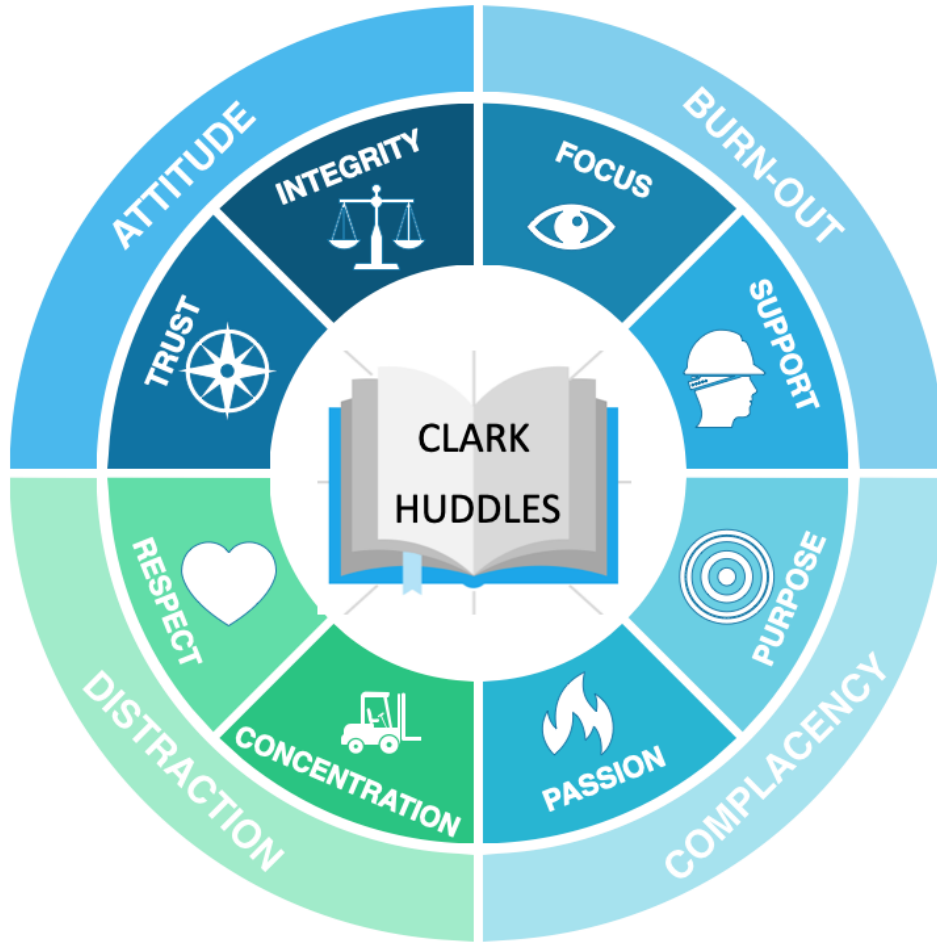


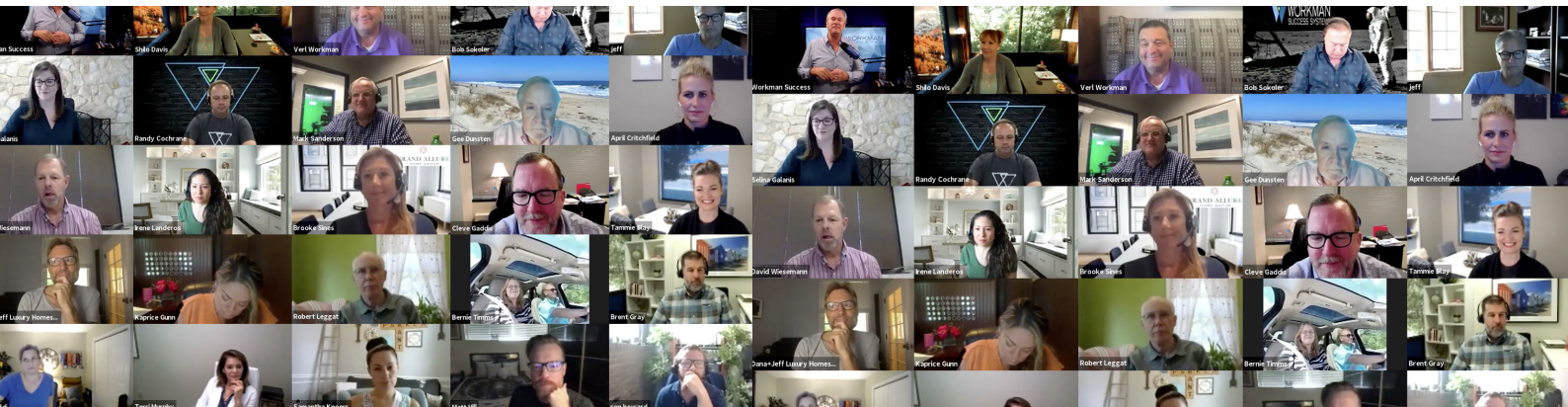
# DAN CLARK

PLAYBOOK FOR SAFETY SUCCESS

THE ABC'S OF SAFETY



## VIRTUAL HUDDLES



# DAN CLARK

## REDEFINING WHAT'S POSSIBLE

- Named an Outstanding Young Man of America 1982
- All American Athlete who Recovered from 14 Month Paralysis
- Inducted into the National Speakers Hall of Fame: 2005
- Named one of the Top Ten Speakers in The World by Achievers Global: 1999, 2015
  - New York Times Best Selling Author
- Primary Contributing Author to the Chicken Soup For The Soul Series
  - University Professor
  - 2012 Utah Father of the Year



*"I am a fan of Dan Clark. Every time we've shared the stage together, it is his devotion to service and unwavering belief in the value of putting others before our selves, that attracts me to his message."*  
-Simon Sinek, TED Speaker, Author of Start With Why

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# DAN CLARK

REDEFINING WHAT'S POSSIBLE



Dan Clark is the global leader of the Significant Movement, revolutionizing how we lead, attract, motivate and retain our best employees and customers. He teaches that successful people begin with the “end” in mind, while Significant individuals begin with the “Why” in mind to achieve the best results.

## AWARENESS. REFINEMENT. TRANSFORMATION.

Dan’s motivational keynote speeches and transformational training programs incorporate the A.R.T. acronym. His three-step process will take your personal growth and professional development to a level higher than before, by:

