL RESOURCES

ToolBox Talks

Toolbox talk resources reinforce safe behaviors, improve awareness, and support consistent safety conversations in a simple, practical format.

- 1-Read Me First
- ToolBox Talk Handouts
- ToolBox Talk Videos

ToolBox Talk Handouts

- ToolBox Handout_Ankle Sprain from Tripping Incident.pdf
- ToolBox Handout_Arm Lacerations & Stitches from Grinder.pdf
- ToolBox Handout_Asbestos Exposure.pdf
- ToolBox Handout_Asphyxiation After Welding.pdf
- ToolBox Handout_Back Strain From Fall Off Ladder.pdf
- ToolBox Handout_Back Strain From Tripping Incident.pdf

ToolBox Talk Videos

- Toolbox Video_Ankle Sprain From Tripping Incident.mp4
- ToolBox Video_Arm Laceration & Stitches From Grinder.mp4
- ToolBox Video_Asbestos Exposure.mp4
- ToolBox Video_Asphyxiation After Welding.mp4
- ToolBox Video_Back Strain From Fall Off Ladder.mp4
- ToolBox Video_Back Strain From Tripping Incident.mp4
- ToolBox Video_Back Strain While Overreaching.mp4
- ToolBox Video_Broken Finger From Tripping Incident.mp4
- ToolBox Video_Broken Finger While Removing Scaffolding.mp4
- ToolBox Video_Broken Fingers Stacking Scaffolding.mp4

CLIENT PORTAL RESOURCES

Meeting Topic PowerPoints

Supplemental Human Factors Training (SHFT) and safety meeting presentations to help g
meetings.

Supplemental Human Factors Training Presentations

- Meeting Topic_April Stress Awareness Month.pptx
- Meeting Topic_Carbon Monoxide Poisoning.pptx
- Meeting Topic_Ergonomics Assessment.pptx
- Meeting Topic_SafeStart Boating Safety Presentation.pptx
- Meeting Topic_SafeStart Driving Safety Presentation.pptx
- Meeting Topic_SafeStart Now Home Kit Application.pptx
- Meeting Topic_SafeStart Spring Forward Daylight Saving Time.pptx
- Meeting Topic_Seasonal Affective Disorder.pptx

CLIENT PORTAL RESOURCES

Lunch and Learn Videos

Hear how SafeStart clients keep the concepts and culture alive within their company.

Lunch & Learn_Chris Anderson.mp4

567 MB

Executive leader for the Global Health and Safety program at Spirit Aerosystems. Responsible for the oversight of compliance to local, state, and national regulations. Ensures updated policies and procedures for Health and Safety matters are available and current for all employees. Drives organizational culture towards a zero-harm environment through the engagement and empowerment of all levels of the organization.

Lunch & Learn_David Bianco.mp4

572 MB

David has nearly 45 years of experience in a variety of manufacturing organizations across the globe, including his current role as SafeStart Global Program Manager for Epiroc, based in Stockholm, Sweden. His work in implementing quality and safety systems for industrial work environments has presented him with a career of encountering the true human factors' impact in work content. His experience also includes organizational initiatives that led to reduced workplace injuries and lost time through a focus on enhancing personal safety skills through self-awareness. David's study and analysis of the real-world impact of human factors across borders and cultures can provide some conclusions and remedies which can apply universally.

Lunch & Learn_Ed Stephens.mp4

135 MB

Ed Stephens, Global HSE/SA Audit, Assurance & Senior Lead Investigator from ABB. Most companies struggle when it comes to their safety culture. But what if an employee's negative attitude and increased resistance to safety initiatives could be used to improve the culture? ABB implemented a program where they invited everyone to submit their frustrations relating to their jobs. Participants will discover how this method of connecting frustrations with system failures has proven successful on a global scale, including long-term sustainable results. Learning outcomes are focused on human and system factors and their relationship between the two, driving business performance and creating a zero-harm culture. Ed Stephens will demonstrate how participants can implement a similar program in their own facilities.

