



BUILDING A CULTURE OF SAFETY

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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.

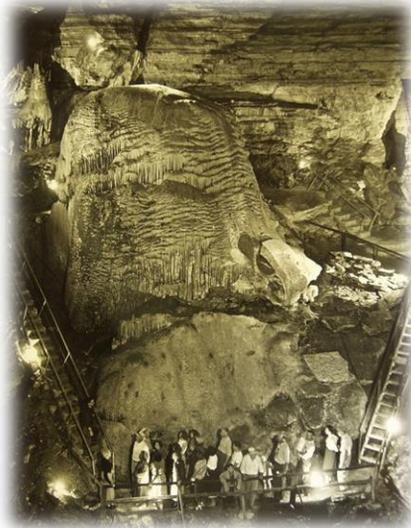
Show your finished product.

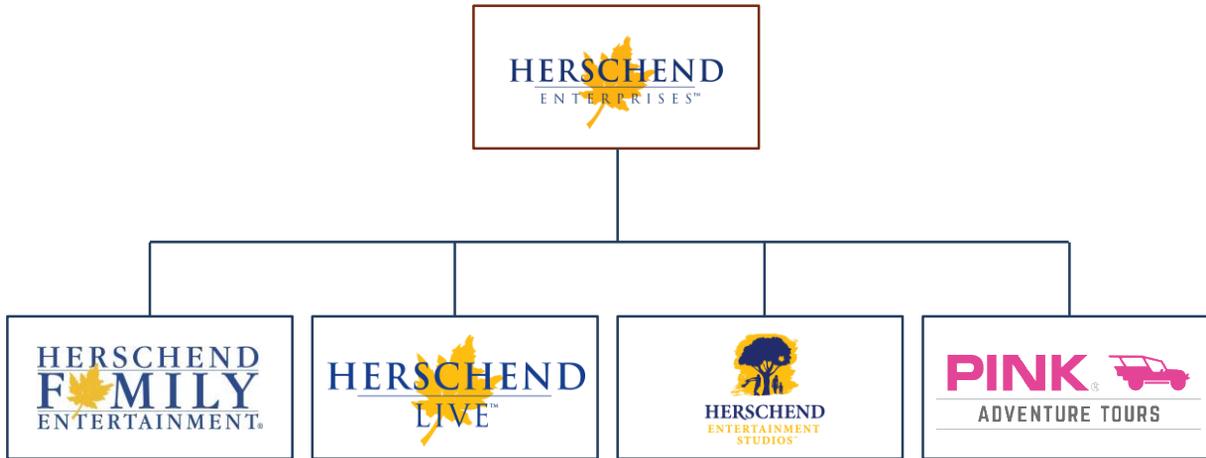
DISCUSS



KEY TAKEAWAYS







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



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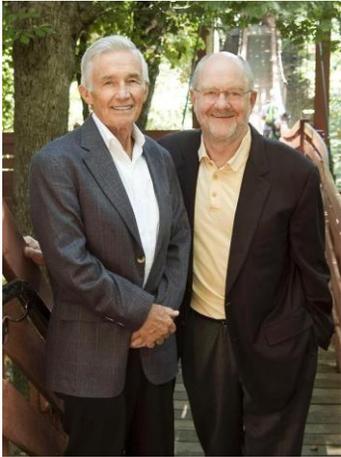


SAFETY CULTURE IMPACTS

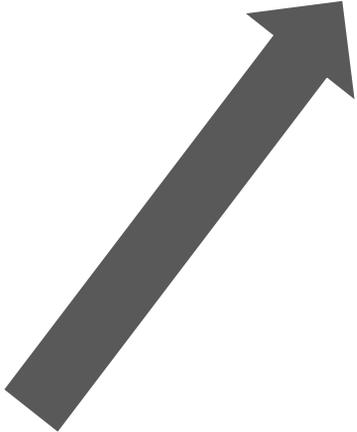


1st IAAPA Entertainment Industry Conference

SAFETY CULTURE IMPACTS



FOUNDERS

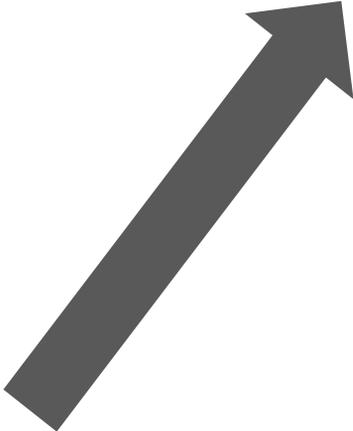


SAFETY CULTURE IMPACTS



LEADERSHIP

FOUNDERS



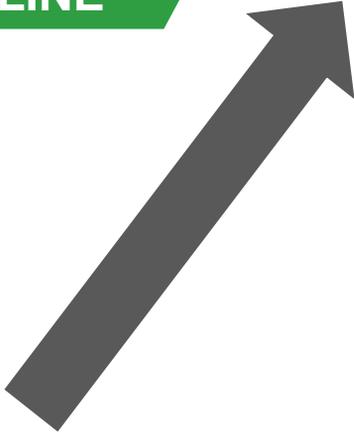
SAFETY CULTURE IMPACTS



FRONT-LINE

LEADERSHIP

FOUNDERS



SAFETY CULTURE IMPACTS

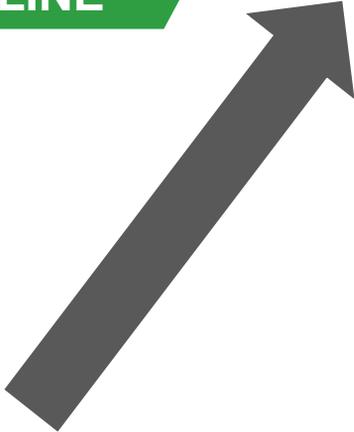


GUESTS

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

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QUESTIONS?

