



Presented by  
Jack Jackson

# SAFESTART HUMAN FACTORS



## CONFERENCE

# 2022

Orlando, FL

November 8 & 9

## **Coaching the Heart and Mind of Human Factors: For Better Safety Outcomes**

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Jack Jackson



**Jack Jackson, MDiv  
Senior Consultant**

- SafeStart consultant for 16 years
- 20 years of experience in automotive
- Implemented SafeStart as a client in 2005
- Implementations throughout North America:
- Frequent 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 & semi-pro football coach
- U.S. Army reservist
- Hobbies: golf and grandkids

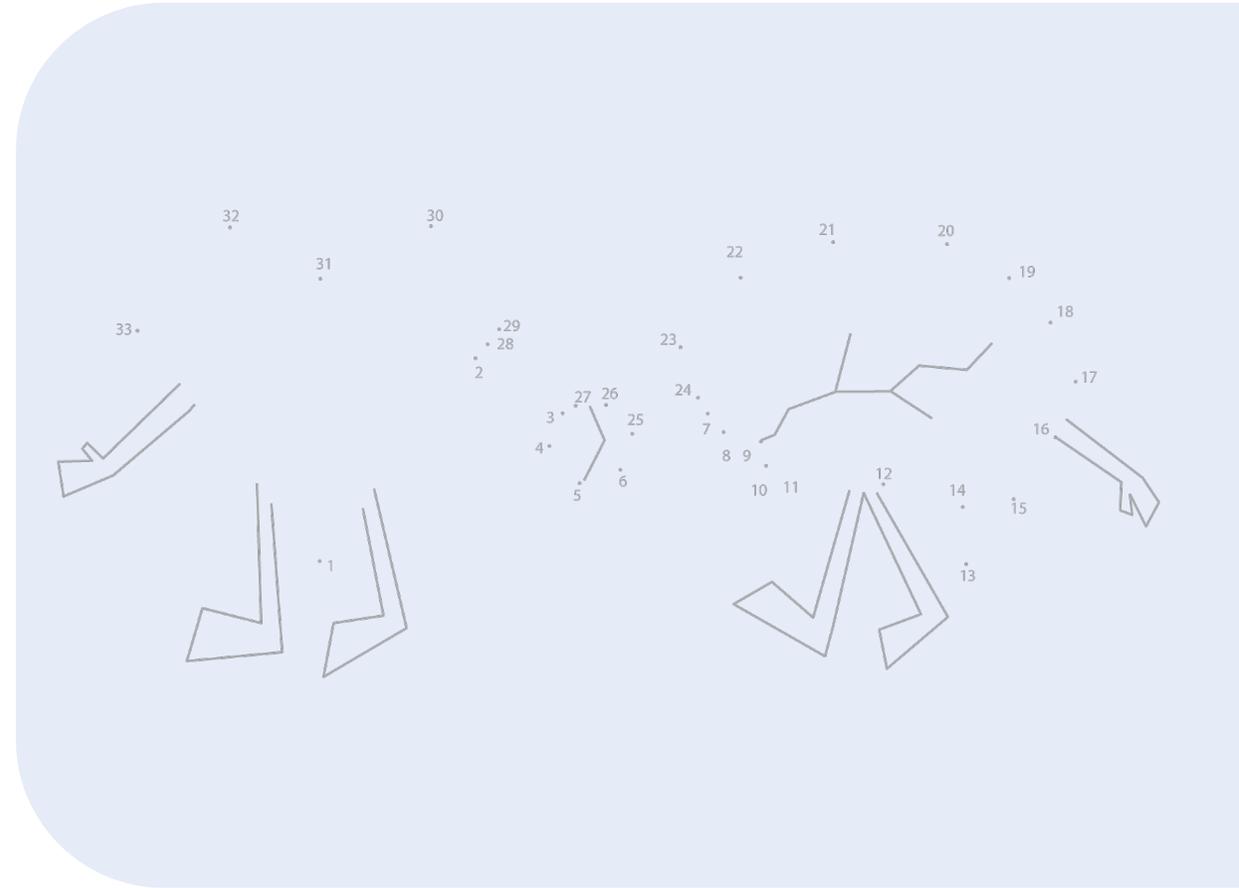


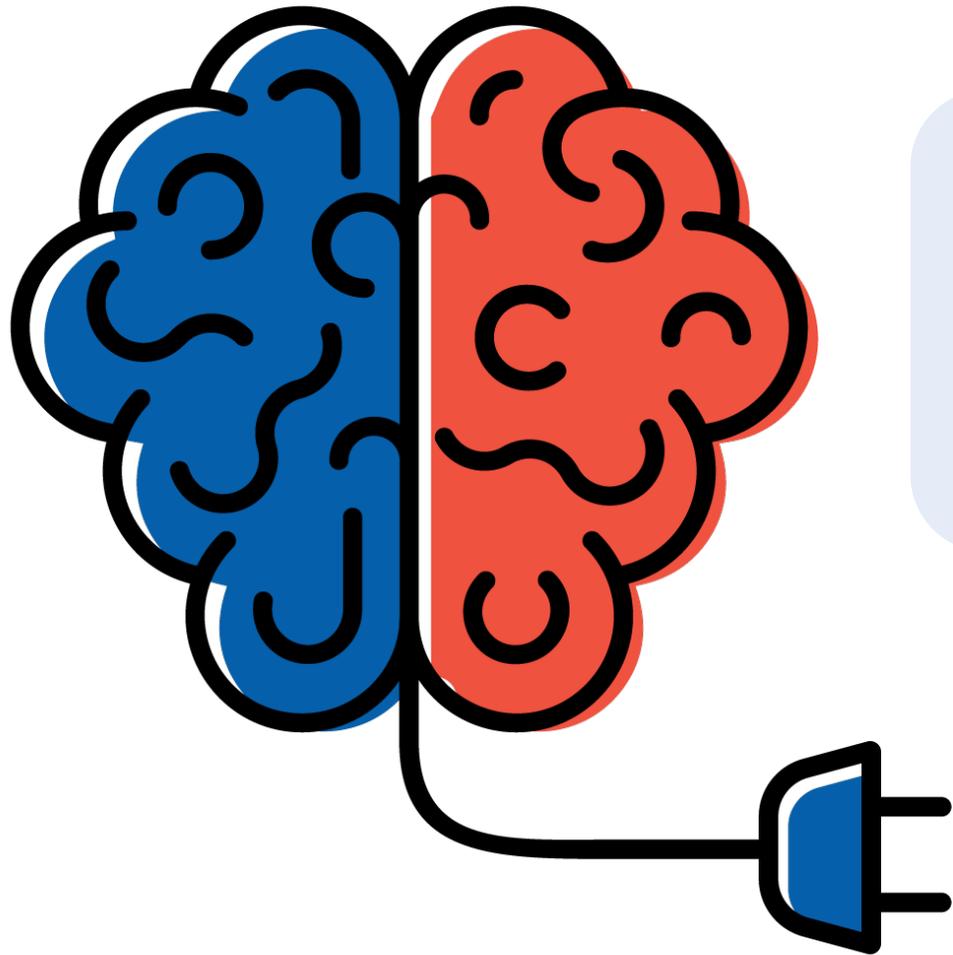


SAFESTART HUMAN FACTORS

# Our Talk Today:

- Traditional Safety is Reactive
- Connecting Performance and Passion
- Human Factors
- The Heart-Brain Connection
- Climate vs Culture
- Becoming a Good Coach
- Connect the Dots to See the Full Picture





**Engaged minds build your  
employees' performance**

How do we do this?

# Traditional Safety is Primarily Reactive

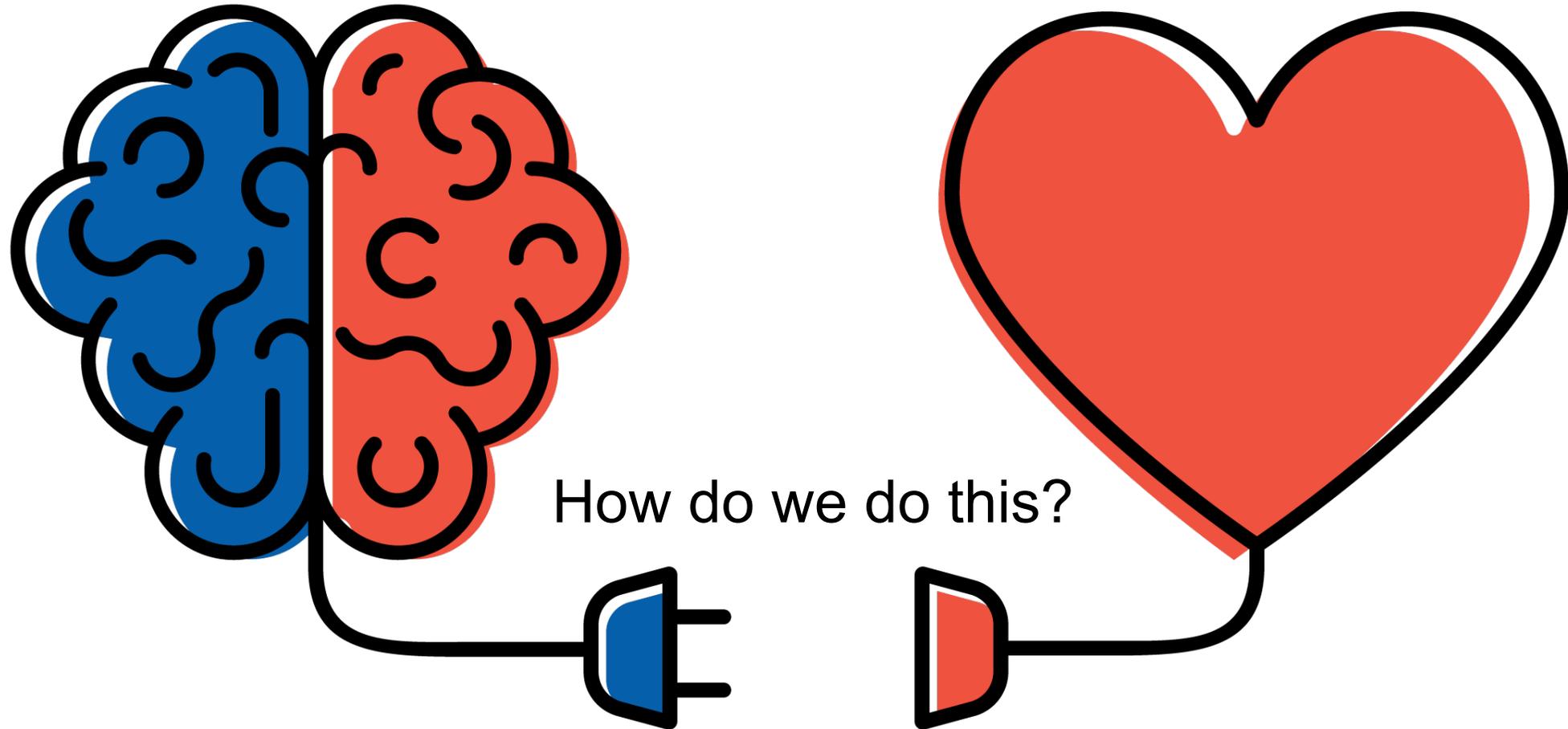
- Incident
- Investigation
- New or Revised Rule