CLIENT PORTAL RESOURCES

Articles & Blog Posts

Support your safety conversations with these articles and blog posts that cover common sa

- 01-Guide_Content Definitions and Use.pdf
- Article_4 Best Practices for Global Safety.pdf
  4 Best Practices for Global Safety
- Article_5 Ways To Beat Back Pain.pdf
  5 Ways To Beat Back Pain
- Article_A Culture of Champions.pdf
  A Culture of Champions - Ray Prest - SafeStart
- Article_Avoid The Blame Game.pdf
  Avoid The Blame Game - Chris Ross - SafeStart
- Article_Balancing Your Investment in Slip, Trip & Fall Prevention.pdf
  Balancing Your Investment in Slip, Trip and Fall Prevention - Ray Prest - SafeStart
- Article_Building Support for Safety.pdf
  Building Support for Safety - Ray Prest - SafeStart
- Article_Complacency Deserves a Place on OSHAs Top 10.pdf
  Complacency Deserves a Place on OSHAs Top 10 - Ray Prest - SafeStart
- Article_Complacency the Silent Killer.pdf
  Complacency the Silent Killer

CLIENT PORTAL RESOURCES

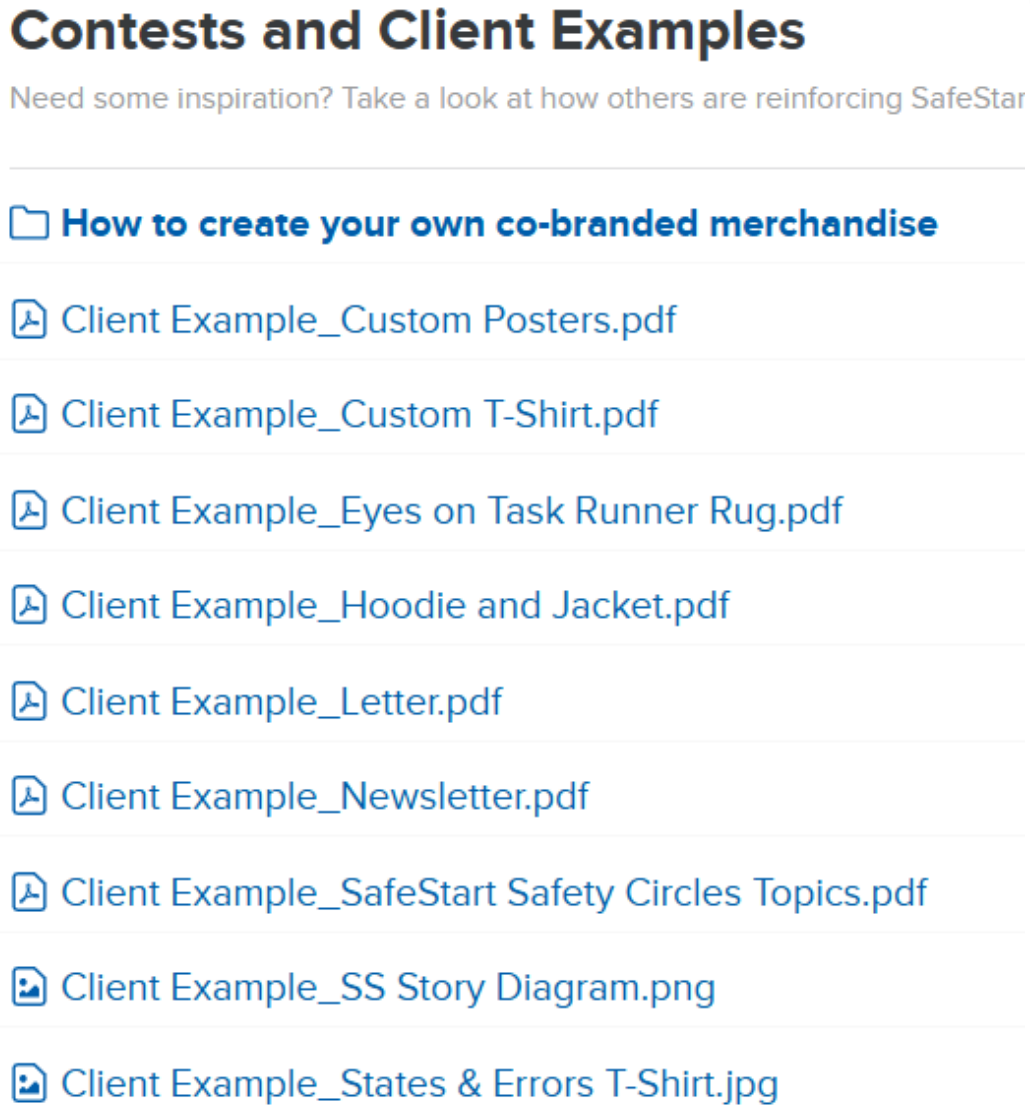
Guides

How-to documents providing clear direction to understand, navigate, or prev

- Guide_Driving Distraction Away.pdf
- Guide_Helping Others Build New Habits.pdf
- Guide_How To Avoid Line of Fire Injuries.pdf
- Guide_How to Improve Balance, Traction, Grip Errors.pdf
- Guide_How to Improve Eyes on Task.pdf
- Guide_How to Improve Mind on Task.pdf
- Guide_How to Prevent Injuries Due to Complacency.pdf
- Guide_How to Prevent Injuries Due to Fatigue.pdf
- Guide_How to Prevent Injuries Due to Frustration.pdf
- Guide_How to Prevent Injuries Due to Rushing.pdf

CLIENT PORTAL RESOURCES

- Associate T-Shirts with SafeStart Cards
- Car Air Fresheners with Printed SafeStart cards content
- afetart Buck$
- SafeStart Store
  - Bling – Company & SafeStart Logo
- Employees' children coloring content from BooBoo Bandits content



