



## **BUILDING A CULTURE OF SAFETY**

**September 04, 2019**

**Gina Claassen, ICAE**

Corporate Safety Director

Herschend Family Entertainment

# ABOUT ME

- 20+ Years in the Amusement Industry
- Serve on 3 IAAPA Committees
- Chair IAAPA's Facility Operations Sub-Committee
- Serve on NAARSO's Education Committee
- Serve on task groups for ASTM F24
- All Around Industry Nerd



**WARM UP**



# TIE YOUR SHOES

Using the piece of paper provided, listing step-by-step instructions of how to tie knot for your shoes. You can use the string provided to help as needed.

You will have 3-5 minutes to write out each step of the process in detail, as if this was being explained to someone for the first time.

# TIE YOUR SHOES

Exchange your written instructions with someone else in the audience.

Follow the instructions given to you as you interpret them and take 1-2 minutes to tie a knot using your shoe string.

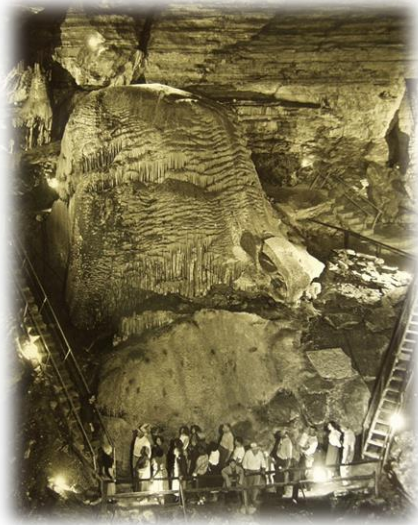
Show your finished product.

**DISCUSS**

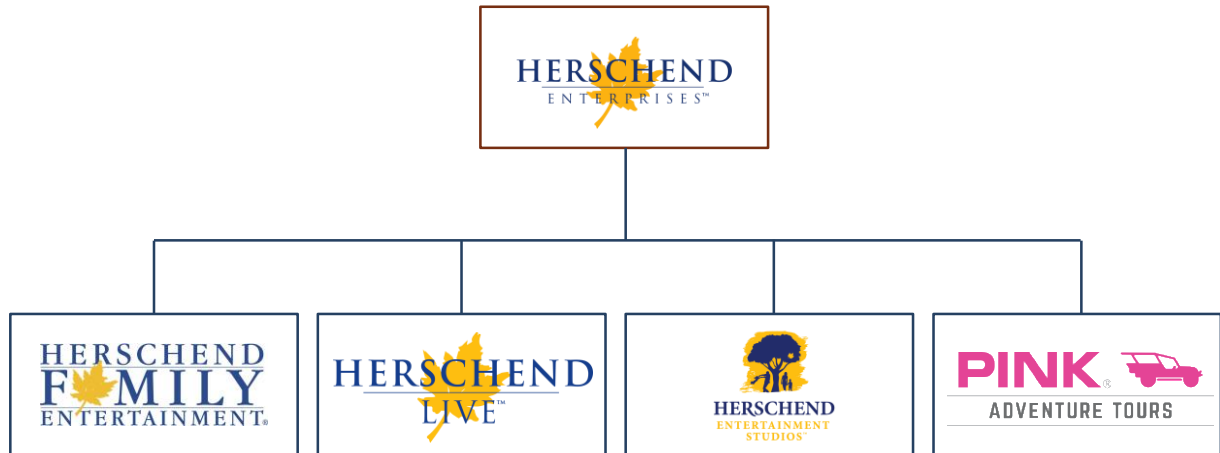


# KEY TAKEAWAYS









**TODAY**

26 Locations in 8 States



Creating Memories Worth Repeating®



Bringing Families Closer Together

# DEVELOPING A SAFETY CULTURE



# SERVANT LEADERSHIP

At Herschend, our leaders adopt the principle of **SERVANT LEADERSHIP**. It means leading in the form of serving the needs of your direct and indirect reports.

We do this by **LEADING WITH LOVE**, our leadership philosophy. Both of these principles have been engrained in our culture by our company's founders.



# SERVANT LEADERSHIP

We believe that in order to be a Servant Leader, one must use the following principles to define their leadership style:

**PATIENT**

**KIND**

**HUMBLE**

**RESPECTFUL**

**UNSELFISH**

**FORGIVING**

**TRUTHFUL**

**TRUSTING**

**DEDICATED**

# THE ARROW MODEL

Many businesses have a fundamental structure behind how they operate as a company. Ours, The Arrow Model, is clearly defined and communicated to all employees throughout the organization.