**ON TARGET...**



Engaged minds build your employees' performance

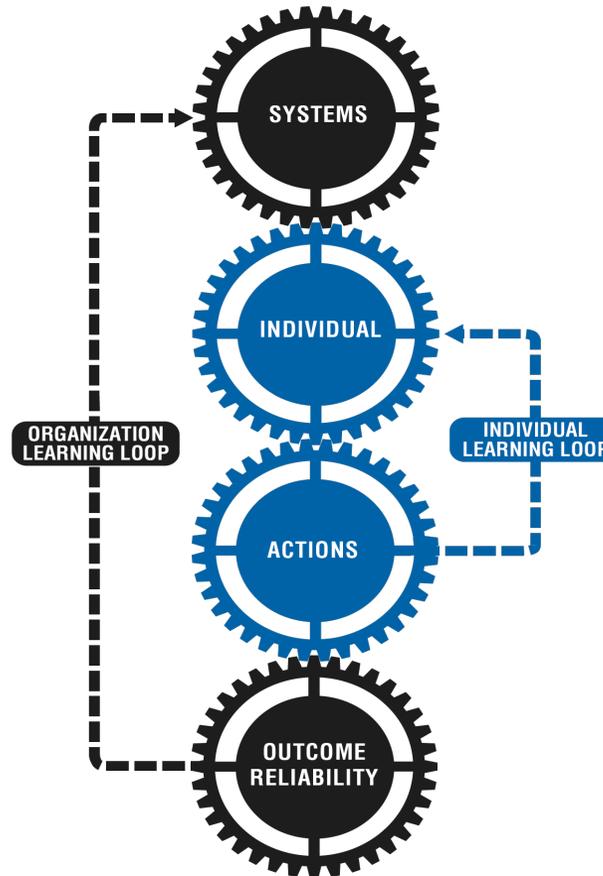
Engaged hearts build your employees' passion



# The SafeStart Human Factors Framework

## DEFINITION

Human factors are the people elements of systems and conditions that influence performance and reliability.



## Systems

How work gets done in this organization

## Individual factors

How individuals feel and think

## Actions

What people do

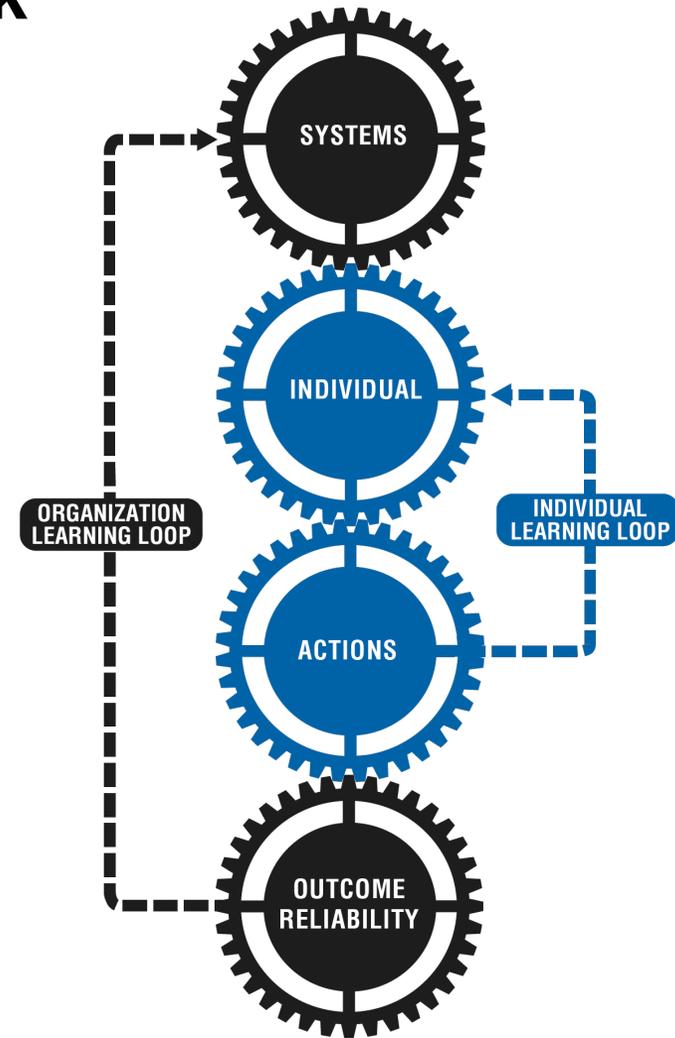
## Outcome Reliability:

Safety, quality, culture, performance

# The SafeStart Human Factors Framework

The goal of is to improve safety and performance by managing human factors such as **rushing**, **frustration**, **fatigue** and **complacency**.

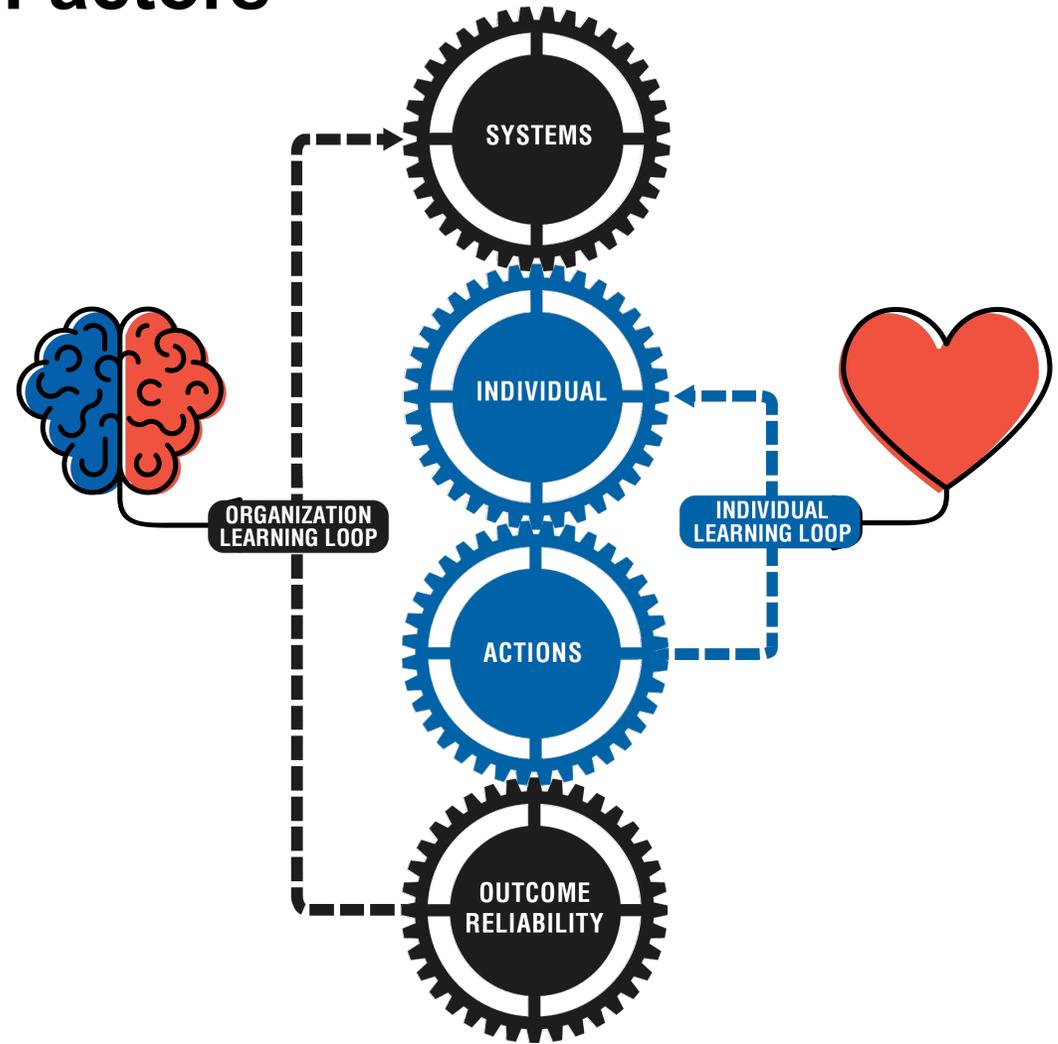
We do this through building personal skills that improve reliability in safety, quality and other performance outcomes.



