

# Only You Can Prevent Forest Fires

How Behaviors Can Address Safety  
Before There's a Problem



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# What Does Smokey Have To Do With It?



U.S. FOREST SERVICE  
/BEAR.COM

# Why Are We Here?

## NAMI Conference Purpose

The Worker Safety, Labor and Employment Conference is designed to help you **enhance** worker safety, reduce injury and illness rates, lower compensation costs and **increase** productivity through better safety management.

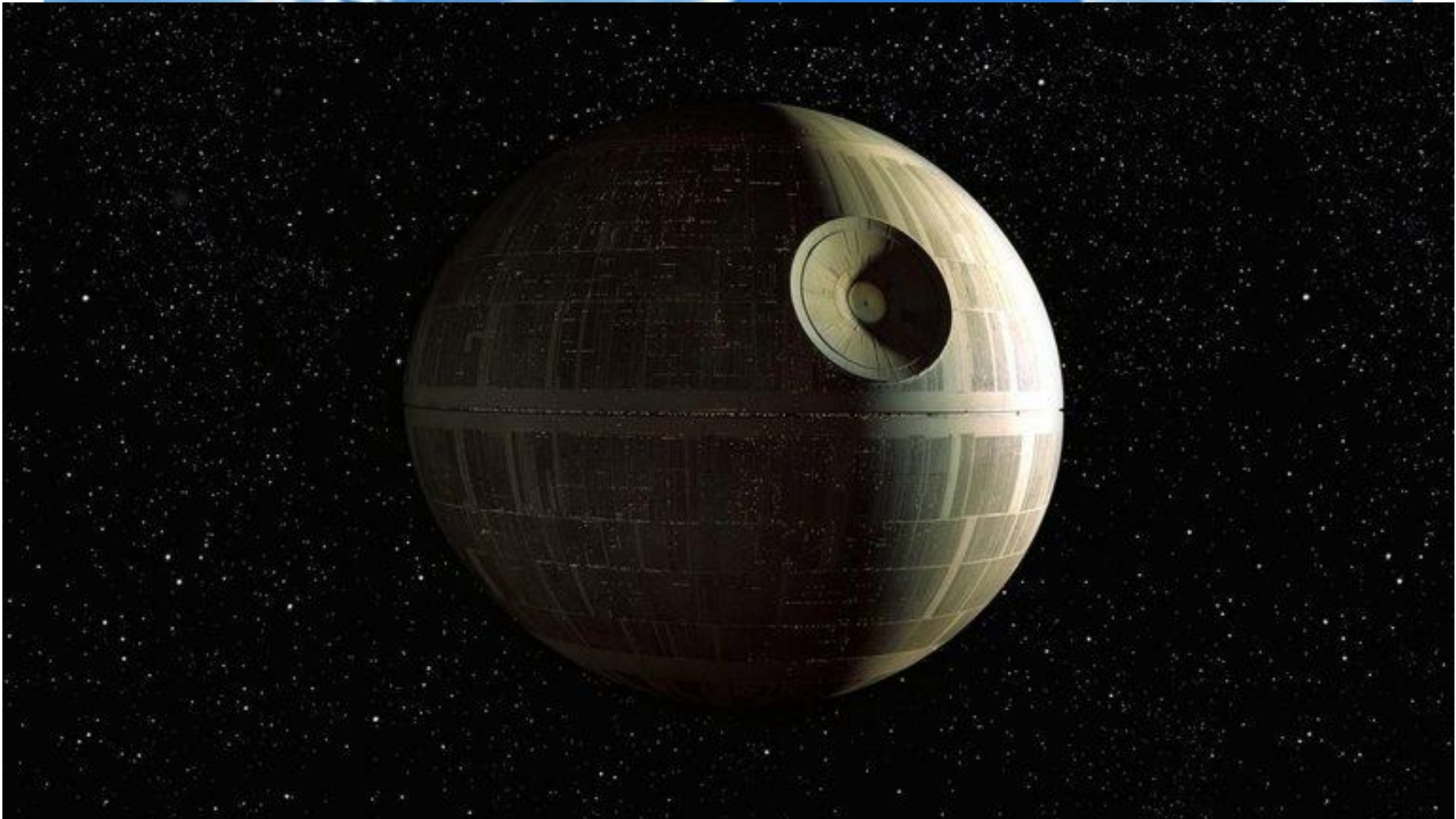
**PREVENTION**

# Do As I Say...





# My Ah-Ha Moment



# Setting Myself Up for Failure



# One Basic Premise

“The most frequent sources of problems and failure in a job are a result of *mismatched personalities* [...] and not through a lack of **skill, knowledge or experience.**”

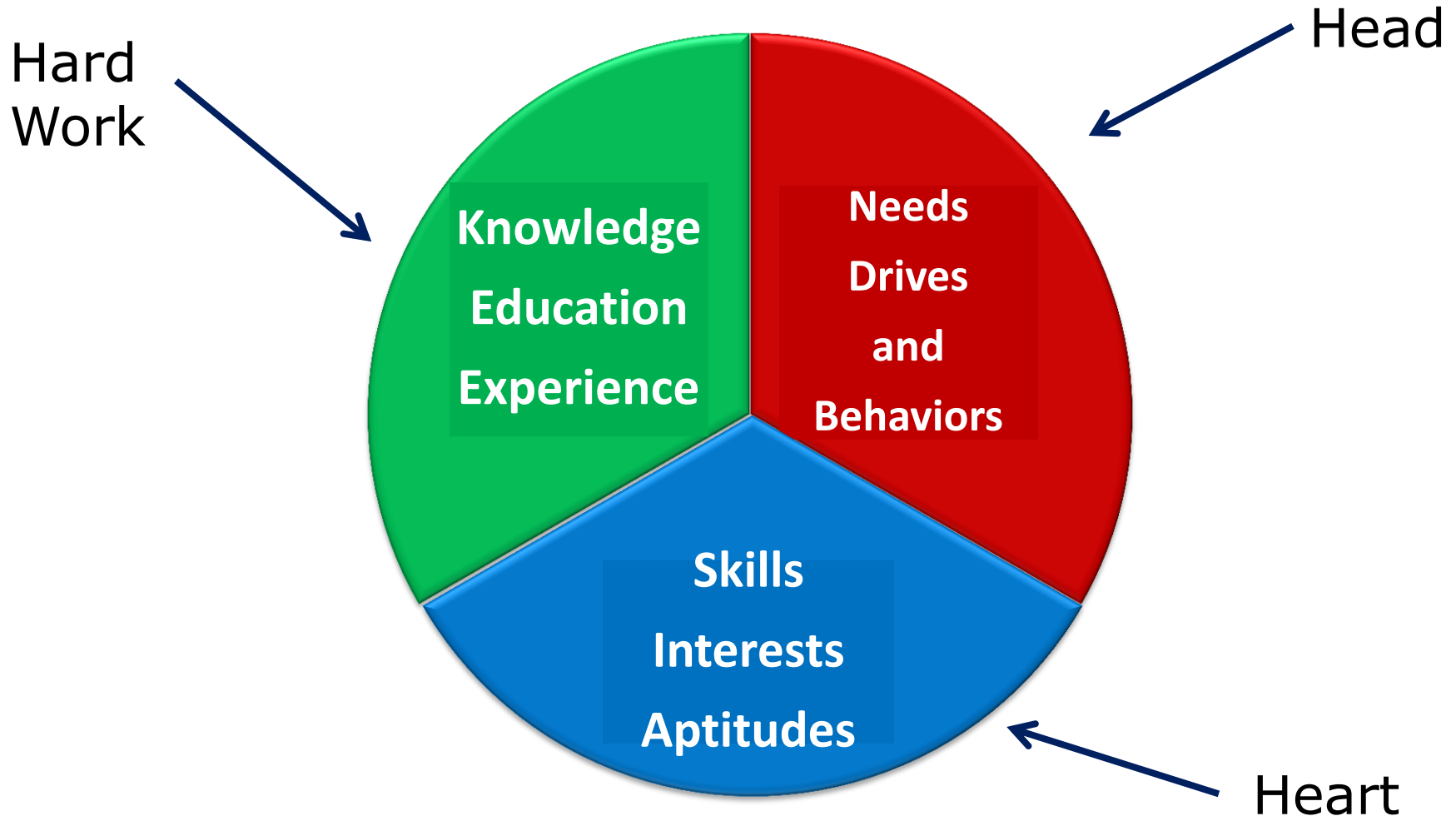
*Davenport and Harris (Competing on Analytics)*