CLIENT PORTAL RESOURCES

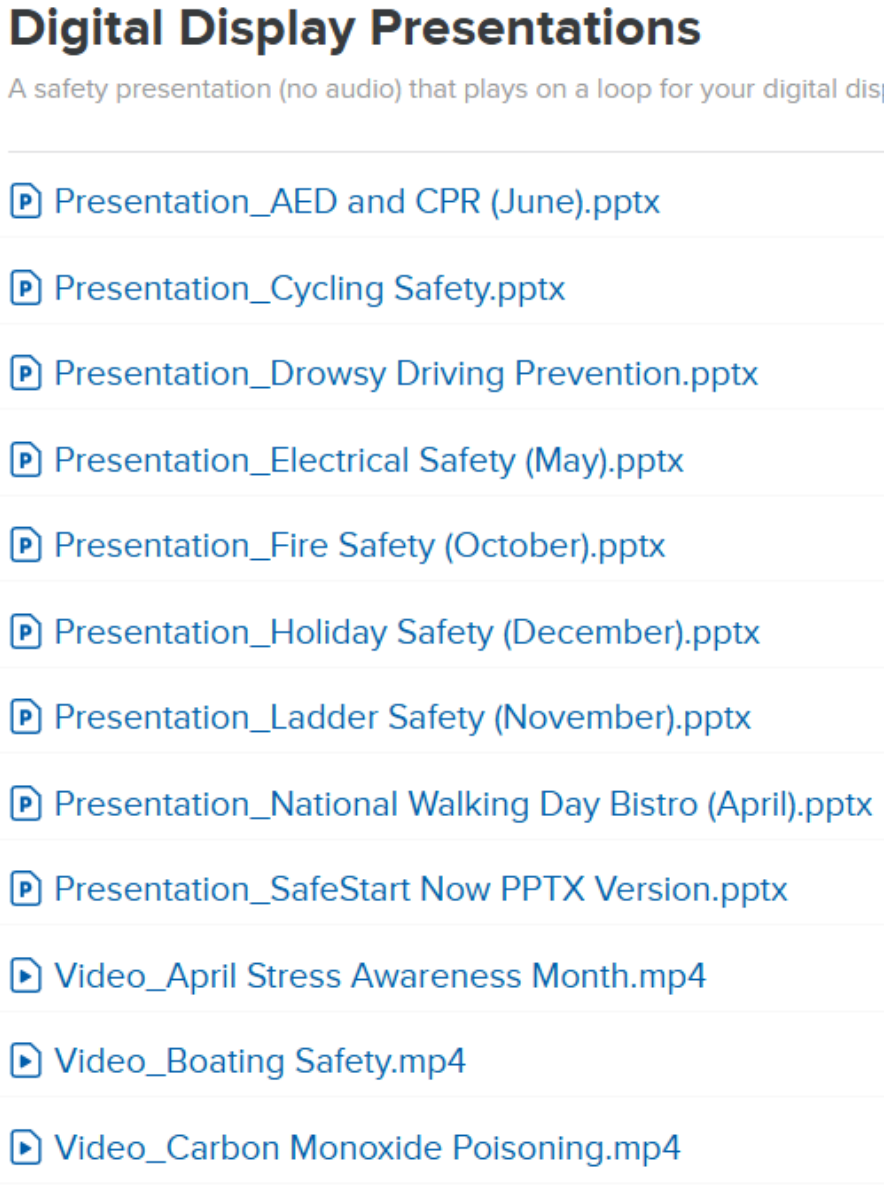
Home Resources

Print these files out and take them home with you so you can have important

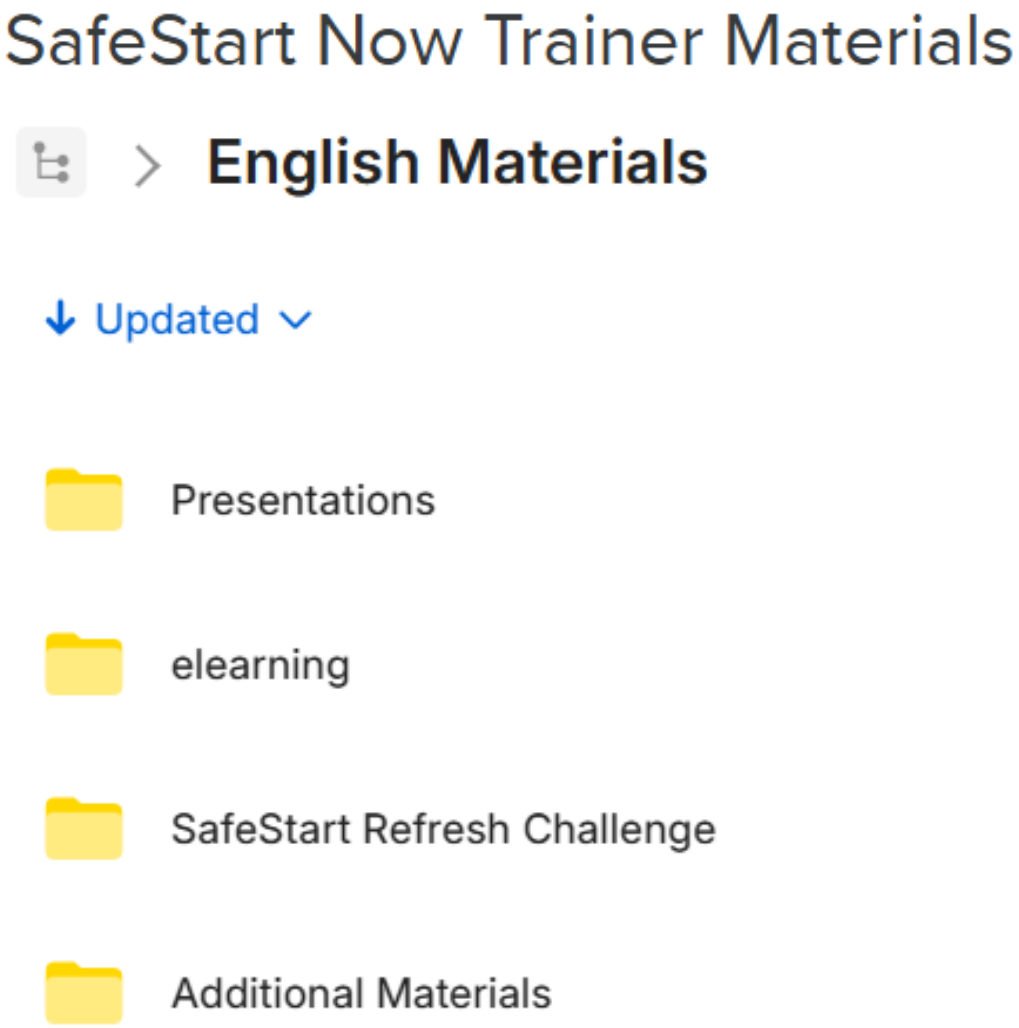
- BooBoo Bandits 8-page Coloring Book.pdf
- Guide_Suggestions for Sharing SafeStart 24-7 Safety.pdf
- Halloween Safety Poster.pdf
- Holiday Activity Book.pdf
- Larry Coloring Pages - Taking SafeStart Home.pdf
- SafeStart Now U1 Home Pages.pdf
- SafeStart Now U2 Home Pages.pdf
- SafeStart Now U3 Home Pages.pdf
- SafeStart Now U4 Home Pages.pdf
- Summer Activity Book.pdf
- Video_BooBoo Bandits Ep2 Trailer.mp4

