

# 2017 UAW-GM Health & Safety Conference



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**William "Jack" Jackson, MDiv**  
President/CEO Zion Safety Consulting  
SafeStart Senior Consultant

- SafeStart consultant for 17 years
- 20 years of experience in automotive
- Implemented SafeStart as a client in 2005
- Implementations in North America: Johnson Controls, Toyota, Honda and DuPont, TXDOT
- Conference speaker: 2019 NSC Keynote Speaker, NSC World Congress, ASSP, VPPPA, Governor's Safety and Health Conference (KY), NOSA (South Africa) and ASSE MEC (Bahrain and Dubai)
- College football player and semi-pro football coach
- U.S. Army reservist
- Hobbies: golf and grandkids

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# 2017 UAW-GM Health & Safety Conference



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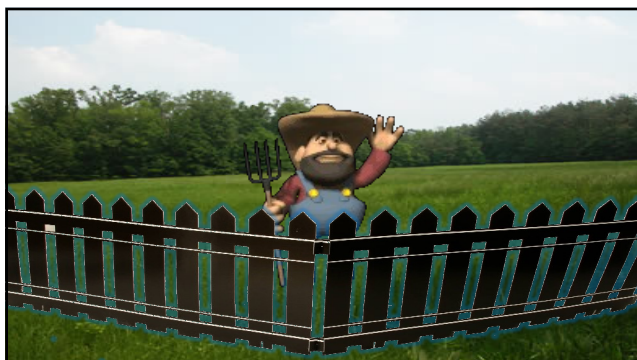
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# 2017 UAW-GM Health & Safety Conference

**"Headache"**

- The SafeStart concepts can be applied to reduce injuries everywhere – At Work, At Home, and On the Road.
- Over 3 million people at 3,000+ companies (10,000+ sites) in 60+ countries are using SafeStart – average injury reduction of 50% or more.
- The course is currently available in 32+ languages.
- SafeStart doesn't replace anything we are currently doing for safety, nor:
- Is it about rules, policies, procedures or discipline and;
- Is non-political and non-judgmental (everyone makes mistakes)
- The only goal of SafeStart is to help each of us prevent critical errors and decisions compromised by rushing, frustration, fatigue and complacency.



The #1 Safety Training Process in the World

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**Basic Principles**

- The concepts explain the reasons why we make the mistakes we never intended to make—the "headache" we all face.
- But it also provides critical error reduction techniques (CERTs) to help you prevent those mistakes—the "aspirin" we all need.

**"Headache"**

These four states...

- ☐ Rushing
- ☐ Frustration
- ☐ Fatigue
- ☐ Complacency

can cause or contribute to these critical errors...

- ☐ Eyes not on Task
- ☐ Mind not on Task
- ☐ Line-of-Fire
- ☐ Balance/Traction/Grip

...which increase the risk of injury.

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**"Headache"**

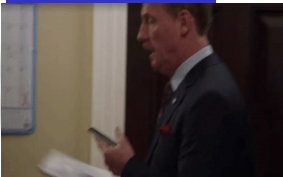
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# 2017 UAW-GM Health & Safety Conference

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...which increase the risk of injury.

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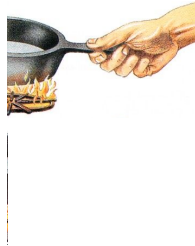
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## Complacency



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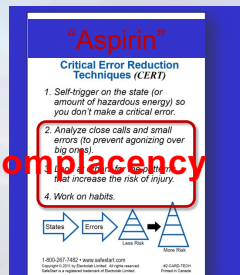
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## Complacency Is Different

- Rushing, frustration and fatigue are easy to recognize.
- Complacency is difficult to self-trigger on because it creeps up on you over time.
- The other three CERTs are used to deal with complacency.