# Why We're REALLY Here





# What Makes You, You?



# All Are Behaviors, But...

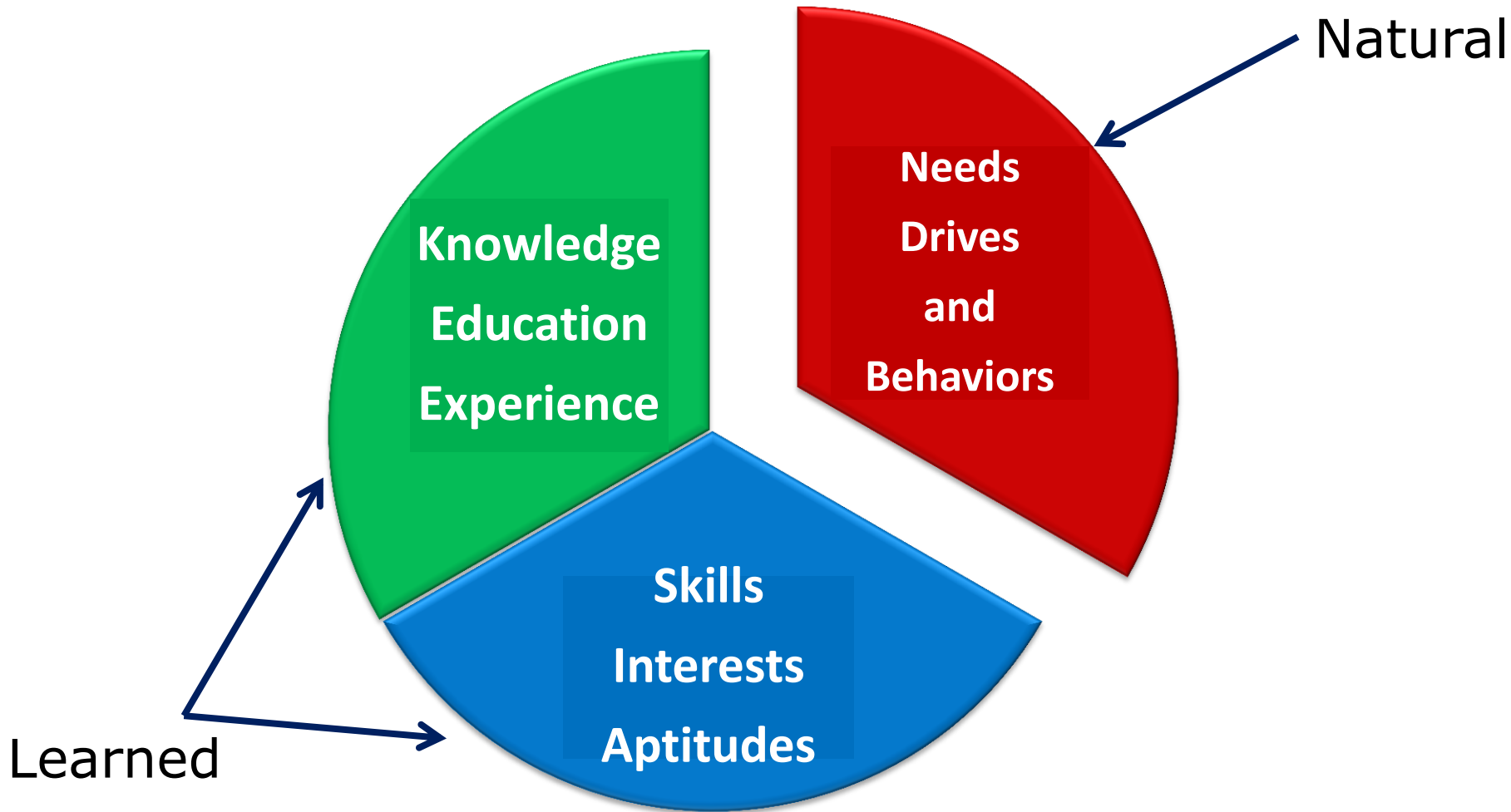
There are  
only ***TWO***  
types of  
behaviors:

***Natural***  
***Learned***

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# What REALLY Makes You, YOU