# The Effects of SafeStart on **Human Factors**

Human Factors affect both learning loops, increasing **personal engagement** and improving **organizational performance**.

By approaching safety and performance outcomes through both learning loops, you will achieve improved outcome reliability.



# SAFESTART HUMAN FACTORS



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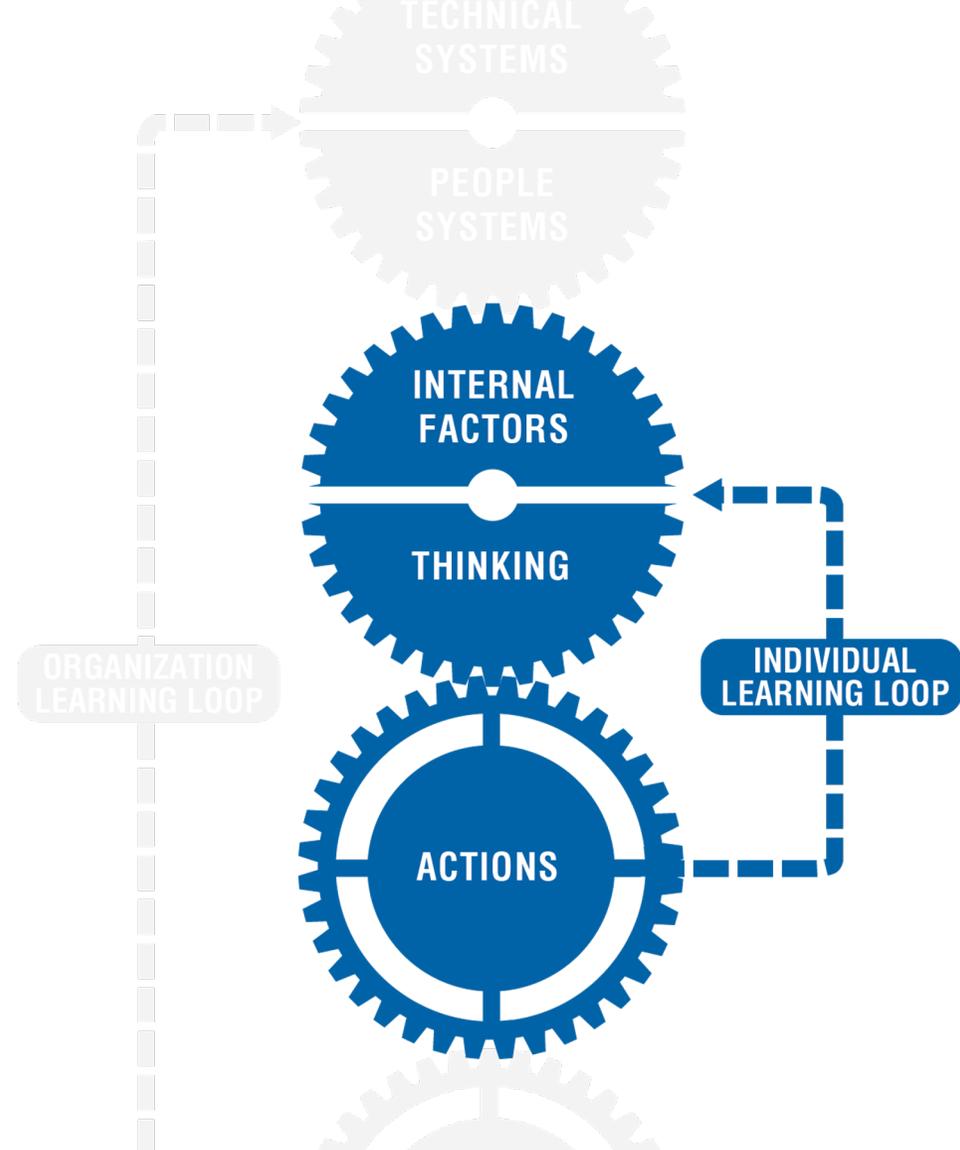
November 8 & 9

**Coaching the Heart and Mind of Human Factors: For Better Safety Outcomes**

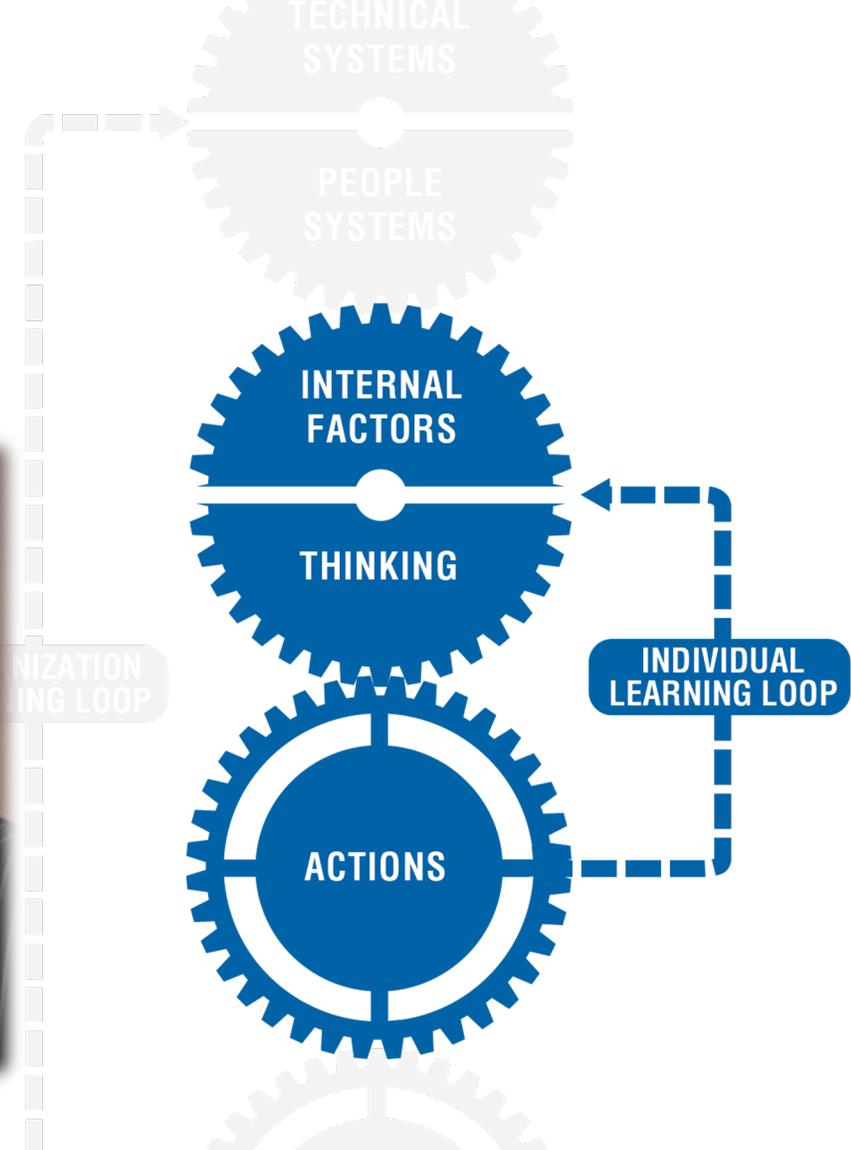
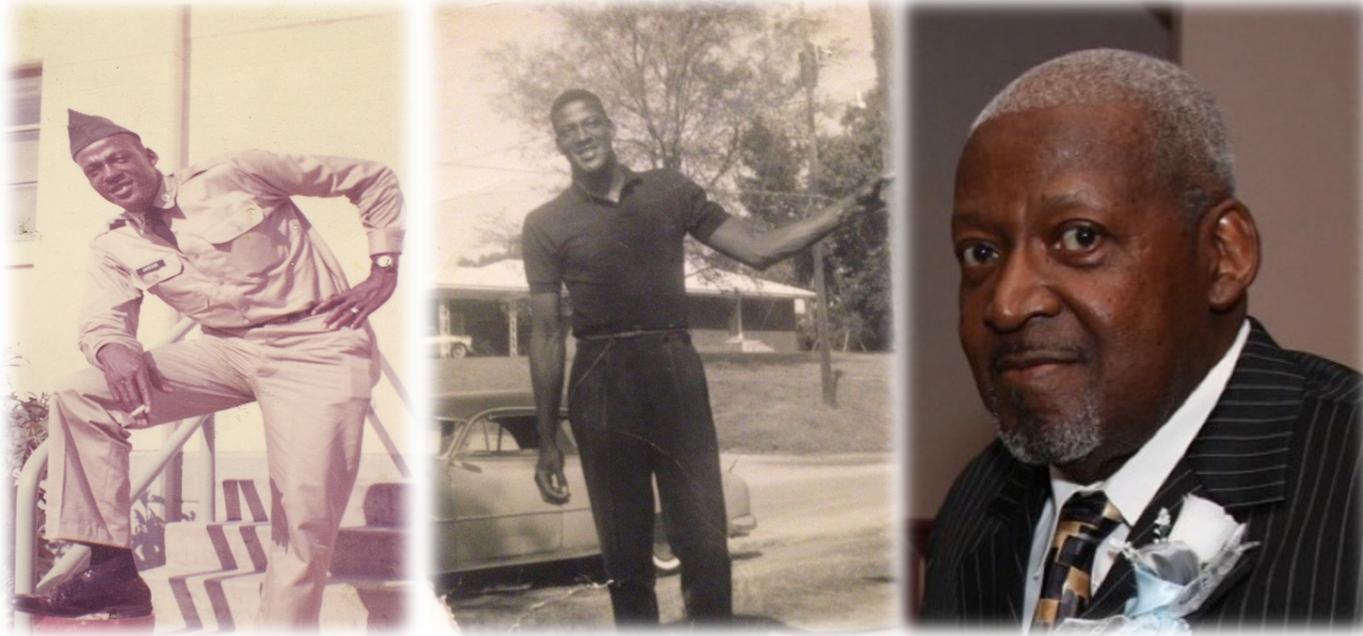
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## Influencing Individual Behaviors