1. Increasing **AWARENESS** of limiting beliefs that prohibit peak performance.
2. **REFINING** who you are and why you do what you do, which upgrades how you do it.
3. Creating a **TRANSFORMATIONAL** experience to turn success into a culture of significance with strategies and tools to make self-mastery permanent and leadership automatic



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# DAN CLARK

REDEFINING WHAT'S POSSIBLE

## THE ART OF VIRTUAL SAFETY HUDDLES

Delivering the same Passion, Energy and Education of an In-Person Event to the Comfort of your Home

Is your organization paralyzed and fueled by relentless uncertainty!

In these unprecedented times adversity introduces us to ourselves. No one knows how strong we are until being strong is our only choice, especially in our 'Remote Economy.'

Dan recovered from a football injury that left him paralyzed. His intense journey to recovery was pinnacle in defining his roadmap for success and becoming an expert in resiliency.

:

- Attendees will learn:
- Dan's steps of Resiliency that create a mindset shift from just setting goals to knowing how to up level their focus to belief and purposes.
- How to face their fears, develop active coping skills, and create a strong moral compass.
- Once we identify our 'why,' figuring out the 'how-to' becomes clear & simple.
- Participants exit with a specific plan to make continuous improvement a daily activity, so they can always respond to rapid change.



Mindset Take-A-Ways:

Attitude is everything - The glass is never half empty or half full - half filled or half spilled - it's Refillable!