# Imagine...

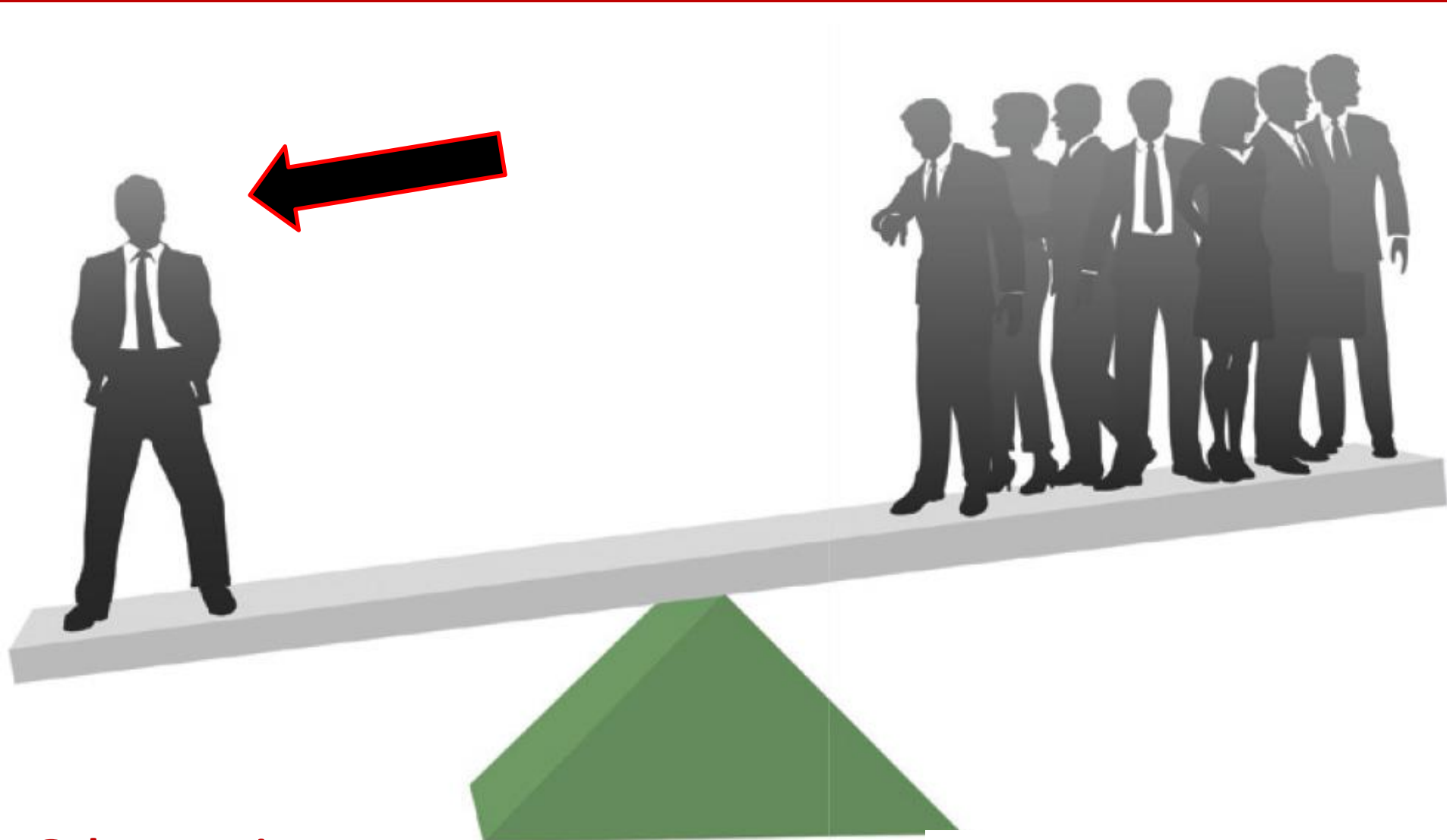




# Now Imagine...



# Leverage “Will” v. “Can”



# Raise Your Hand If...



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# NotSoMuch



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# The Disconnect



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# What About...



# PRODUCTION

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# What About...



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# What About...



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# Gambling v. Investing



v.



# Do I Have Your Attention?



# Where I Come In



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# How Do We Do This?



# The Old Way



?

?

?



Image Source: TheNoiseCast.com

?

?



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# The New Way



Psychometrics



# Behavioral Psychology

## Science of Human Behavior

1. Observable and Measurable
2. Stimulus Response/Motivation
3. Behaviors Become Habits
4. Consistency ~ Predictability
5. Figuring all this out about *someone else* takes time and/or effort



# What We Can Measure?



## WORK BEHAVIORS

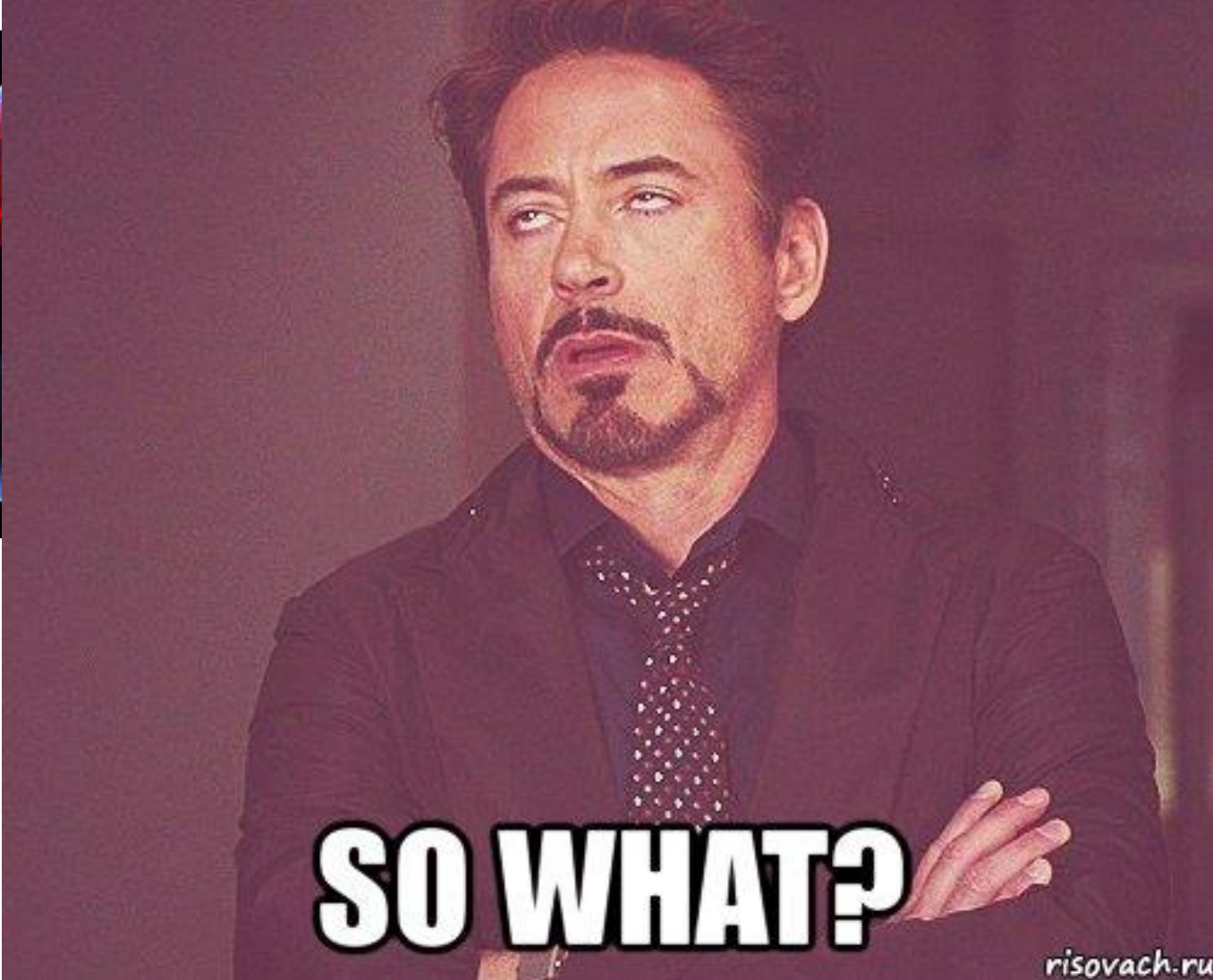
Communication  
Decision making  
Problem solving  
Pace of Activity  
Leadership  
Management  
Delegation  
Recognition