- Vicarious learning that is authentic and compelling
- Building awareness that everyone makes mistakes

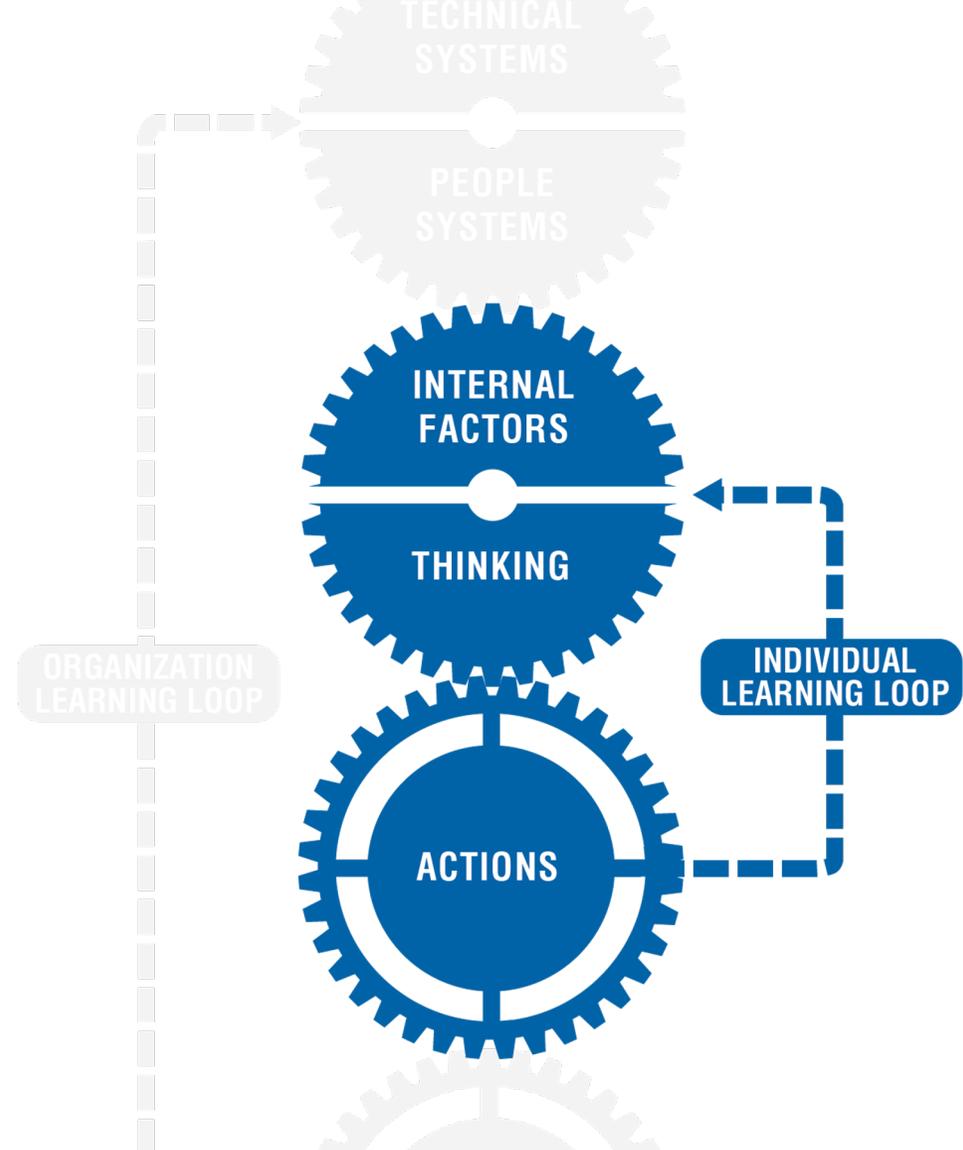


# Influencing Individual Behaviors



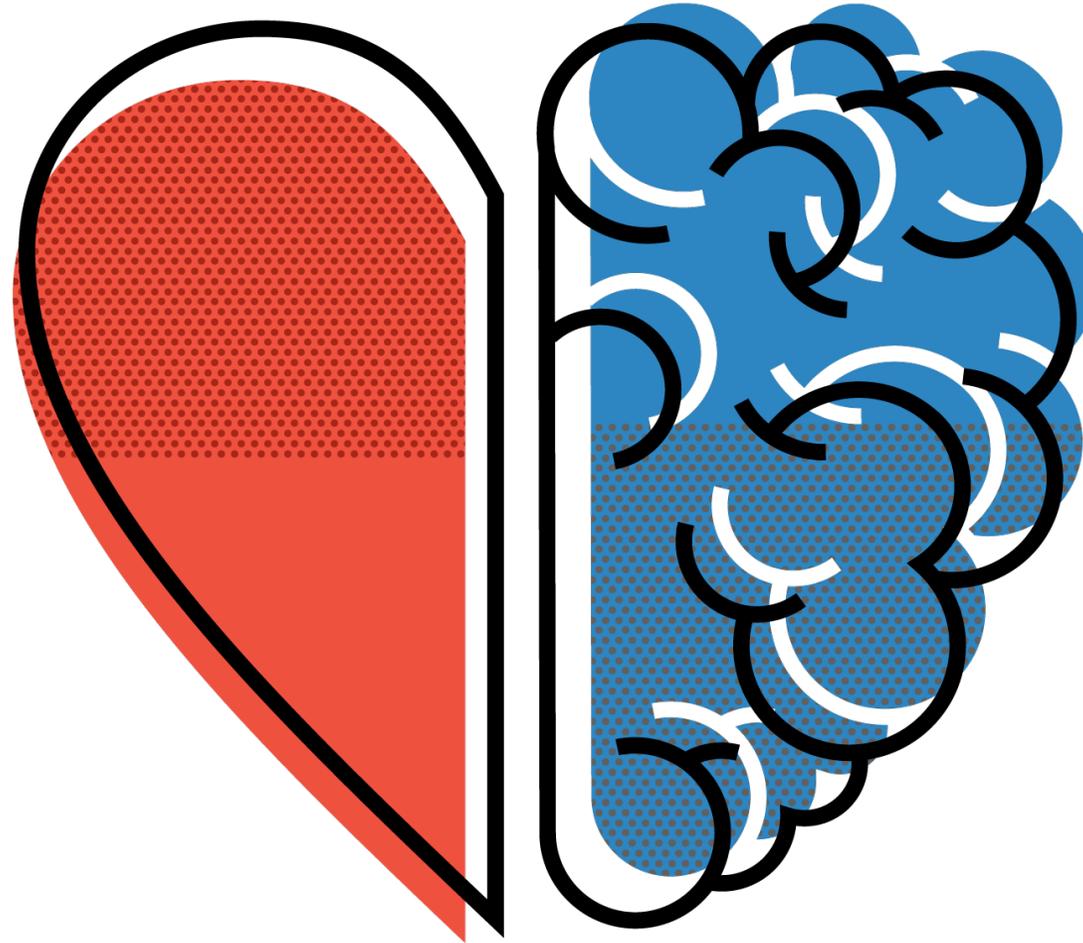
# Influencing Individual Behaviors

- Vicarious learning that is authentic and compelling
- Building awareness that everyone makes mistakes
- Building a common vocabulary for safety and performance
- Create an atmosphere for everyone to speak about safety frequently in front of peers and groups



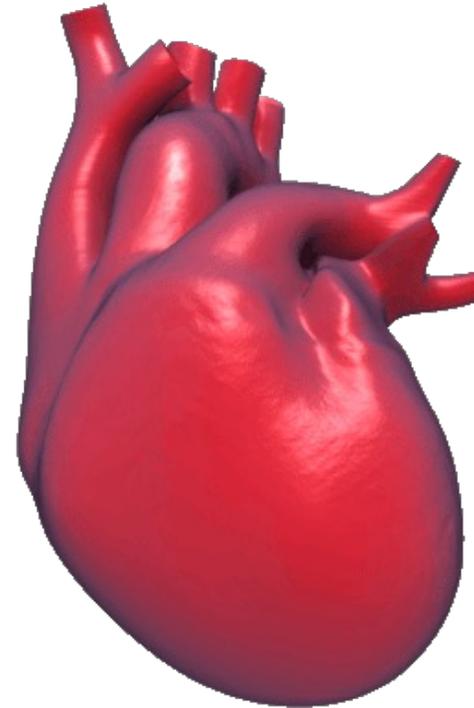
# THEY WORK TOGETHER!!!