*Dan's virtual training went well above our expectations. Dan is a master trainer. His energy and ability to connect with us was super impactful! We lost nothing in translation by shifting our intended live training to a Zoom training. It was three hours long and we could have gone on all day. We can't thank you enough for inspiring our team and taking us to new heights!*

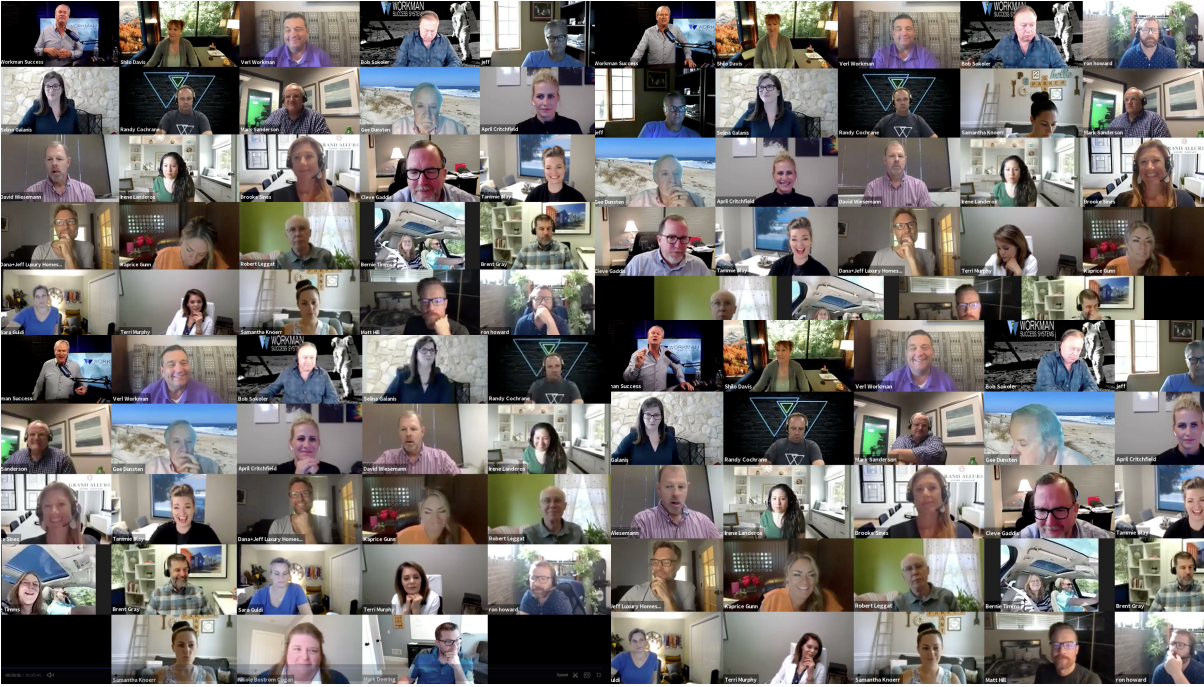
*- Coca Cola Bottling & Distribution*

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## IMAGINE A VIRTUAL SAFETY HUDDLE



Where the reasons we meet have not changed – where in our ‘remote economy’ Dan Preserves the Live Experience so your people:

- Stay Fired Up & Focused
- Feel Valued & Supported
- Are Innovative & Accountable
- Can Thrive In Turbulent Times

Dan guarantees that your ‘virtual huddle’ will be personable, meaningful and exactly what your people need to keep them fired up, accountable, feeling needed and committed to your organization as loyal teammates.

While most are trying to change the economy and stop the storm, Dan will change and strengthen your people and help them prepare for the rainbow!

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## SAFETY DOESN'T HAPPEN BY ACCIDENT



*"It's better to build a fence at the edge of a cliff than to park an ambulance at its base."*

Known for his quick wit and unconventional examples of what happens when we lose concentration and become complacent, Dan reminds everybody that safety is the thread that connects Ownership, Management, Contractors and Organized Labor.

When everyone makes safety a priority through increased Trust, Mutual Respect, Self-Discipline and Service Before Self, employee morale and productivity increases to drive improved profitability.

Having fought his way back from a paralyzing injury that cut short his football career, Dan teaches safety is more than following rules – it's a way of life!

Using his A.R.T philosophy Dan shares his proven process for revitalizing your company safety culture by staying focused, eliminating distractions, being consistent and catching each other doing something right.