- ☐ yes
- ☐ no
- ☐ maybe



# Where Are We Now?





# A Few (Inconvenient) Truths

- **46** food workers died in 2013
- Another **76,900** food, beverage and tobacco workers were injured seriously enough to require time away from work
- In 2014, there were **5.1 injured or ill workers** per every 100 in the food manufacturing industry (v. national avg of 3.4)

AND

- There are **330 million people** living on the continent, that means that roughly **a billion meals** are consumed every day in North America

Sources:

Grocery Manufacturers Association, 2015

Bureau of Labor Statistics, 2014

# Some Good News

Workplace injuries and fatalities in food and beverage manufacturing in particular are continuing a slow, steady decline

AND

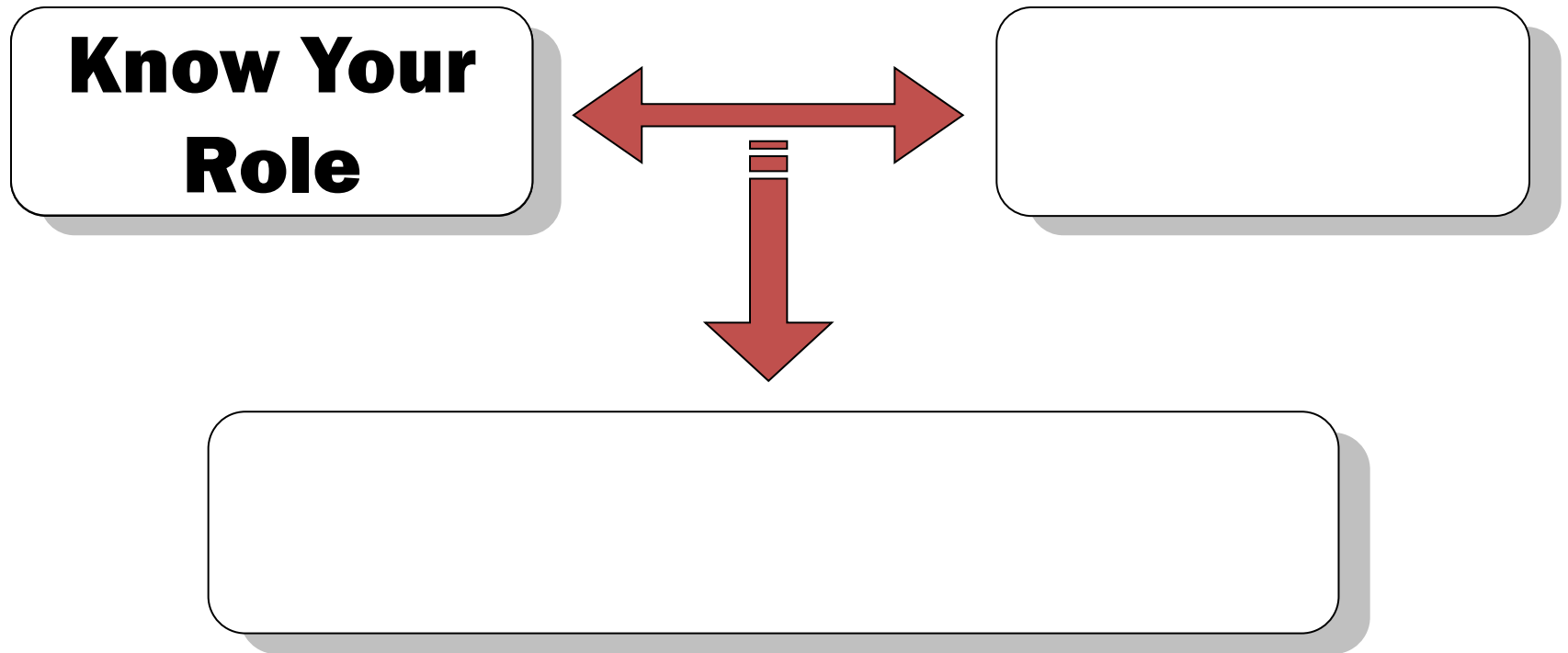
If we manage people based on what they will do as opposed to what they can do, we can continue that trend, down!

# The Next Question





# 3 Steps to Enhancing Safety



# Words to Live By

Know yourself.

Accept Yourself.

Rule the world.