Complacency



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23 Years old



10 Feet Tall and Bulletproof

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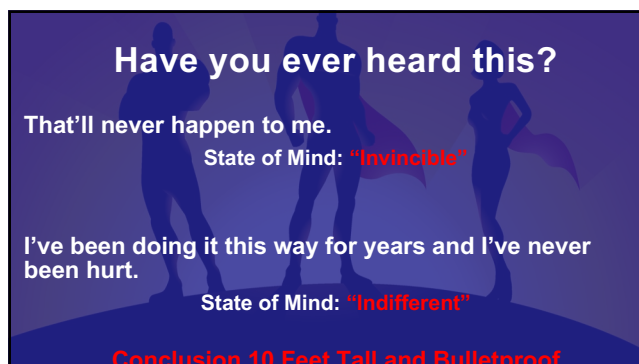
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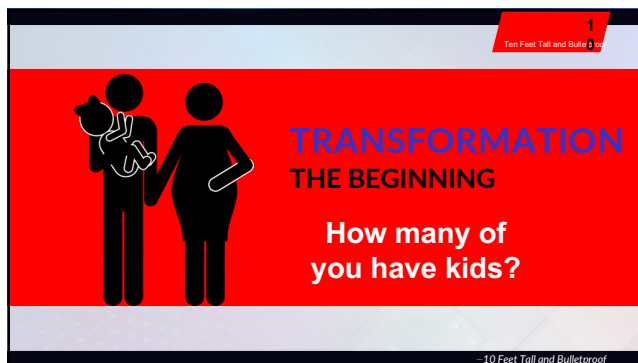
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Ten Feet Tall and Bulletproof



## How Responsibility Transfers

- Be careful!
- Watch where you're going
- Pick up after yourself
- Who left this on the floor?
- Do as I say, not as I do

—10 Feet Tall and Bulletproof

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Ten Feet Tall and Bulletproof



## Interaction with Others

- Starting school
- Bonding with playmates
- Responsibility starts to transfer

—10 Feet Tall and Bulletproof

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Ten Feet Tall and Bulletproof

THE  
TRANSFER  
OF  
RESPONSIBILITY  
BEGINS



"She did it..."

"...No, he did it!"

—10 Feet Tall and Bulletproof

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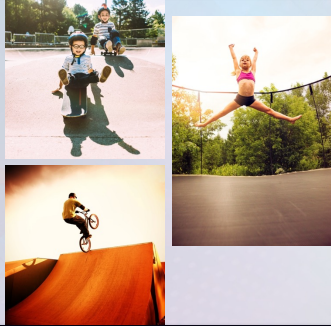
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Ten Feet Tall and Bulletproof



## Risky Behavior Begins

(Hazardous Energy Increases)

- Skateboarding
- Jumping ramps
- Sports
- Brownstone to brownstone

We didn't think about the hazardous energy!  
-10 Feet Tall and Bulletproof

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15  
Ten Feet Tall and Bulletproof



## Risky Behavior Begins

(Hazardous Energy Increases)

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-10 Feet Tall and Bulletproof

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16  
Ten Feet Tall and Bulletproof



## The Cycle Continues

- We learn to drive
- And awareness is high!!!

-10 Feet Tall and Bulletproof

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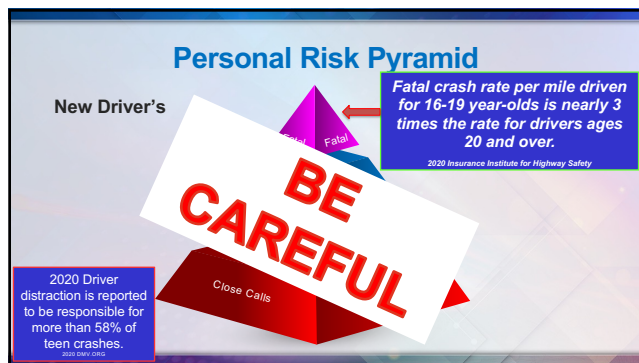
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**The Cycle Continues** 19  
Ten Feet Tall and Bulletproof



We learn from our parents



We teach it to our kids



It's reinforced by others

-10 Feet Tall and Bulletproof

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20  
Ten Feet Tall and Bulletproof



**10 Feet Tall and Bulletproof**

-10 Feet Tall and Bulletproof

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**Why do we take risks?** 21  
Ten Feet Tall and Bulletproof