CLIENT PORTAL RESOURCES

- Keeping SafeStart Top of Mind
- Visibility Everywhere
- Vary Content
- Add Local Content



TRAINER PORTAL RESOURCES



TRAINER PORTAL RESOURCES

SAFESTART® FORUM

SAFESTART® NOW



TRAINER PORTAL RESOURCES

A DIFFERENT KIND OF **SAFESTART UNIT**

This session will be a little different than your previous experience with SafeStart.

In this session, you'll be forming teams and we'll be playing a game that will "refresh" your knowledge of SafeStart concepts and how to use them effectively.



SAFESTART® FORUM

FRANKLIN Tennessee
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2026

10+ YEARS OF SAFESTART

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WHAT WE DID AT LAUNCH

- Experienced a Public Workshop
- UNIT 1 Launch – Nov. 2014
  - In Class Participation Incentives Day 1
  - Unit 1 Card Completion Incentives
  - Electronic Submission Access (MS Forms)
  - Leadership: SafeStart Stories @ Meeting Start
- SafeStart “On The Road” DVD – Dec. 2014
  - Annual Christmas Card
  - Letter from the President about SafeStart
  - DVD Included
  - Created the “At Home” Element for Family

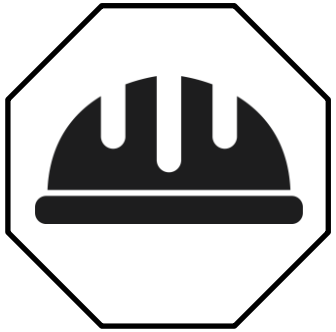


Importance of Living the 6 Success Factors Every Day

How Do WE Live Them Out?

SAFETY CLIMATE SUCCESS FACTORS FOR LEADERSHIP

SAFESTART FORUM



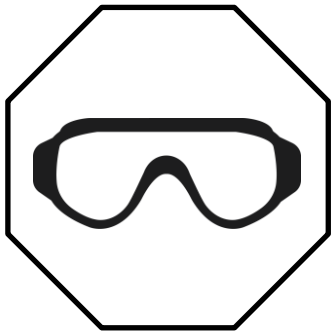
NO-BLAME MINDSET





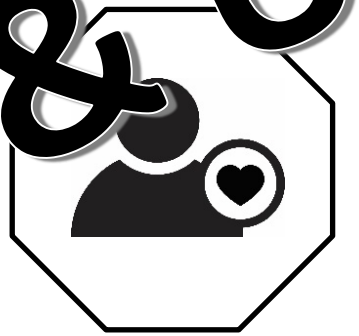
TRUST AND ENGAGEMENT





FRESH EYES

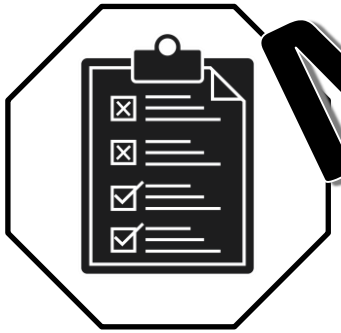




PERSONAL COMMITMENT



Monitor & Update



SYSTEMS AND DATA





ACTIVE LEADERSHIP



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SafeStart Leadership Training Beyond the Initial Implementation Effort!