# THE ARROW MODEL

**VISION** We Bring Families Closer Together



**CORE VALUES** We Greatly Exceed Guests' Expectations • We Serve Others  
We Create Emotional Connections • We Constantly Improve  
All in a Manner Consistent with Christian Values and Ethics



1<sup>st</sup> IAAPA Entertainment Industry Conference



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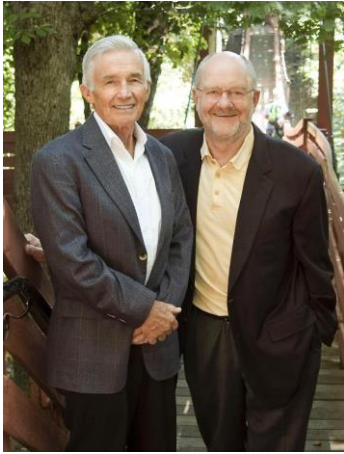


# SAFETY CULTURE IMPACTS

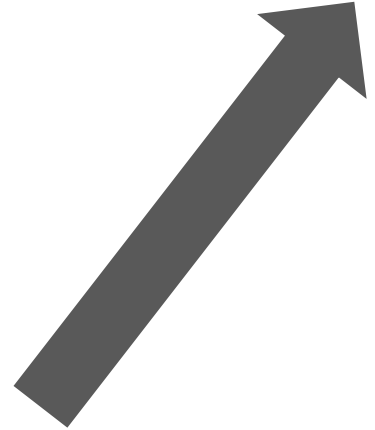


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# SAFETY CULTURE IMPACTS



**FOUNDERS**

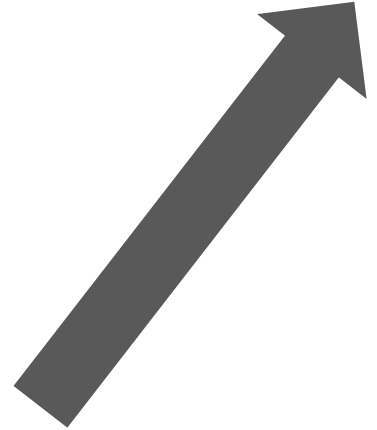


# SAFETY CULTURE IMPACTS



**LEADERSHIP**

**FOUNDERS**



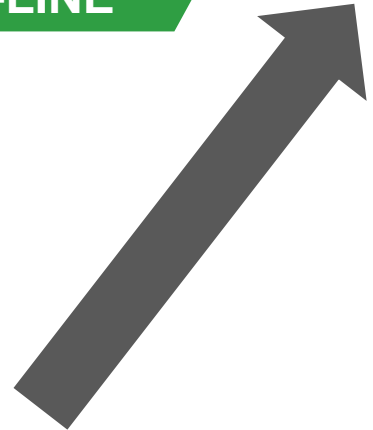
# SAFETY CULTURE IMPACTS



**FRONT-LINE**

**LEADERSHIP**

**FOUNDERS**



# SAFETY CULTURE IMPACTS

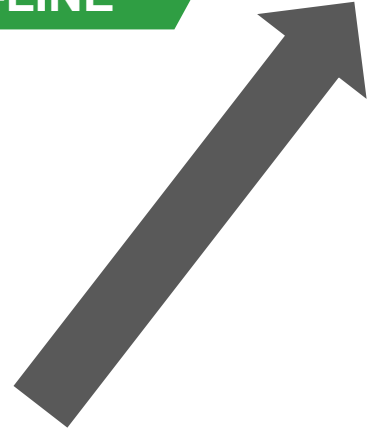


**GUESTS**

**FRONT-LINE**

**LEADERSHIP**

**FOUNDERS**



# SAFETY CULTURE IMPACTS

Through consistent and clear expectations set throughout all levels of an organization, a safety culture will always exist.



# A SUCCESSFUL SAFETY CULTURE

What does a successful safety culture look like?

- **Clear consistency & expectations**
  - Ensure that there is little room for speculation when setting goals
- **Empowered & safety educated employees at all levels**
  - Create an environment that promotes safety as a healthy business practice; motivate all employees to ‘get on the bus’
- **Continual training**
  - Seek out & capitalized on every opportunity to teach others in your organization about safety opportunities



# A SUCCESSFUL SAFETY CULTURE

What does a successful safety culture look like?

- **Auditing & accountability**
  - Establish a system of checks & balances to ensure proper compliance; follow-up & teach when things don't go according to plan
- **Measurable success**
  - Define goals that are attainable in a defined timeframe
- **Continuous improvement**
  - Always seek out opportunities to learn from and teach others about the importance of safety in the workplace

# **SOME BEST PRACTICES**



# SOME BEST PRACTICES

Here are some things that we attribute to our safety culture:

- Weekly safety meetings
- Safety committees
- Established safety goals with weekly & monthly areas of focus
- Safety recognition programs

# MAKE IT SIMPLE

The easiest way to establish a safety culture in your organization is to make it as simple as possible for others to get on board.

- Solicit help across business units to identify risks
- Identify and teach what standards mitigate the risks
- Train all levels to the standards to establish consistency
  - NOTE: Training is ALWAYS on-going!
- Audit to reinforce consistency. Inspect what you expect
- Review & evaluate the processes to continuously improve

# CLOSING

- Safety Exists At All Levels
- Make It Simple
- Identify Risks
- Create Plans
- Execute
- Review
- Constantly Improve

Gina Claassen, ICAE  
[gclaassen@hfecorp.com](mailto:gclaassen@hfecorp.com)



**QUESTIONS?**