# Grow Up



# Seriously... Grow Up

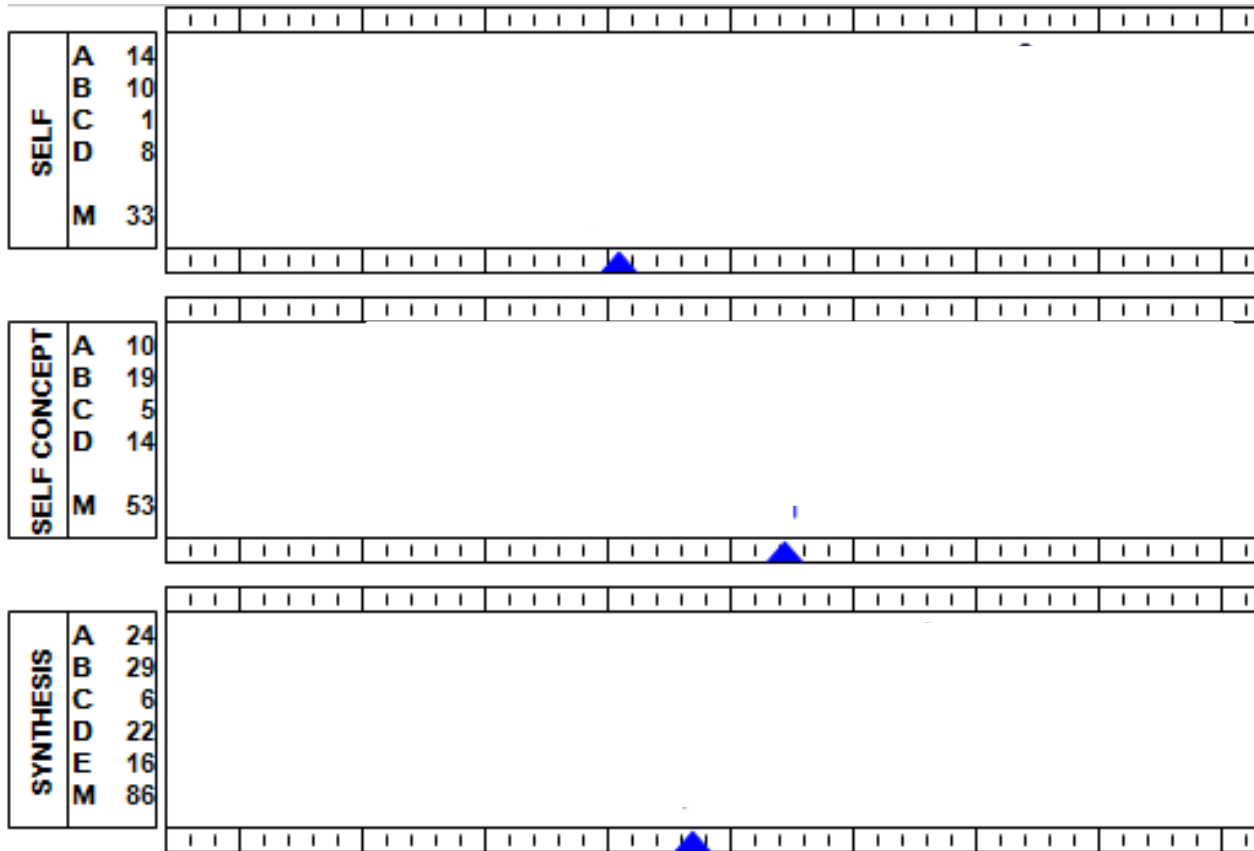




# WARNING

Remember, your *intent* is not  
always your *impact*.

# My Business Partner



Intense  
Proactive  
Aggressive  
Independent  
Urgent  
Confident  
Assertive

# What He Thinks He's Doing...

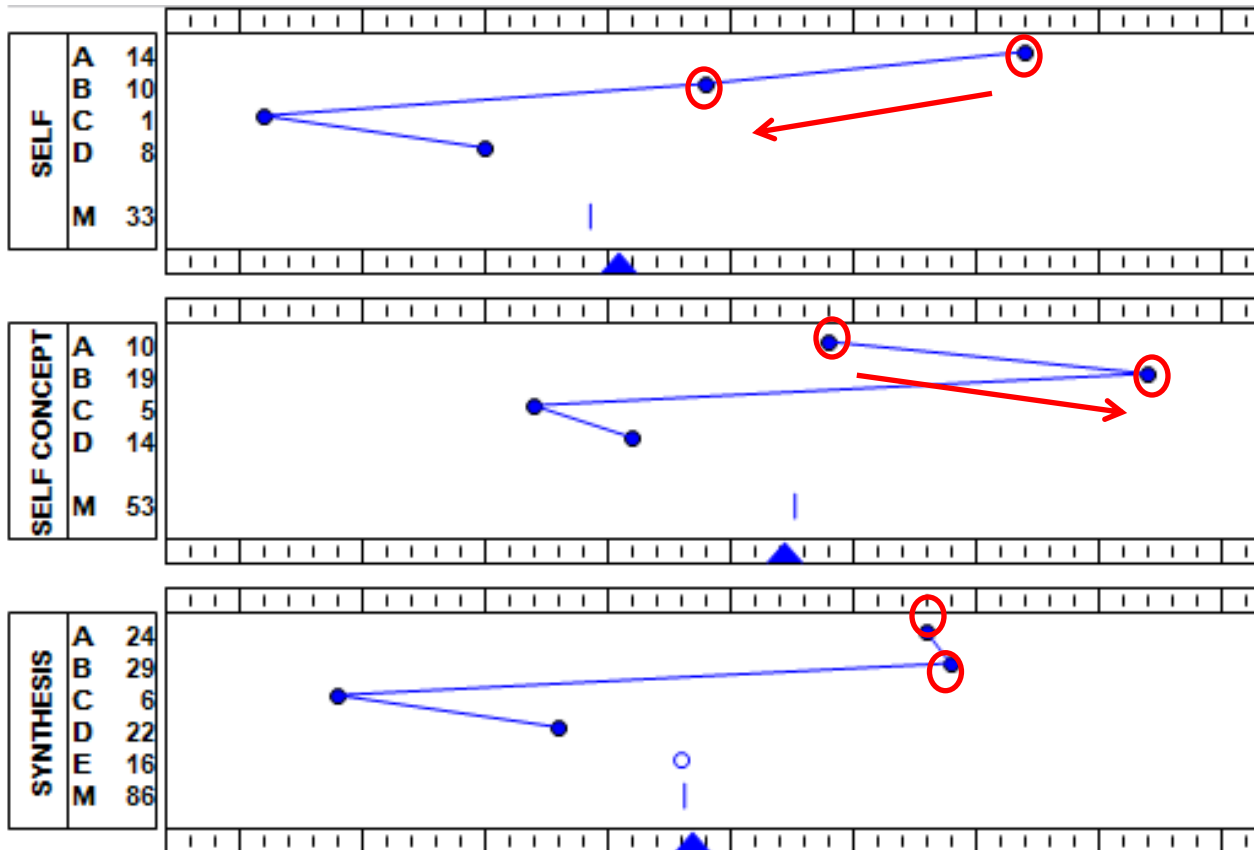


# What He's Actually Doing





# My Boss



He's working  
on it...