**Risk-takers**

- Why are people risk-takers?
- What makes a person take big risks and do dangerous, even life-threatening things?
- Some people are addicted to taking risks



-10 Feet Tall and Bulletproof

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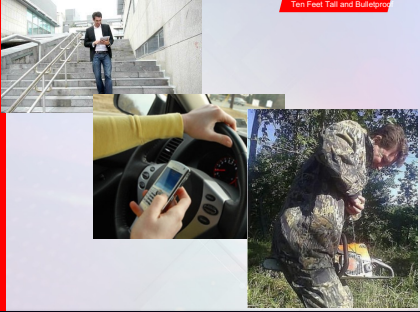
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# 2017 UAW-GM Health & Safety Conference

**3 Types of At-Risk Behavior**

1. Unintentional
2. Habitual
3. Deliberate

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Ten Feet Tall and Bulletproof



-10 Feet Tall and Bulletproof

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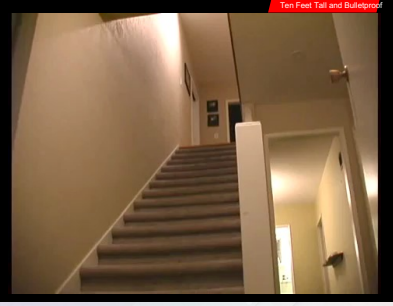
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**3 Types of At-Risk Behavior**

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Ten Feet Tall and Bulletproof



-10 Feet Tall and Bulletproof

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**3 Types of At-Risk Behavior**

1. Unintentional
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Ten Feet Tall and Bulletproof



-10 Feet Tall and Bulletproof

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**3 Types of At-Risk Behavior**

1. Unintentional
2. Habitual
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Ten Feet Tall and Bulletproof

-10 Feet Tall and Bulletproof

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**HEADACHE**

*These four states... can cause or contribute to these critical errors...*

- ☐ Rushing
- ☐ Frustration
- ☐ Fatigue
- ☐ Complacency

*...which increase the risk of injury.*

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26  
Ten Feet Tall and Bulletproof

## WHY DO WE TAKE RISKS?

**At-Risk Behaviors**

- There are many (many) types of at-risk behaviors
- Where is our awareness level when we first experience any type of risky behavior?
- OUR AWARENESS IS HIGH!**

-10 Feet Tall and Bulletproof

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27  
Ten Feet Tall and Bulletproof

