

Safety's W.I.L.D. Thing!

What it takes to win in safety...

Matt Forck, CSP & JLW, a leading voice in safety and employee motivation! Matt is one of only a handful of individuals to earn both the Certified Safety Professional (CSP) designation and journey status in the hazardous field of distribution electrical line work. In addition, Matt has served as a manager in a corporate leadership team; the top 2.5% of a 3,800-member organization. It is through Matt's unique and diverse work experience that he has become a leading voice in safety, engaging organizations; from those that get their hands dirty, to safety professionals and top-level leadership.

Matt directs K-Crof Industries, LLC, an organization dedicated to "Building **Safe** People. Matt's signature programs, keynotes, trainings, books and consulting services have a passionate following among Fortune 500 companies, trade associations, utility and construction companies. His style, which is life-light and laughter centered, is best summed up from an attendee at a recent conference, "Very energetic and fun! Everyone should attend his seminar, the best of the conference!"

Matt has published dozens of safety articles and six books. His books, articles and materials for Safety Professionals, including free resources, may be found on the web; www.thesafetysoul.org.

Matt lives in Columbia, MO with his wife, Stephanie, daughter, Natalie, 9, and son, Nathan, 8.

Lou Brock's career stats are off the charts. In his 18 year major league career, Lou batted nearly .300, had 900 runs batted in and stole 938 bases. But in terms of baseball stats, Lou is most proud of what he wears on his fingers. There are only five players in Major League baseball history that have five or more World Series



Speaker and Author Matt Forck with Hall of Fame Baseball Player Lou Brock

*rings...Lou Brock is one of those players! **The point is that Lou knows how to win.** Lou says that each championship team must have a wild card. A player who possesses energy, who pushes positive limits, and talks to everyone on the roster - - this player may not be the most talented in the field but he/she brings a spirit and enthusiasm that makes the whole team better. After careful thought, I realized that safety must have a WILD factor too, and that each person in our organization must get a little WILD if we are going to find safety success!*

W - -Willing to Talk/Communicate. The old wise quote from an anonymous author says, "An excuse is just a reason packaged with a lie." We need to stop making excuses and start talking.

I - - Identify the Plan. "Men in the game are blind to what men looking on see clearly," a wise Chinese proverb reads. Without a clear plan, we are blind to habits...and hazards.

L - Lively energy. "In order to have burned out, you had to first have been on fire!" Anonymous. We need energy to keep safety, and our lives, on track.

D - - Determined to make a difference...in our own way! "There is no passion to be found by playing small and settling for a life that is less than the one you are capable of living." Nelson Mandela. Each person must bring his/her best to the team, in his/her own way.

Safety's WILD Thing is a 60 or 90 minute presentation designed to impact physical work groups and first line supervision. To learn more about this program or how Matt can custom design an inspirational or motivational program for your organization, contact Matt, matt@thesafetysoul.org or (573) 999-7981.

"Matt Forck broke all of the conference speaking rules...I guess that is what made his presentations so much fun...and made Matt so effective!" - -Conference Participant, NSC Omaha Chapter, May 2010