The heart pumps blood to the brain



The brain tells the heart to keep beating

**THEY WORK TOGETHER!!!**



# THEY WORK TOGETHER!!!



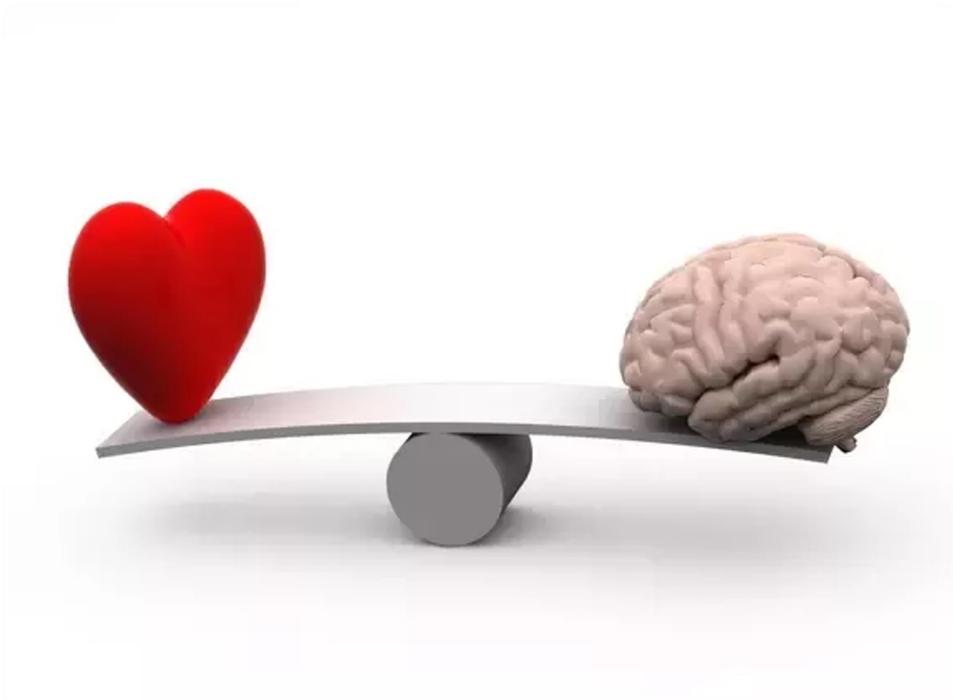
*“The way we **think** often determines the way we **feel** and the way you **feel** determines the way you **act**.*

***And the way we act determines our progress, Or lack there of.”***

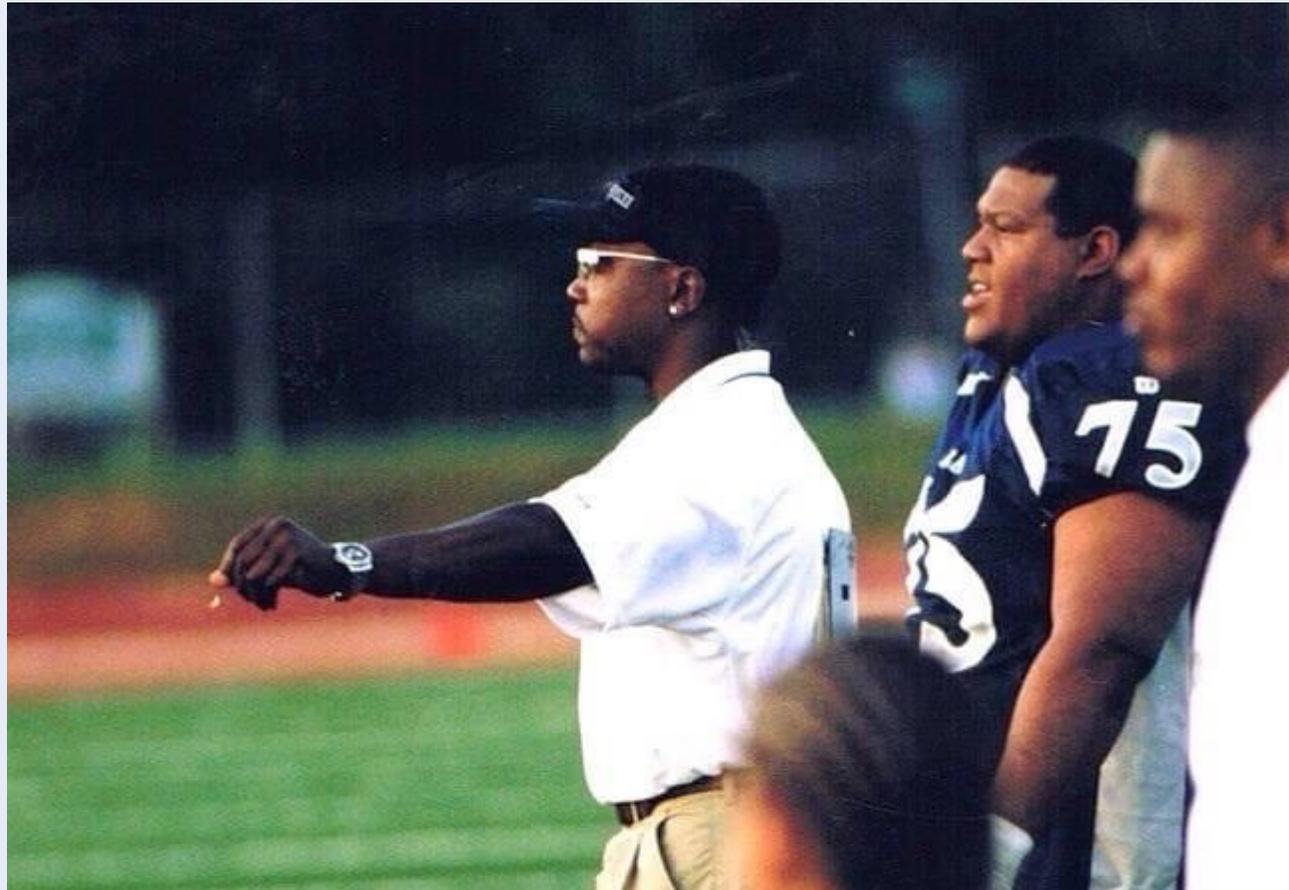
*Rick Warren*



# Intellectual and Emotional Needs



Climate and Culture



THEY CALL ME  
**COACH!!**

# A Good Coach:

Is self-aware

Brings specific issues to the attention of others

Treats individuals as partners in the organization

Makes expectations clear

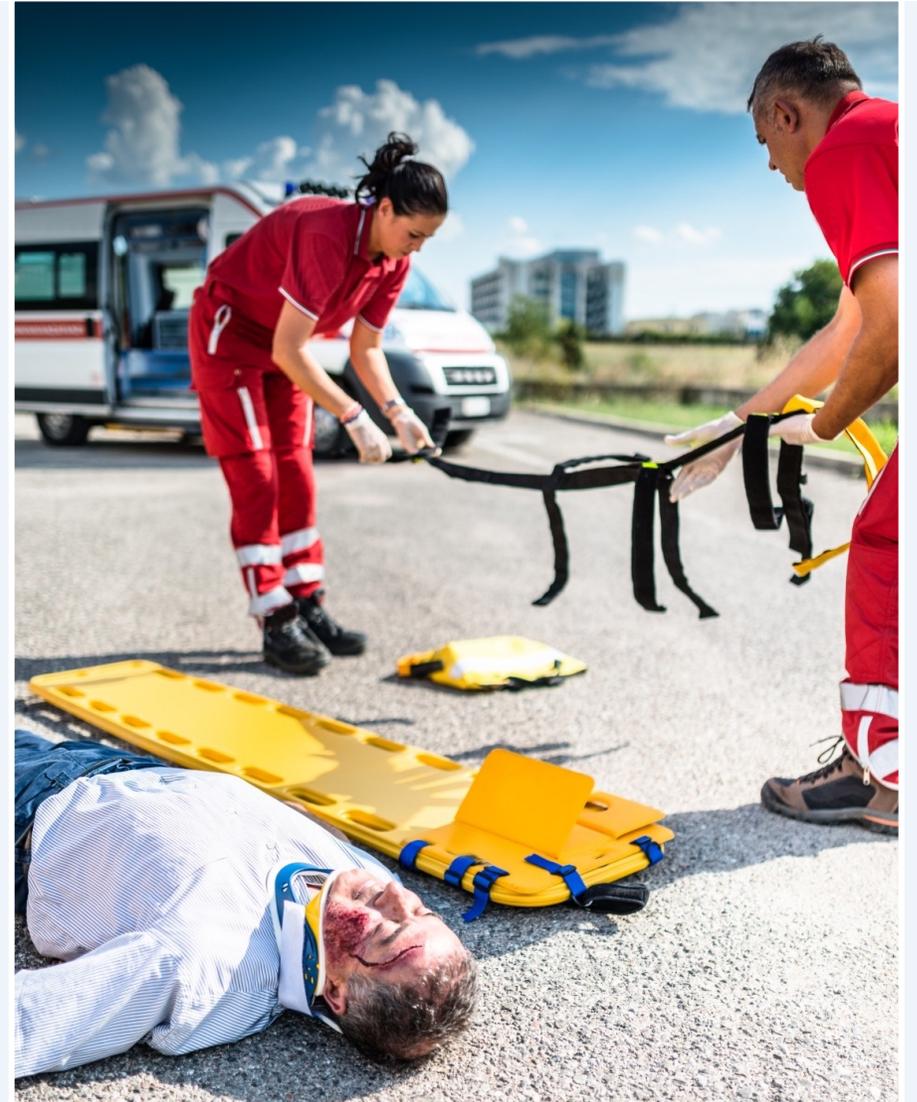
Seeks out ideas and makes those ideas part of the solution