-10 Feet Tall and Bulletproof

**TEXTING AND DRIVING**

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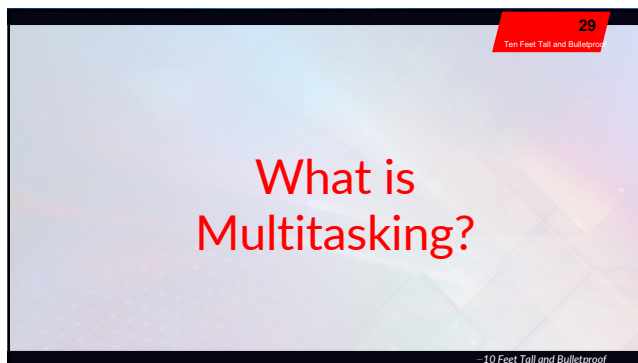
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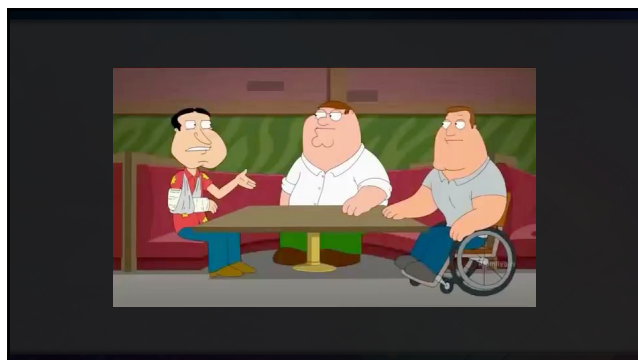
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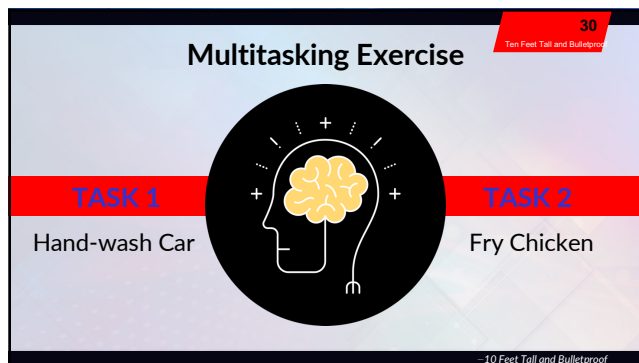
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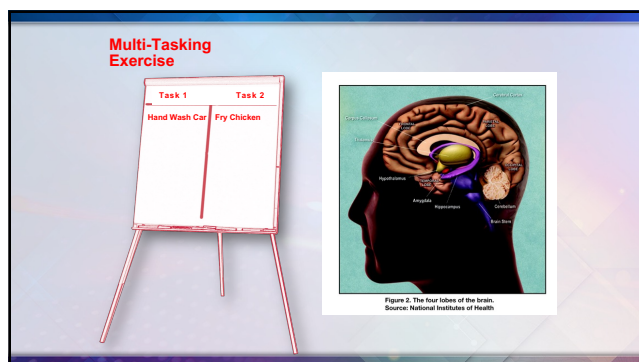
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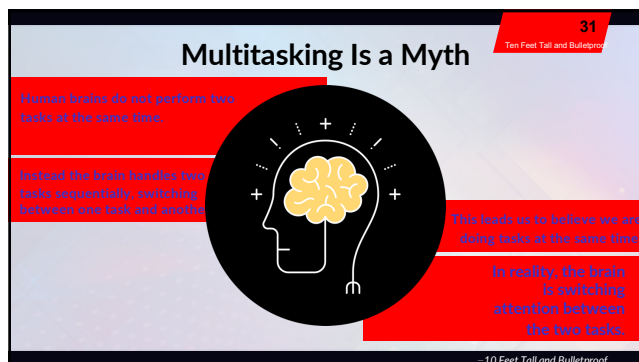
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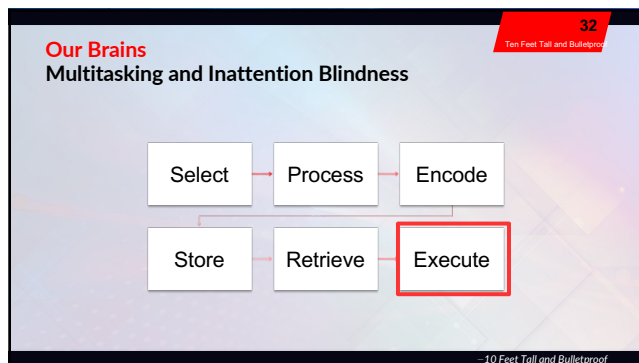
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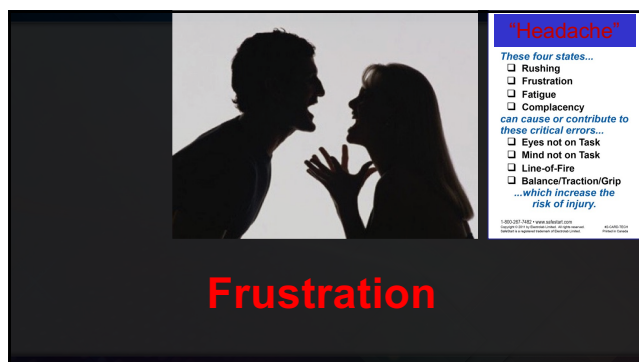
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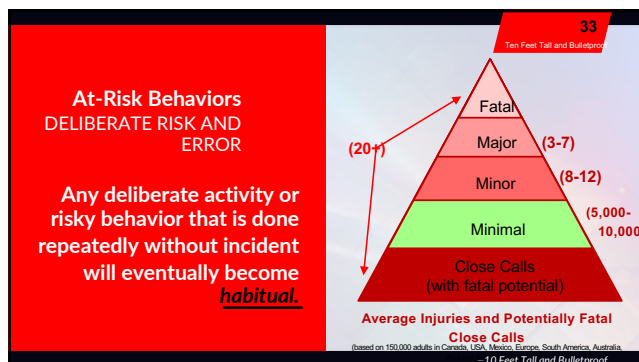
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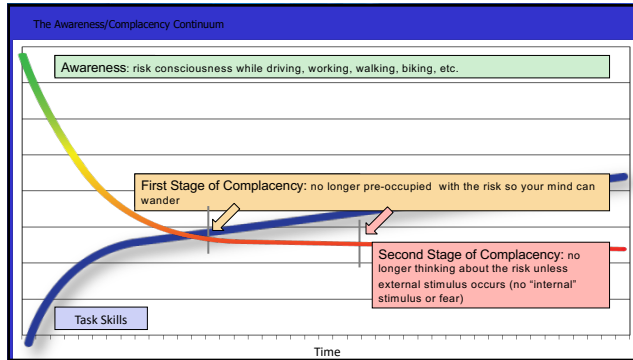
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**3 Types of At-Risk Behavior**