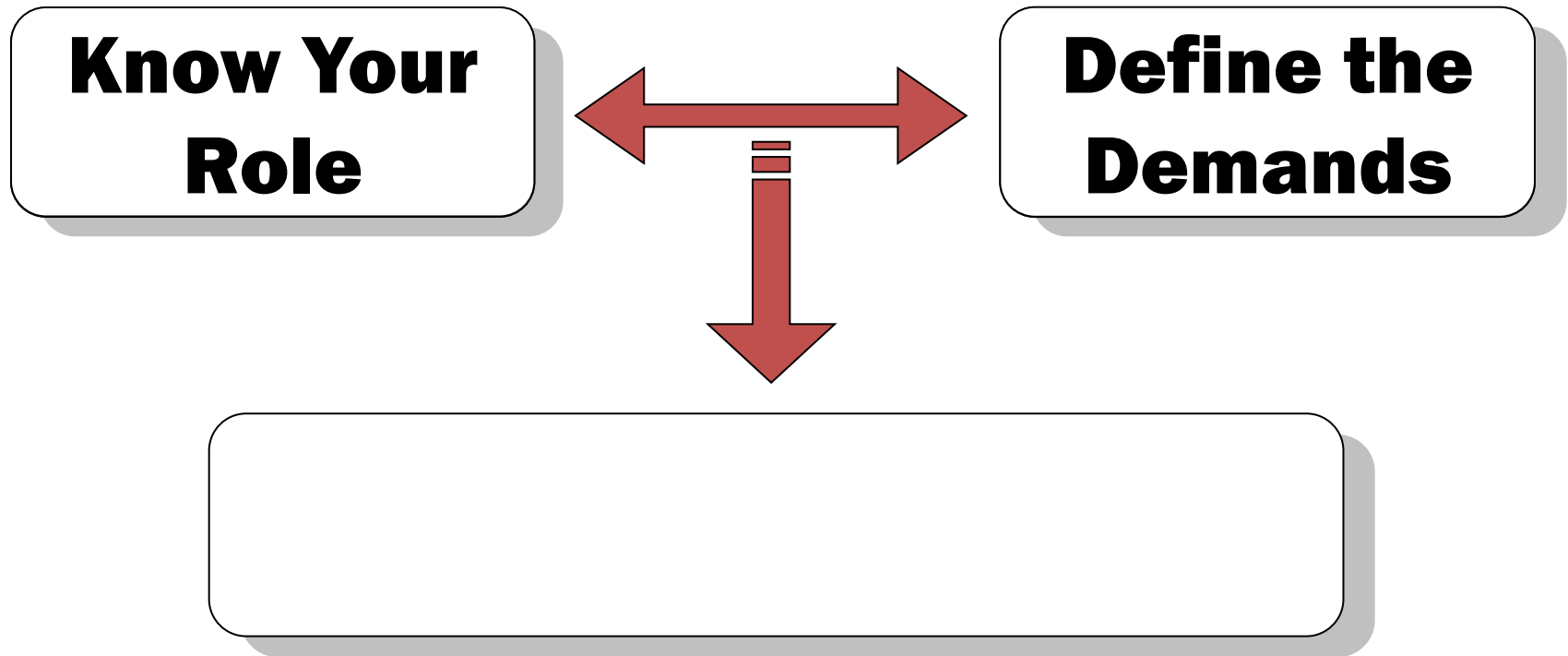


But, still coming  
up short.

# Be Honest with Yourself



# 3 Steps to Enhancing Safety



# Time for a Little Test

On a scale of 1 to 10...

How *motivated* is your  
current workforce?



# One More Question

On a scale of 1 to 10...

How **productive** is your  
current workforce?

# Imagine...



**Trust the Dots**



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# Now Imagine...



# One Basic Premise

“The most frequent sources of problems and failure in a job are a result of *mismatched personalities* [...] and not through a lack of **skill, knowledge or experience.**”

*Davenport and Harris (Competing on Analytics)*



# Another Look at the Same Thing



# What About Your Team?



# Four Primary Factors

Measures expression of need to  
influence people and events.

**DOMINANCE (A)**

Measures expression of need for social  
interaction.

**EXTROVERSION (B)**

Measures expression of need for  
pace of activity.

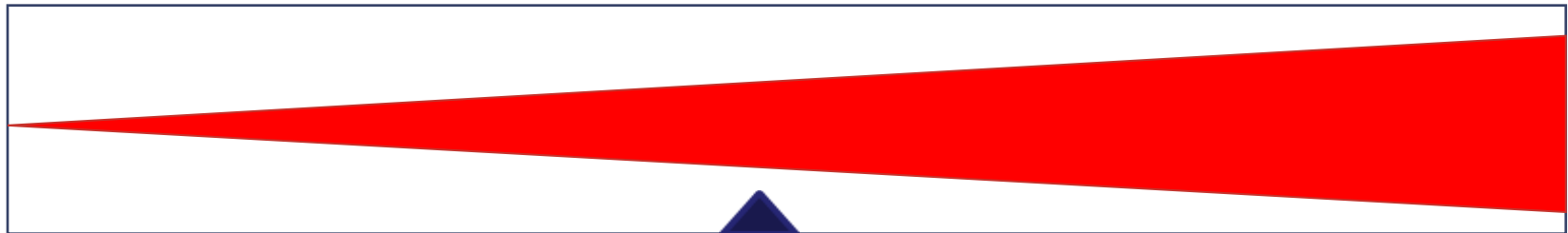
**PATIENCE (C)**

Measures expression of need for  
formal rules and structure.

**FORMALITY (D)**

# Factor A: Dominance

## *The Drive for Control*



### LOW

(Lower Expression of Drive)

Agreeable      Cooperative

Team-focused   Risk-averse

Accommodates the Team

#### **PREFERS:**

Harmony, Encouragement

Freedom from risk decisions

Team recognition

### HIGH

(Higher Expression of Drive)

Independent      Venturesome

Assertive      Individualistic

Self-Confident      Competitive

Self-Starter      Authoritative

#### **PREFERS:**

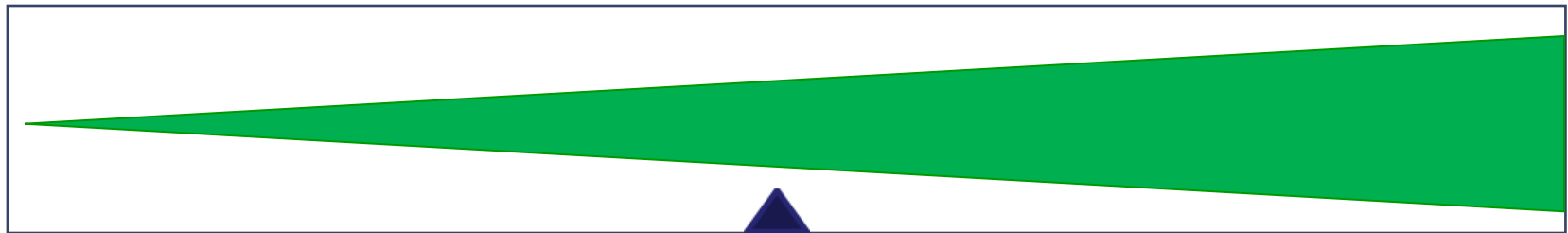
Challenge, Independence

Control of own activities, Recognition



# Factor B: Extroversion

## *The Drive for Social Interaction*



**LOW**

(Lower Expression of Drive)

Task-focused      Introspective

Analytical      Imaginative

Reflective      Reserved

Cautious Around New People

**PREFERS:**

Privacy, “Things”, Time to think

Recognition for technical/intellectual achievements

**HIGH**

(Higher Expression of Drive)

Outgoing      Optimistic

Persuasive      Selling

Enthusiastic      Empathetic

Quick to connect with people

**PREFERS:**

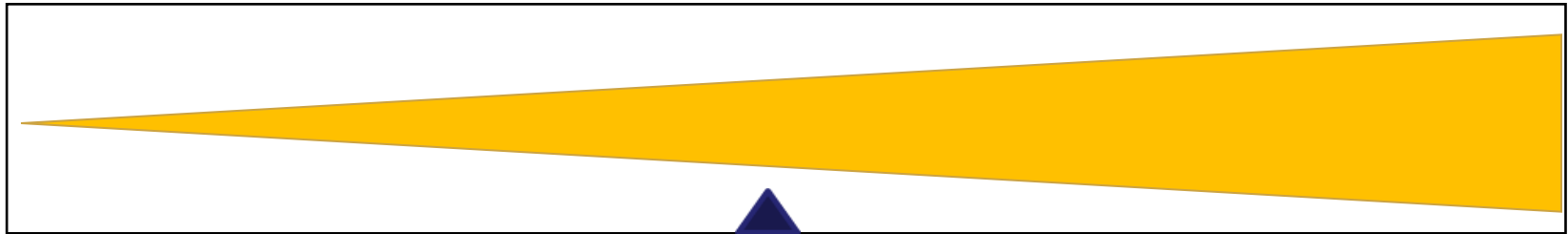
Public Recognition, Networking,

To build consensus, Social Interaction

Opportunities to sell him/herself

# Factor C: Patience

## *The Drive for Stability*



### **LOW**

(Lower Expression of Drive)