WORDS MATTER! THEY DRIVE PROPER PERSPECTIVE

- It's not about layering it onto the organization
  - SafeStart is not just another traditional safety training effort for compliance
- Requires being woven into the fabric of your organization
  - Integration into dialogue, communications, procedures, systems
- Training vs. Engagement – Engage the person at a personal level vs. training to "check the box" compliance mentality
  - Develop Engaging Sessions: departmentally and organizationally
  - Learning more about colleagues; seeing leaders as "human"
  - Human Factor Engagement Sessions – Safety is just one aspect
  - The principles apply everywhere in the organization
  - Counteracting the "Not for the office" Mentality

WORDS MATTER! THEY DRIVE PROPER PERSPECTIVE

- SafeStart requires investment of time – Our Surveys clearly show us….
  - Collaboration element – highest rating is the “fun” videos & group activities (Making It Real)
    - Empathy, similarity, universality, humanity
  - Theory was secondary and “sunk in” through repetition and off-training activities
  - Blending the concepts into everyday work situations is a key
  - Middle management leadership (supervisors) are critical for this to happen
  - Beware of “intelligent culture” attitude which sees repetition as childish and not needed for adults
  - Relate to the “21 days to form a habit” and “human resistance” aspects
- ***Hit the Heart, Not Just the Head***

Classroom Engagement Incentives

Word of Mouth Positive Vibe

Using In-Between Unit Cards Physical Completion Electronic (MS Forms)

Rate Your State

Parking Lot Signage At Exits: State-to-Error Pattern Reminders Before They "Hit the Road"

SUSTAINABILITY CRITICAL SUCCESS FACTOR

- Leveraging the Reality of the Organization

Video Recorded Work-Related SafeStart Stories (Incidents and Near Miss / Close Calls)

Integrated & Inserted Them Into Our Unit and/or EAU(FLEX) Training

Integrating SafeStart States/Errors into Systems

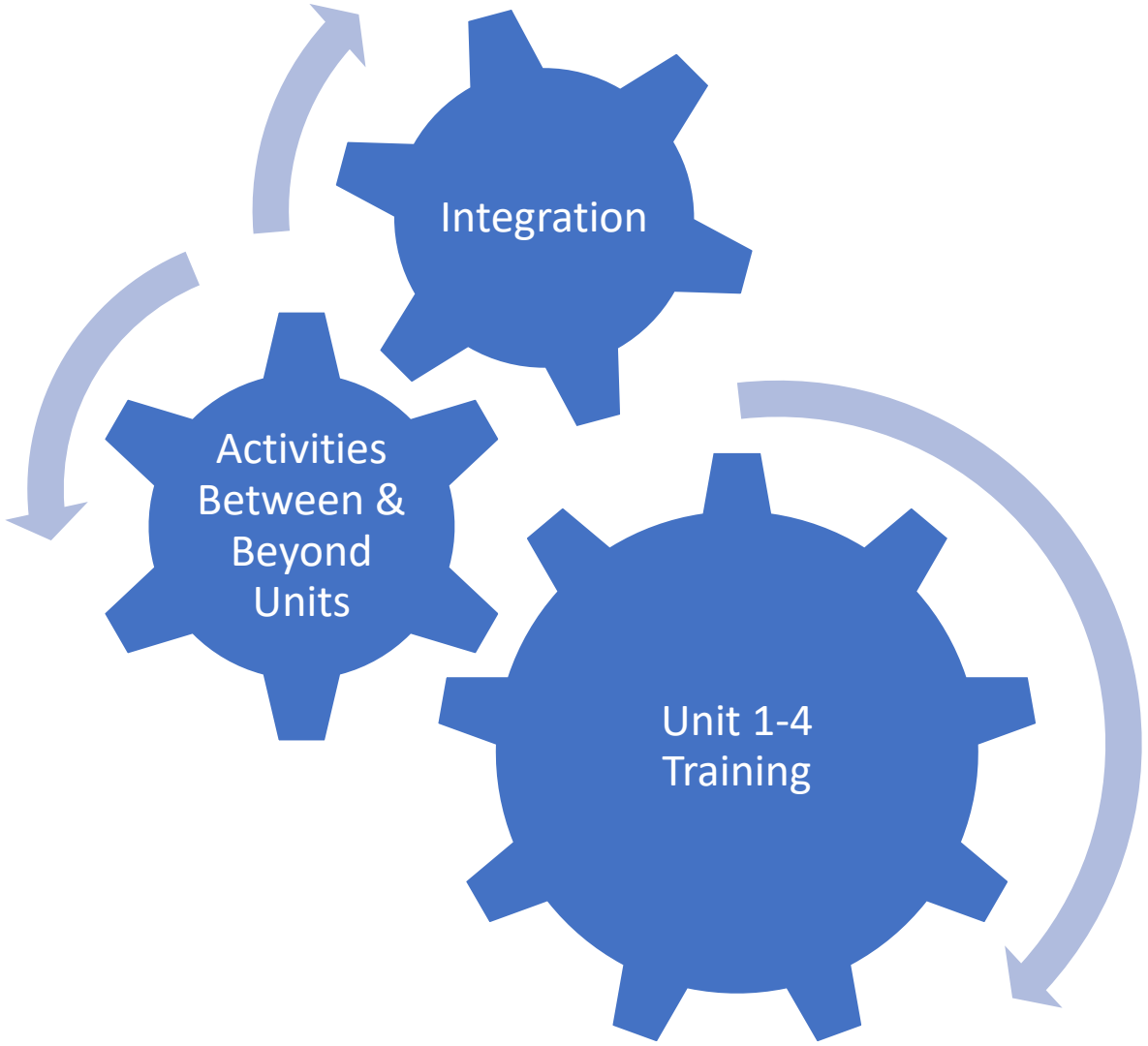
Interviews: Incidents-Close Calls JHA/JSA