1. Habitual
2. Unintentional
3. Deliberate

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Ten Feet Tall and Bulletproof

-10 Feet Tall and Bulletproof

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**My Motivation**

**CONSEQUENCES OF AN ACCIDENT**

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Ten Feet Tall and Bulletproof

-10 Feet Tall and Bulletproof

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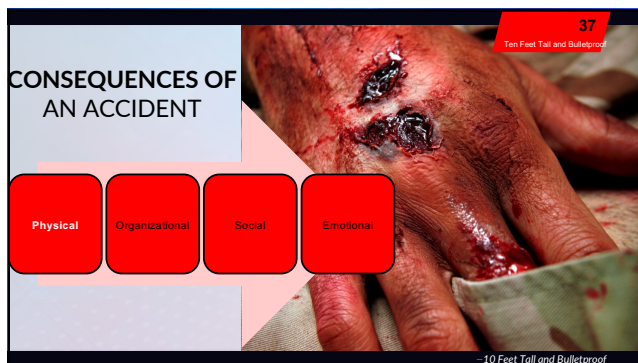
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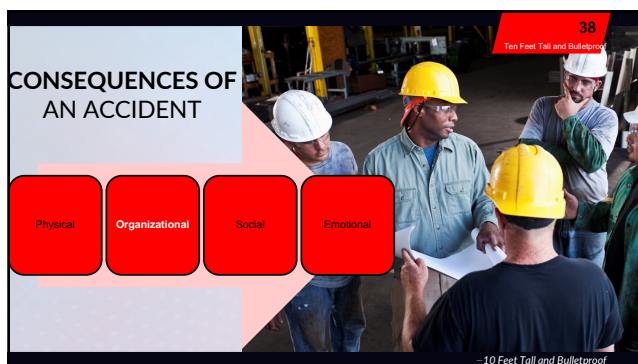
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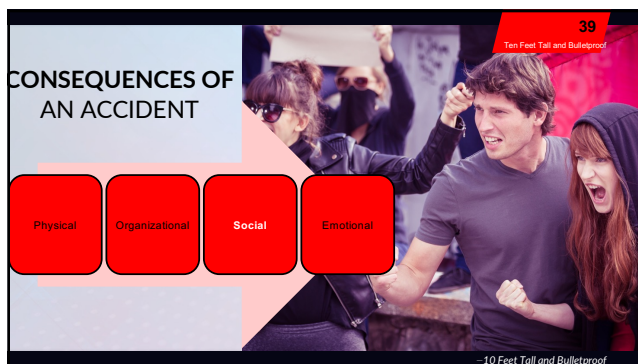
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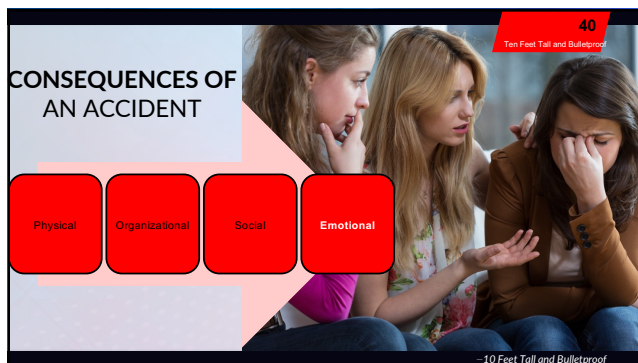
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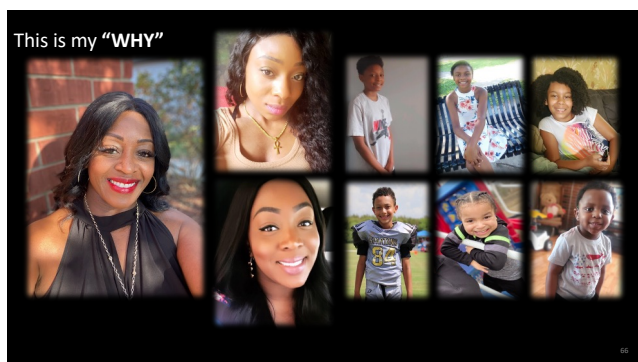
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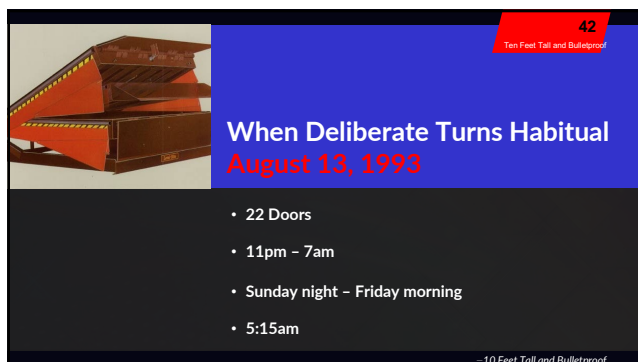