Driving      Fast Paced  
Restless      Impatient w/ routine  
Sense of Urgency

#### **PREFERS:**

Variety, Change of pace  
Freedom from repetition,  
Freedom to change priorities

### **HIGH**

(Higher Expression of Drive)

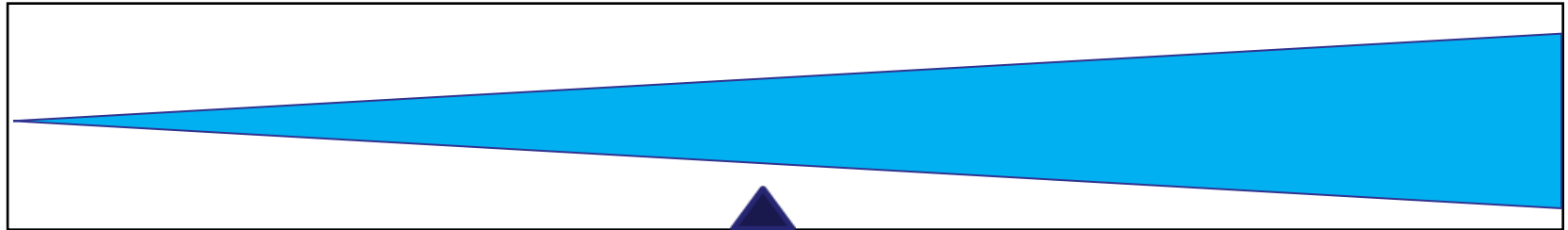
Patient      Methodical      Stable  
Deliberate      Consistent      Calm  
Comfortable with the Familiar

#### **PREFERS:**

Steady predictable process,  
Freedom from changing priorities  
Stable work environment

# Factor D: Formality

## *The Drive for Conformity*



### **LOW**

(Lower Expression of Drive)

Flexible Informal Non-conforming

Casual Unworried Delegates

Tolerant of Risk and Change

#### **PREFERS:**

Freedom from rigid structure,

Freedom to make exceptions

### **HIGH**

(Higher Expression of Drive)

Precise Organized Self-Disciplined

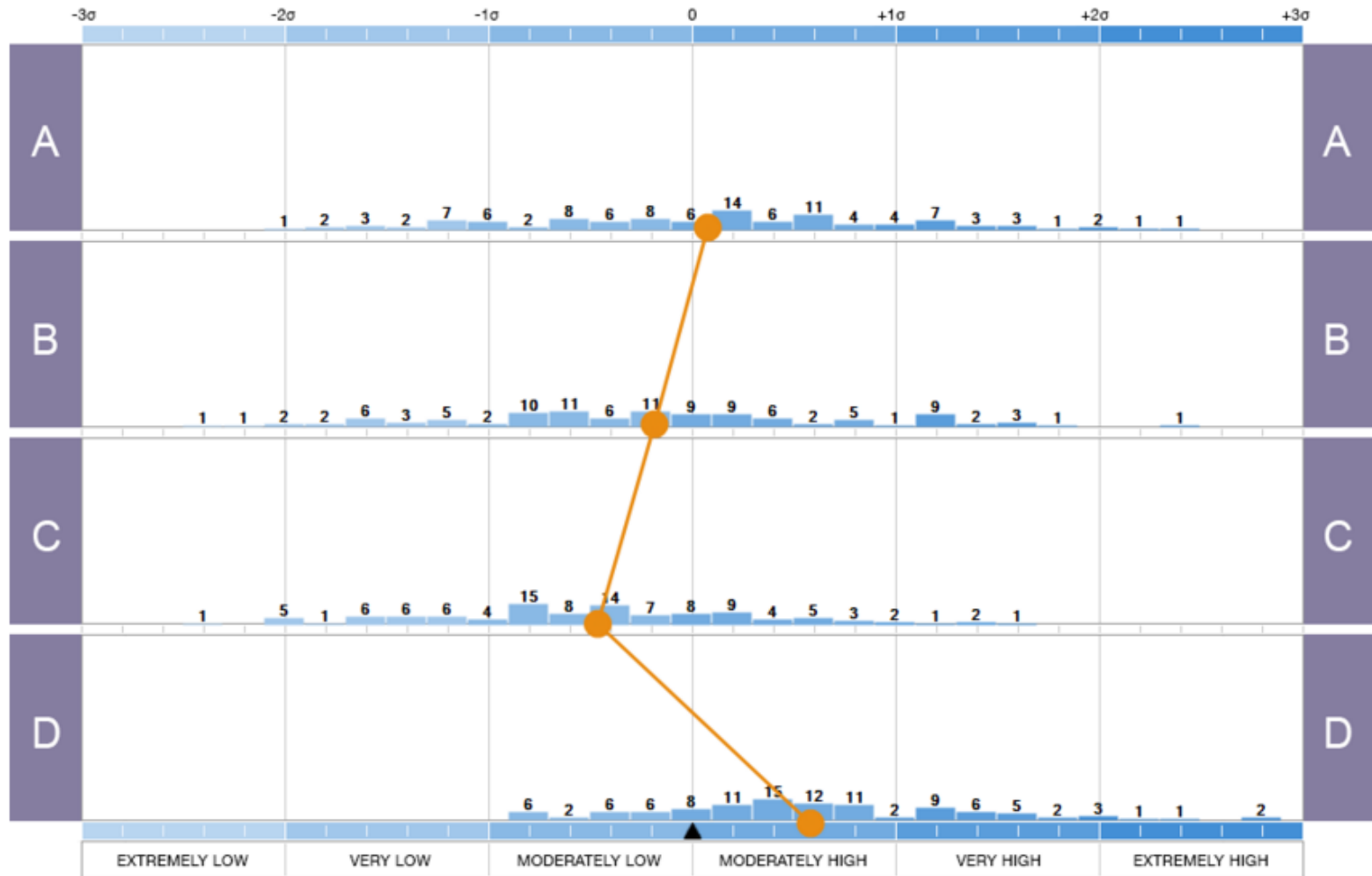
Cautious Conscientious Diligent

Attentive to Details

#### **PREFERS:**

Book Training, Information, Certainty,  
Understanding exactly the rules, Time  
to train, to study.

