



Driving the Safety Culture through Inspirational Leadership

The Inspirational Safety Leader Program

“Stories constitute the single most powerful weapon in a leader’s arsenal.”

— Dr. Howard Garner,
Harvard University

“This Right Management team, they “get it” and they “get us.” I would never have believed that after 15 years in this business that I could be surprised by the power of a workshop — but I was. Everything about this session is usable and powerful. My commitment to safety, as a leader, will never be the same.”

— Safety Director,
Transportation

We often hear, “Our leaders are great at sharing statistics and results... but struggle to engage our employees’ hearts and minds when communicating about safety.” It is critical that employees demonstrate behavior that ensures safe, secure, and environmentally responsible operations. Yes, we want to **eliminate recordable incidents**, but more importantly, safety is about sending every employee home the same way they came into work.

A culture of safety requires leaders to communicate key safety messages in a way that personally engages employees, while simultaneously inspiring the ongoing drive and focus needed to sustain excellence and safety standards. Inspirational safety leaders reach people in a deeply personal way that captivates both the heart and mind of each employee.

Engaging Others with Impactful Stories that Inspire

To truly influence individual behaviors that shape the collective culture of safety within the organization, safety leaders must go beyond numbers and charts. Leaders who leverage storytelling to create a genuinely authentic experience into safety messaging do not just engage people — they inspire them in a deeply powerful, memorable and meaningful way.

Right Management’s Inspirational Safety Leader Program

Our Inspirational Safety Leader program is designed to teach safety leaders (mid-level leaders to senior executives) how to engage an audience with meaningful personal stories that inspire superior performance. Safety leaders will learn to craft a personal delivery approach that drives:

- Inspiration through authenticity, tone and presence
- Connection with others through emotional awareness
- Personal relevance for their audience
- Impact to support desired safety behavior and performance

Our clients consistently report outstanding results on:

- Strategic application to job
- Enhanced commitment to safety excellence
- Outstanding safety record
- Return on Investment

The Inspirational Safety Leader program delivers results through **three program components:**

STEP 1



Pre-work:

Virtual Reflection and story preparation, supported by 1:1 coaching

STEP 2



Development Sessions:

Practicum and Feedback on storytelling, just-in-time safety incident responses, and using a proprietary communication tool to support effective communication

STEP 3



Follow-up:

Sustainability Options customized to each audience

Combining group alignment and skill building, this program closes the gap between a leader's intent and their ability to inspire your organization's values and safety standards.

The Benefits of **Inspirational Safety Leader**

Organizations partner with Right Management to help develop leaders' impact by leveraging the inspirational power of storytelling and effective conversations. Areas of greatest impact include:

- **Decreases in accidents / incidents** in manufacturing, energy, utilities and industrial organizations
- **Better understanding**, connection to, and support of the company safety culture
- **Improved** demonstration of **leadership expectations**
- **Enhanced safety performance** — doing the right thing for the right reasons

Who Should Attend?

Our Inspirational Safety Leader Program is ideal for mid-level leaders to senior executives responsible for driving and inspiring their organization's safety culture, while maximizing employee performance in key areas.

Why Right Management?

Organizations across the globe rely upon Right Management's 35+ years of experience to help them prepare their leaders for success. Our Leadership Development programs give organizations a systematic, yet flexible way to build a solid foundation of skills, competencies, behaviors and confidence, enabling leaders to guide their organizations to real, sustainable success.



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