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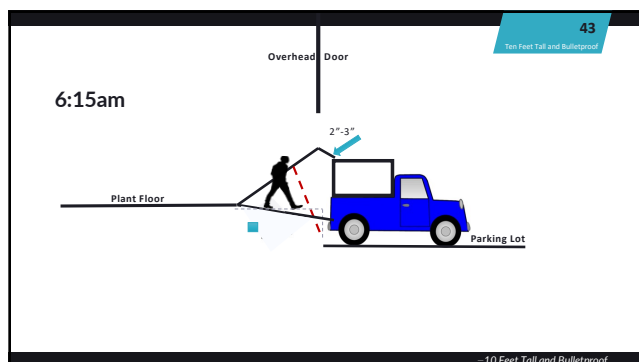
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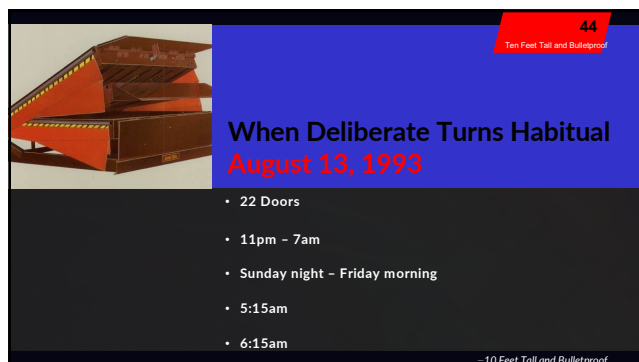
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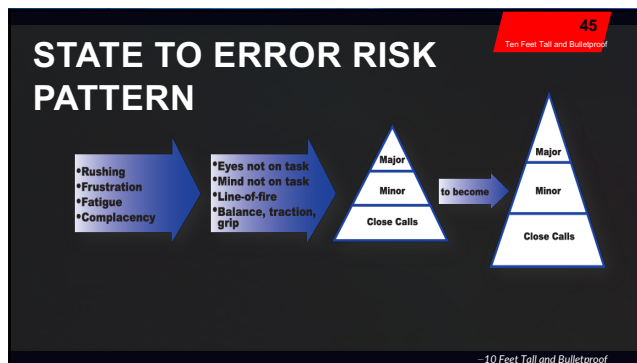
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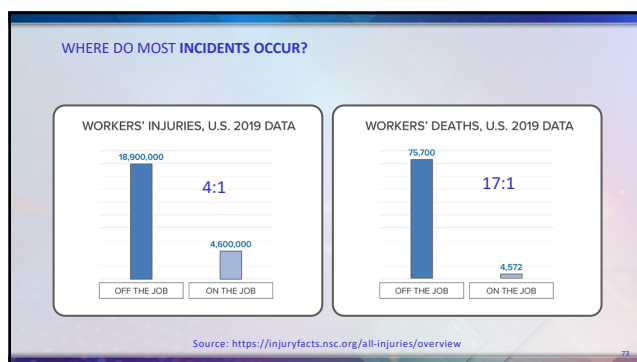
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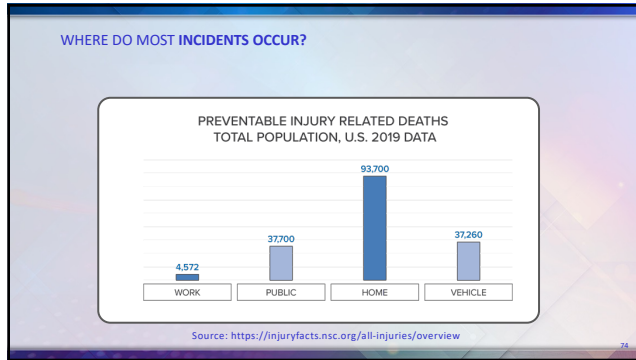
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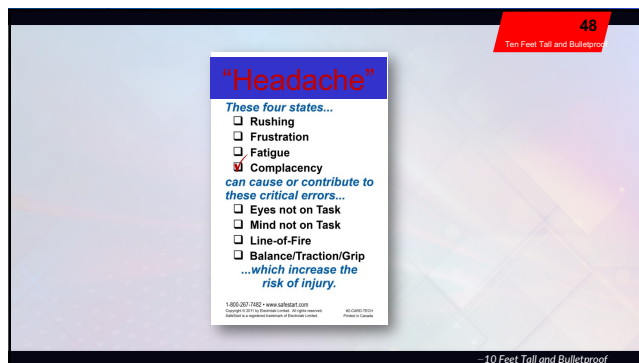
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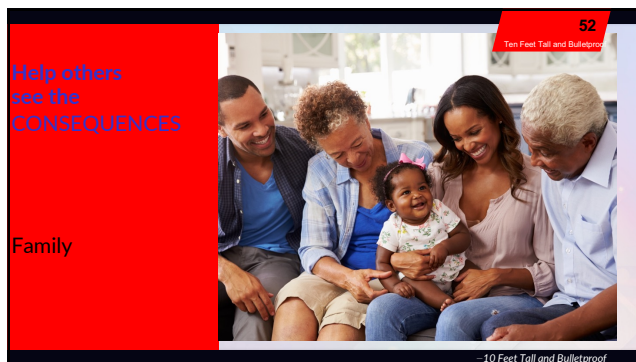
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# 2017 UAW-GM Health & Safety Conference

IN CLOSING

10 Feet Tall and Bulletproof

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Ten Feet Tall and Bulletproof

- Traditional safety is primarily reactive
- We grow into this transformation
- We all take deliberate risk (complacency)
- Multitasking is a myth!
- Deliberate risk can become habitual
- It happens to everyone, every day
- Learn to recognize the "State to Error Risk Pattern"
- Help others see the consequences

—10 Feet Tall and Bulletproof

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Ten Feet Tall and Bulletproof

10 Feet Tall and Bulletproof

—10 Feet Tall and Bulletproof

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**Thank You for Attending Today's Presentation!**

Scan the QR code for resources to help build valuable **EHS skills** and knowledge.



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**Jack Jackson, mDiv**  
 Jack@safestart.com  
 Direct: (210) 415-7756  
 LinkedIn: @william-jack-jackson-7a73739

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Ten Feet Tall and Bullproof

Any Questions?

William "Jack" Jackson  
jack@safestart.com

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Jack Jackson

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