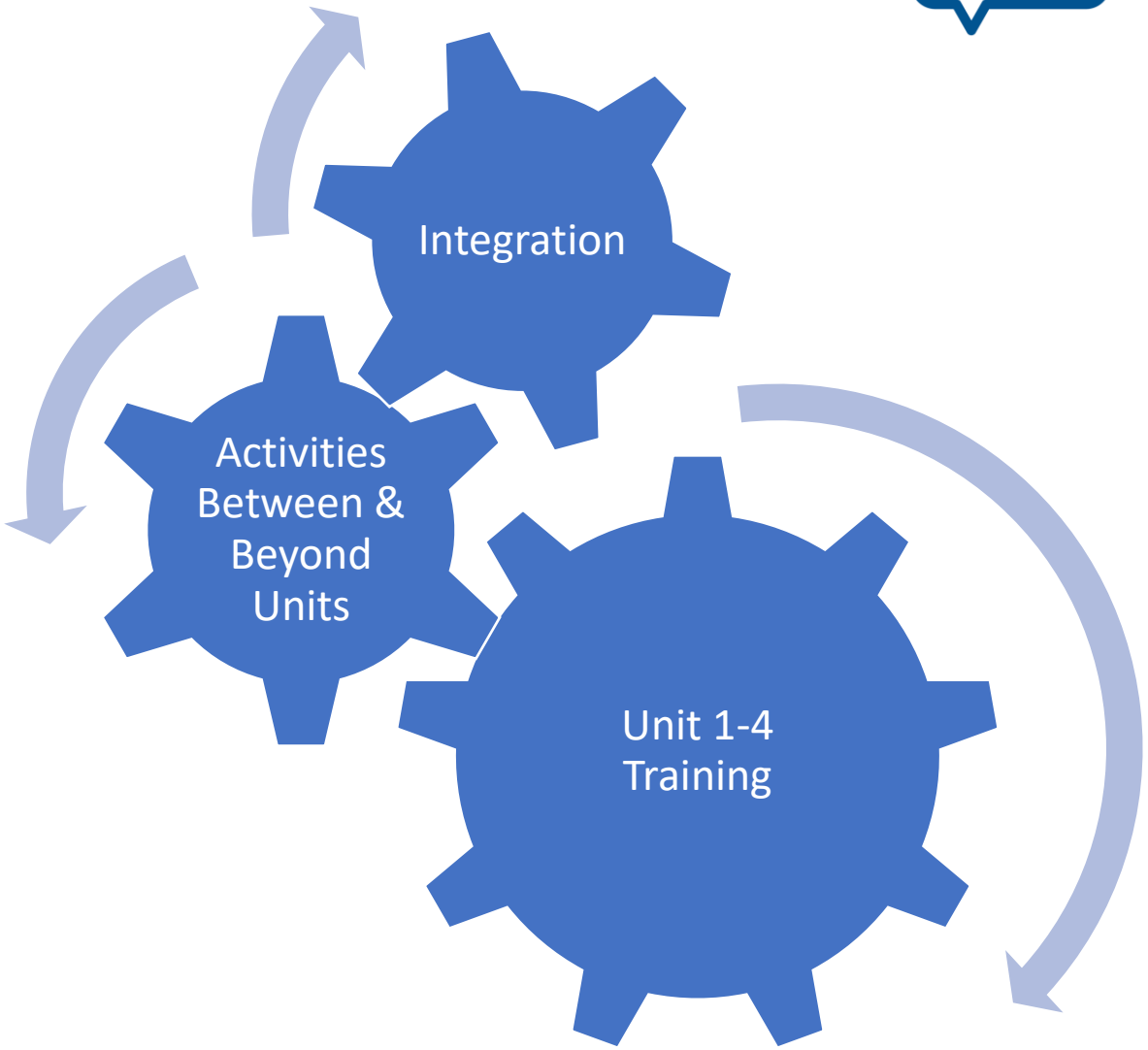
Integrating SafeStart States into Task Hazard Evaluations For Job Hazard Analysis (JHA)