The difference



# Consequences of an Accident

My Motivation



# CONSEQUENCES OF AN ACCIDENT

Physical  
Organizational  
Social  
Emotional



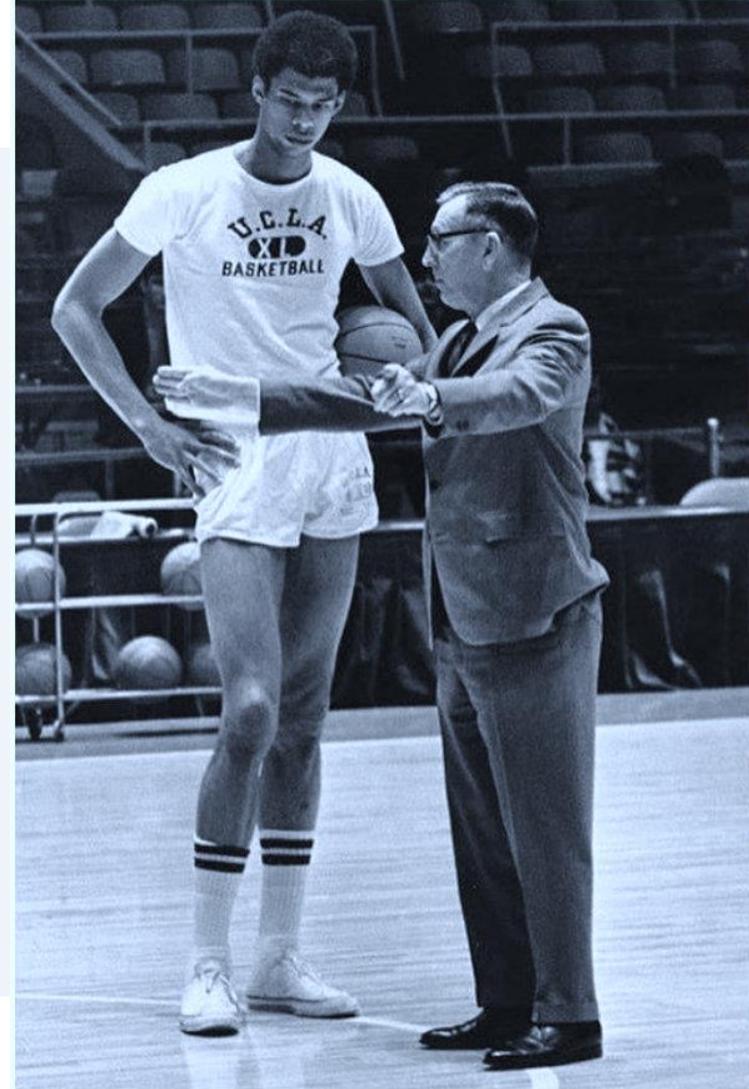
# Where's your Heart and What's your why



# Change Your Approach

“A coach is someone  
who can give correction  
without resentment”

-Coach John Wooden

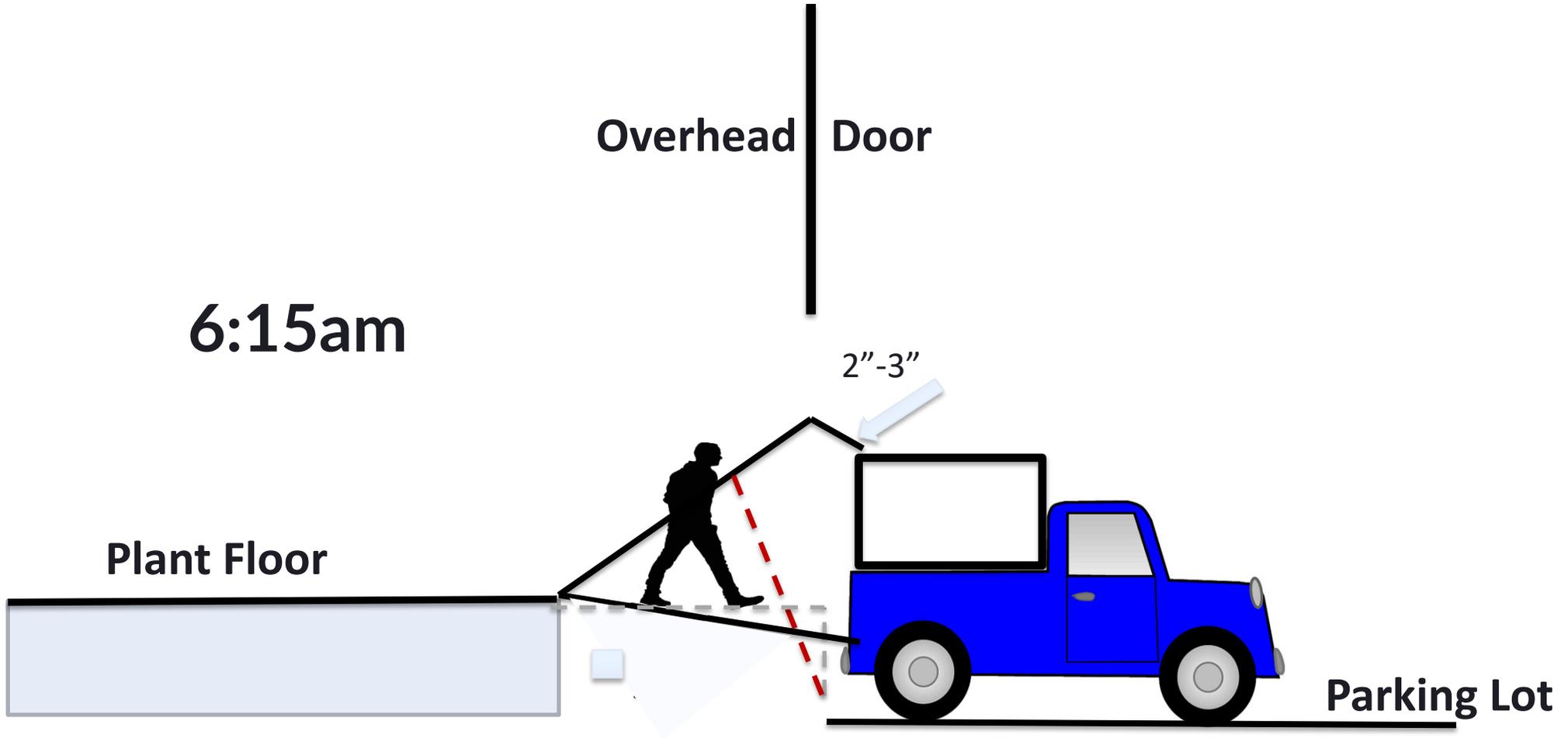


# The Day My Heart Stood Still – August 13, 1993

- 22 Doors
- 11pm – 7am
- Sunday night–  
Friday morning
- 5:15am

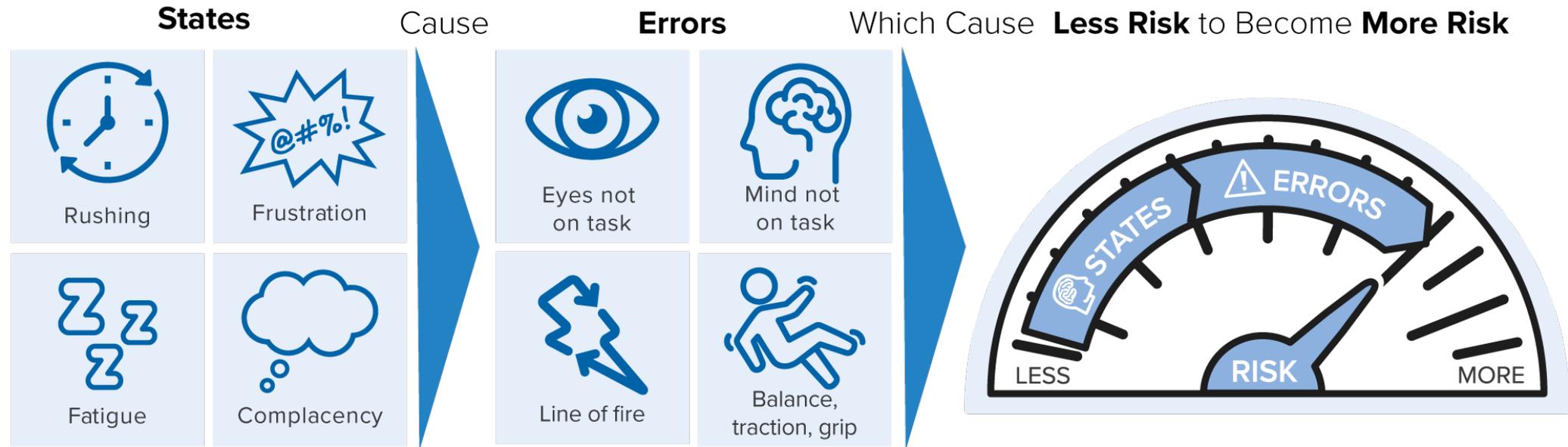






# State to Error Risk Pattern

April 2005



# The Day My Heart Stood Still – August 13, 1993

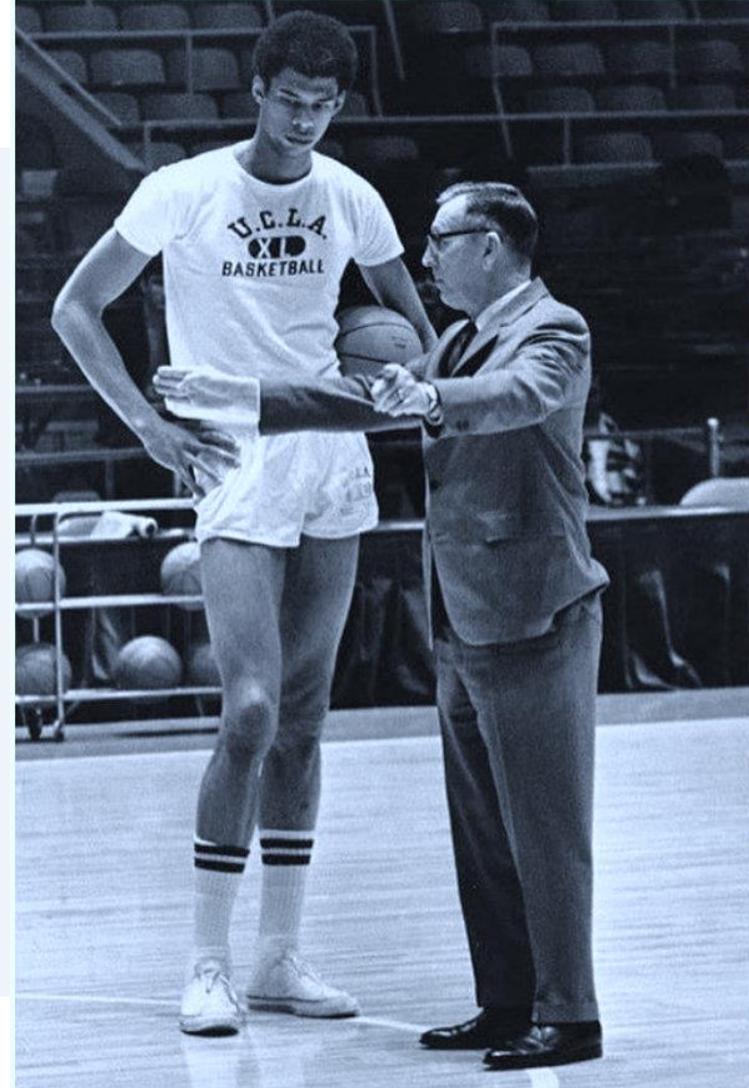
- 22 Doors
- 11pm – 7am
- Sunday night–  
Friday morning
- 5:15am



# Change Your Approach

“A good coach can change a game.  
A great coach can change a life.”