# Gain Consensus





# What Are We Working With?



# 3 Steps to Enhancing Safety





Just In Case You Didn't Know





# What Makes You, You

## Science of Human Behavior

1. Observable and Measurable
2. Stimulus Response/Motivation
3. Behaviors Become Habits
4. Consistency ~ Predictability
5. Figuring all this out about *someone else* is extremely difficult



# What Do You Expect?



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What About...

**HIRING**



What About...

**MOTIVATING**



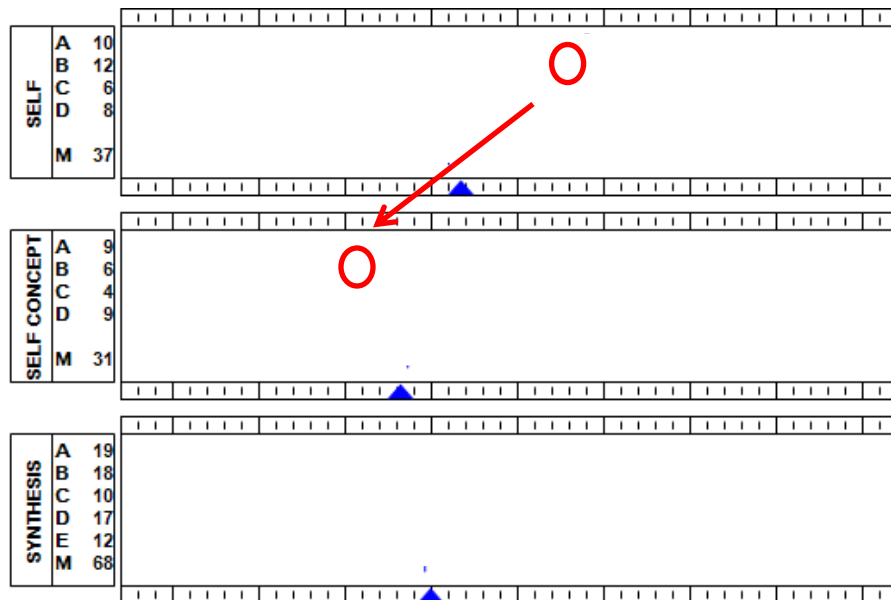
What About...

# COMMUNICATING



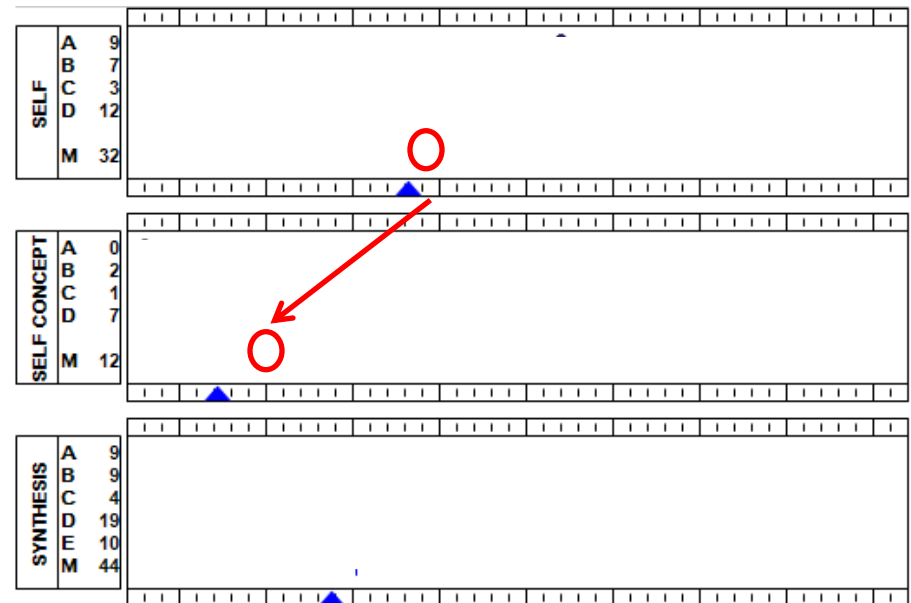
# Executive Example

## Owner/Founder



Future-focused  
Independent  
Driving

## Co-Founder/VP



Demanding  
Activator  
Execution



# Build a Culture of Safety

## COMMUNICATING

## HIRING

## MOTIVATING



# 3 Steps to Enhancing Safety



# Can I Really DO This?!

Yes. Yes, you can.



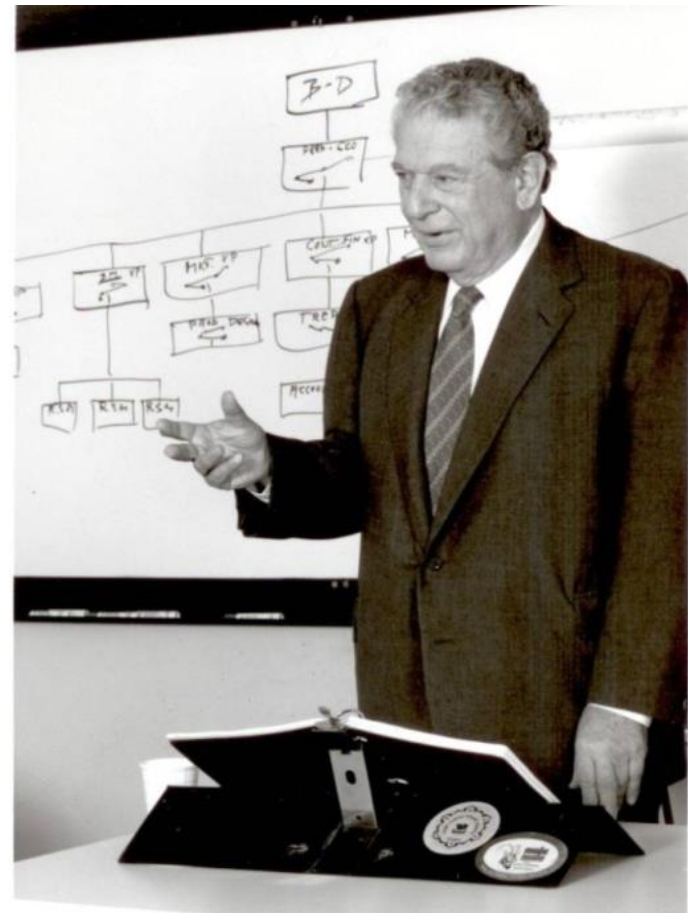
# The Big Take-Away

*“...**each individual** you select to join your organization **has the opportunity to make the maximum contribution to the success and profitability of the business** by doing the kind of work for which s/he has the **greatest opportunity for productivity and achievement** of personal success.”*

**Arnold Daniels**

**Founder  
PI Worldwide**

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# Thank You + Big Drawing!



# Questions

# Ask away!

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