Applying SafeStart Principles Beyond Safety within the Organization

Finance Closing Process

THE GEARS OF A WELL-OILED MACHINE





SUSTAINABILITY CRITICAL SUCCESS FACTOR

- Year 1-4 Spreadsheet Task Lists
- Monitor Progress & Completion

SAFESTART YEAR 2 IMPLEMENTATION AND PROGRESS INDICATORS

SUCCESS FACTORS	ACTIVITIES	NOTES	TEAM	WEIGHT (%)	SCORE (%)
SUCCESS FACTOR NO. 1	Management communicates the progress and challenges of the first year of implementation to employees and stakeholders (follow-up visit 1 report).	Present the Phase 1 completion report to management and employees to show project progress and explain what Phase 2 entails. The goal is to explain why this new stage of cultural reinforcement is needed, what it is for, and how it will work.	Marketing	5	0%
	Develop promotional materials or a communication strategy to launch the first two Critical Decision Units (CDUs) through various channels (intranet, newsletters, screens, magazine, etc.).	As in Phase 1, build anticipation and develop a comprehensive communication strategy to launch Phase 2, focusing on CDUs 1 and 2. Explain the difference between the basic units and these critical decision or extended-application units to counter the perception that this is more of the same. Use the most appropriate communication channels for the organization.	Marketing	5	0%
	Design and distribute new information campaigns on the advanced use of Critical Error Reduction Techniques (CERTs) through various channels (signs, billboards, banners, etc.).	These information campaigns should focus on the learning objectives of CDUs 1 and 2. In the first half of the year, the focus is preventing strains and sprains; in the second half, how complacency affects decision-making when we rely on memory and fail to recognize changes in normal routines. See the supplementary guide and communication plan.	Marketing	5	0%
	Discuss the key concepts of CDUs 1 and 2 in pre-task safety talks led by managers, leaders, and supervisors.	For this activity, the committee, with support from the safety department, can develop its own talks using the learning objectives of CDUs 1 and 2, or use the supplied guide. See the Phase 2 safety talk guide.	Management	10	0%
	Directors/managers attend training on Critical Decision Units (CDUs) 1 and 2.		Training	10	0%
	Supervisors attend training on Critical Decision Units (CDUs) 1 and 2.		Training	10	0%
		Record videos of new SafeStart stories related to CDUs 1 and 2, as well as success			

SUSTAINABILITY CRITICAL SUCCESS FACTOR

- Year 1-4 Spreadsheet Task Lists
- Monitor Progress & Completion

E-mail: david@safeandsoundtexas.com

Subject: Sustainability @ Forum

YOUR TIME!



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THANK YOU FOR ATTENDING!

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