-Coach John Wooden





**6 POINTS  
TO BECOME A  
GOOD COACH**



# Become A Good Coach!



A good coach  
is self-aware

# Become A Good Coach!



Treats individuals  
as partners

# Become A Good Coach!



Know the strengths and weaknesses of their team

# Become A Good Coach!



Seeks out  
ideas and  
suggestions

# Become A Good Coach!



Listens  
to others

Let them explain

# Become A Good Coach!



Expresses  
encouragement

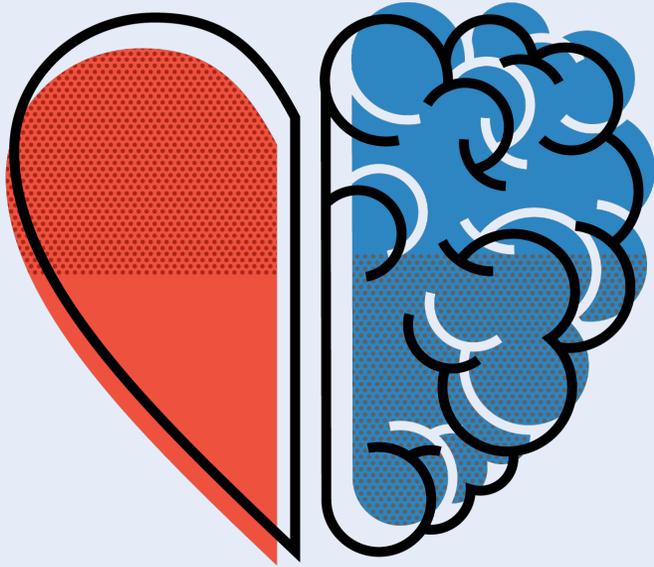
# Become A Good Coach!

The  
Difference





# Coaching the Hearts and Minds

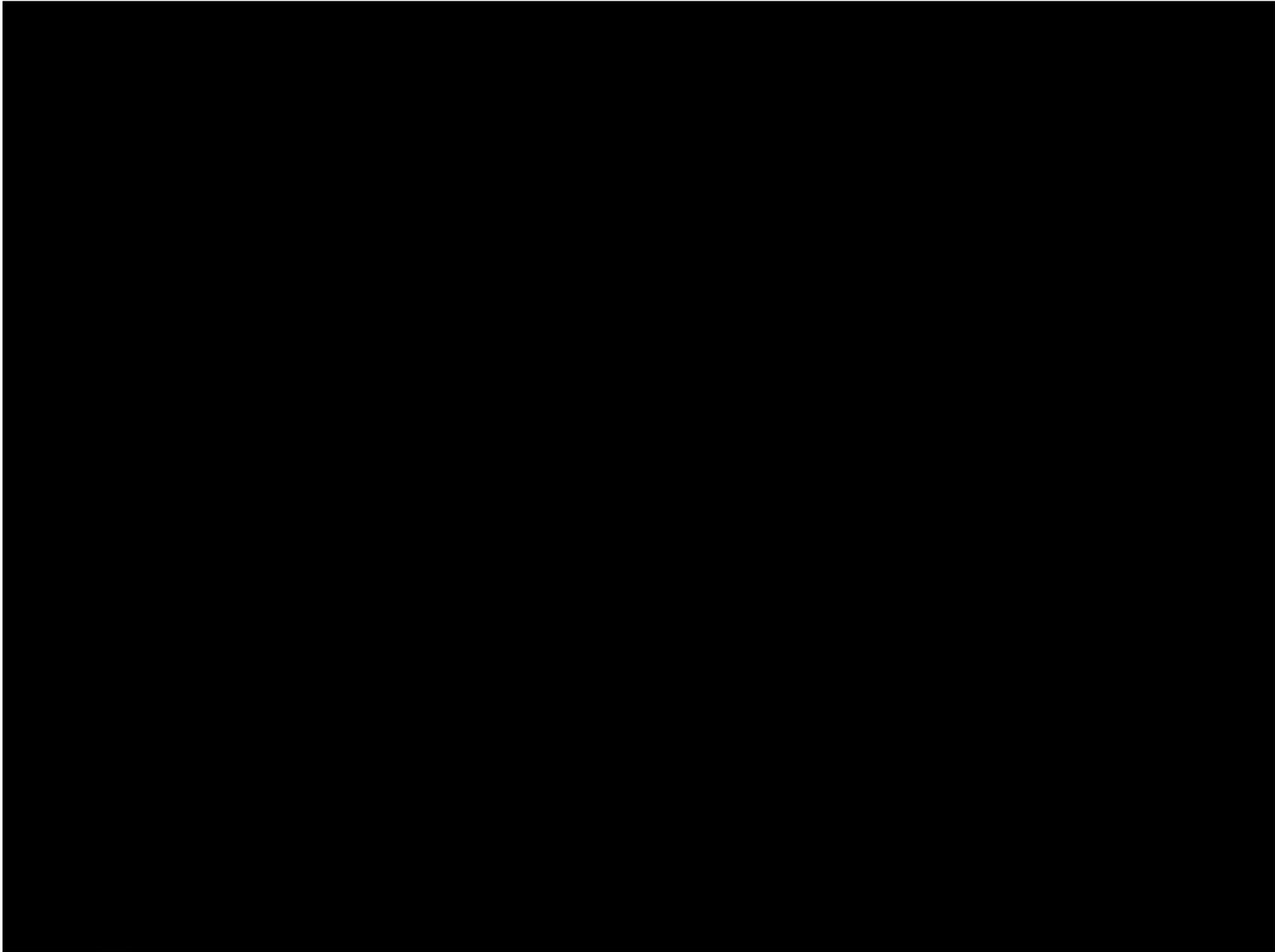


Jose's Story



# Jose's Story





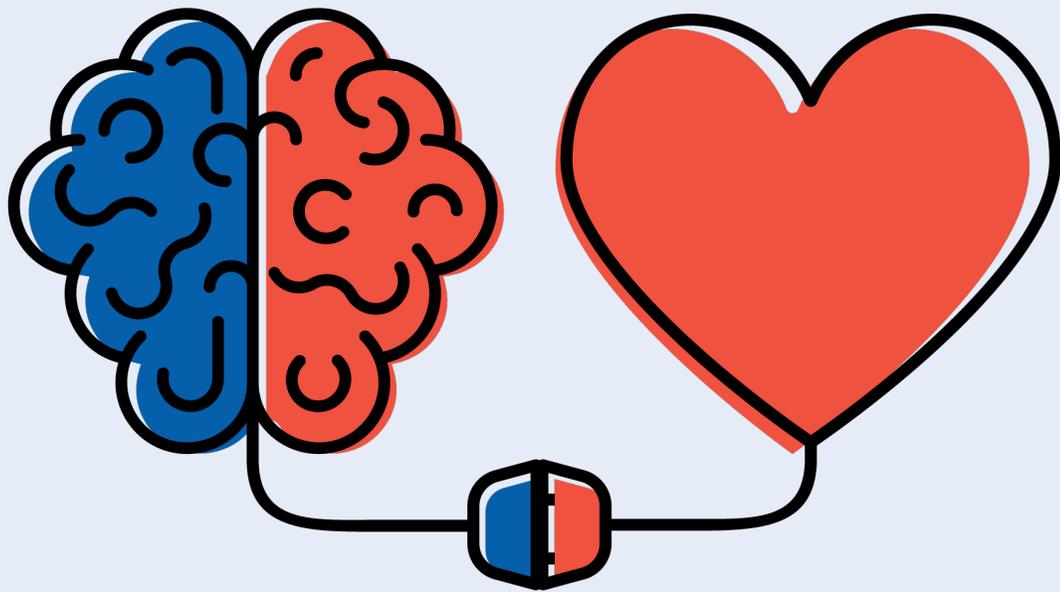
# Jose's Story



# Jose's Story



# Jose's Story



# Become A Good Coach!

George Gipp



# Become A Good Coach!

The  
Difference



**“Win one for  
the Gipper”**

**Lou Holtz**

Retired ESPN Studio Analyst  
2008 College Football Hall of Fame Class

9209 Cromwell Park Place | Orlando, FL 32827  
holtzadmin7@efl.rr.com

November 24, 2016

Dear Jack,

Enjoyed having the opportunity to visit with you and I'm sorry it couldn't have been longer, as you are a very impressive young man.

Keep up the good work and I loved your attitude.

OHIO STATE UNIVERSITY	WILLIAM AND MARY	NORTH CAROLINA STATE	NEW YORK JETS	UNIVERSITY OF ARKANSAS	UNIVERSITY OF MINNESOTA	UNIVERSITY OF NOTRE DAME	UNIVERSITY OF SOUTH CAROLINA
1969-1971	1972-1975	1976	1977-1983	1984-1985	1985-1996	1989-2004	
1 BOWL	4 BOWLS	6 BOWLS	1 BOWL	1988 NATIONAL CHAMPIONS	2 BOWLS		
					9 BOWLS		

# A Good Coach or a Boss?

YOU DECIDE

## Boss

Demands  
Relies on Authority  
Issues ultimatums  
Says "I"  
Uses People  
Takes Credit  
Says "Go"

## Coach

Coaches  
Relies on Goodwill  
Generates enthusiasm  
Says "We"  
Develops People  
Gives Credit  
Says "Let's Go"

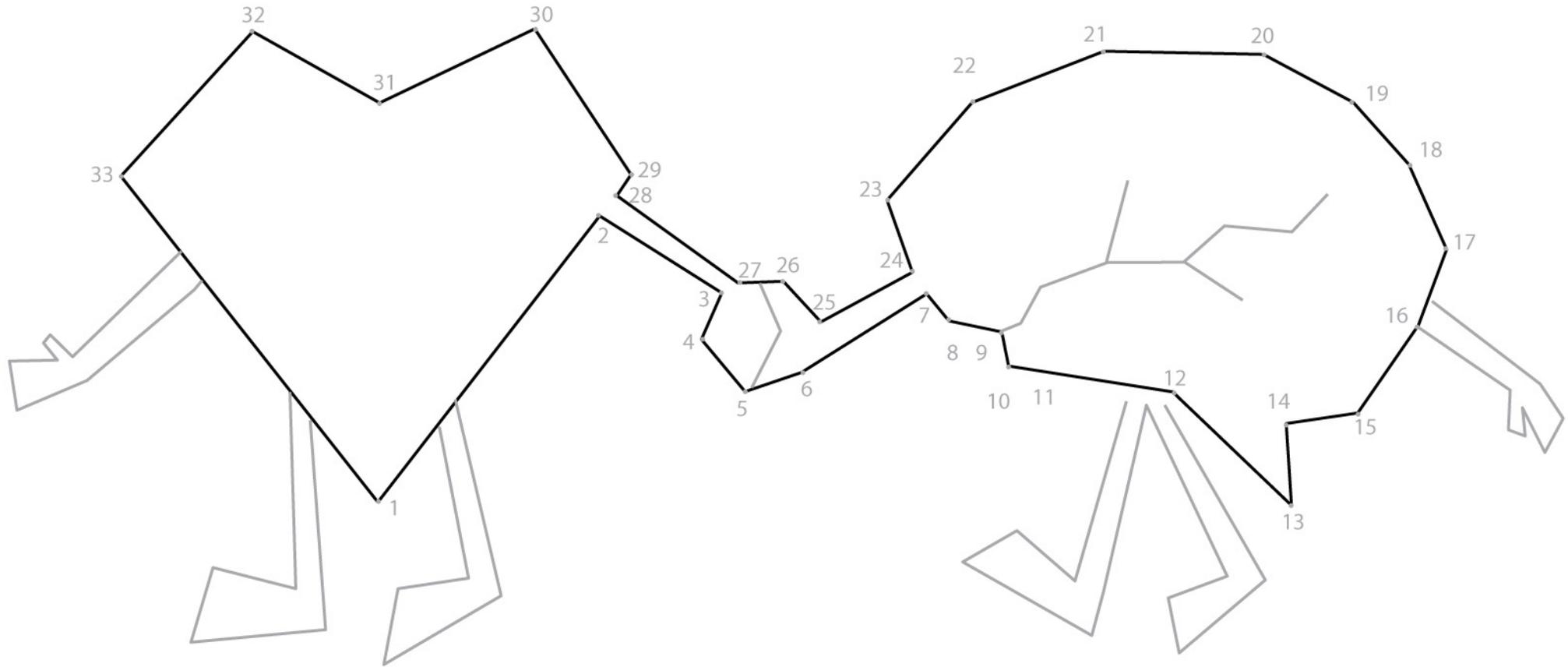
# A Good Coach!

## The Difference

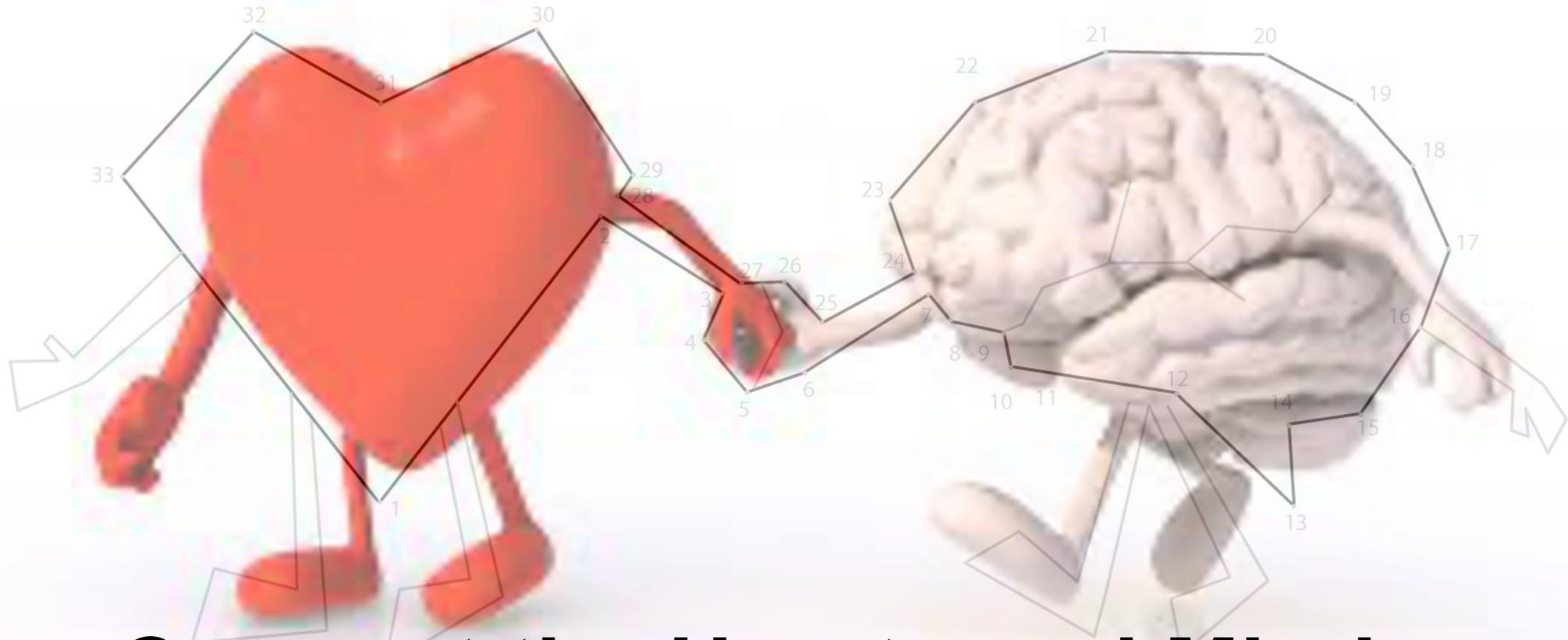
***A good coach expresses encouragement and optimism when both easy and difficult issues arise!***

*Jack Jackson*

# Become a Good Coach and Connect the Dots



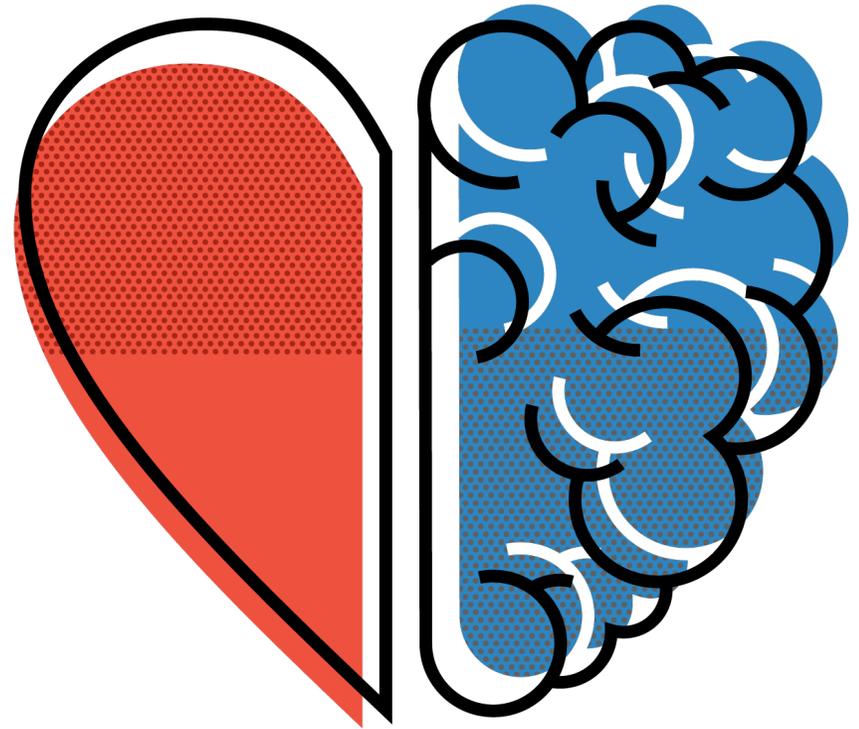
# Become a Good Coach and Connect the Dots



**Connect the Hearts and Minds**

# Conclusion

- Traditional Safety is Reactive
- Performance and Passion
- Human Factors
- The Heart-Brain Connection
- Climate vs Culture
- Become the Coach
- Connect The Dots to See The Full Picture



# Questions? Comments?



**Jack Jackson**

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**210-415-7756**

**I'll be happy to help you!**