Dan's unforgettable keynote presentation at the VPPPA National Conference on Safety is best described by an article published in EHS Today that stated,

"Motivational speaker and international man of mystery Dan Clark..." [\(Read full article here\)](#)

### Partial List of Dan's Safety Clients



**ExxonMobil**

**RioTinto**



**Olin Brass**



**ASHLAND**



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## SAFETY HUDDLES



Dan Clark is supporting companies and organizations with their compliance and member meetings. Clark Huddles are 30 minutes + Q&A and make Dan more affordable, accessible and flexible with your crew and hours.

Dan Clark is a world renowned expert and is a favorite among oil, gas, manufacturing, mining and energy companies.

Dan's Playbook for Safety Success focuses key plays for getting back to basics with his ABC's of safety with topics including:

- A** - Attitude
- B** - Burn-out
- C** - Complacency
- D** - Distraction



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## CLARK HUDDLE MENU OPTIONS:

### SAFETY HUDDLE #1 - **ATTITUDE**

Blaming and complaining sabotages the game plan

### SAFETY HUDDLE #2 - **BURN-OUT**

Implement daily strength training to create a culture of safety

### SAFETY HUDDLE #3 - **COMPLACENCY**

How to avoid injuries and eliminate unnecessary timeouts

### SAFETY HUDDLE #4 - **DISTRACTION**

Blinded by personal and unplanned conflicts

## DAN CLARK'S PLAYBOOK FOR SAFETY SUCCESS

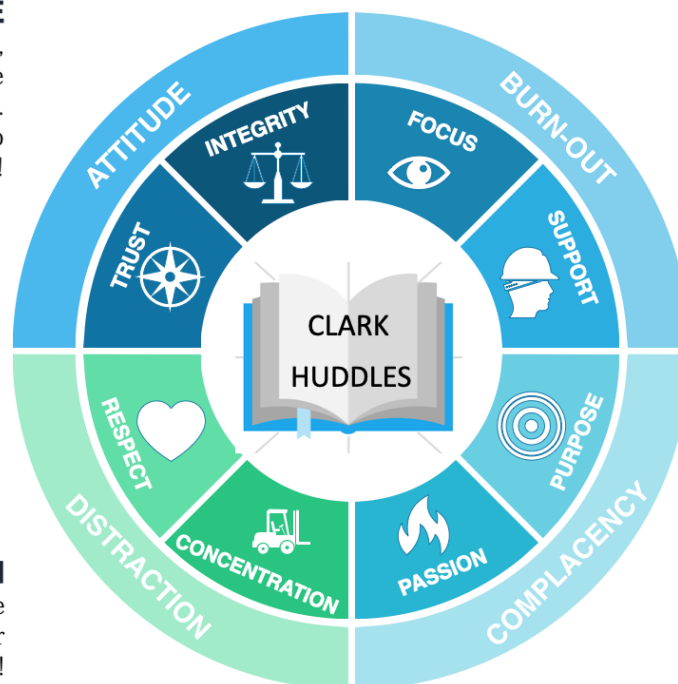
### ABC'S OF SAFETY

#### **ATTITUDE**

Honesty and integrity build trust, learn the keys to humble consideration of others. Do the right thing no matter the consequences!

#### **BURN-OUT**

Take initiative, know when to go to the sidelines for a break and re-focus. Lives depend on it!



#### **DISTRACTION**

Shift your perception, show some respect and watch your teammates back!

#### **COMPLACENCY**

Processes do not deliver safety, people do! Discover your own 'Why' to keep focused on the task at hand!

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## SAFETY HUDDLE #1 ATTITUDE

Blaming and complaining sabotages the game plan

*"You cannot coach results, you can only coach behavior. Belief creates expectations, expectations create behavior. To change behavior, you must change belief!" – Dan Clark*

**Are you playing to win, or playing not to lose?**

**As a team member do you respond or are you a reactor?**

Attitude affects everything required to take you and your team to the next level. Dan teaches how to achieve personal greatness knowing the only person you need to be better than is the person you were yesterday!

**Does your organization struggle to create synergy?**

**Are you have a difficult time increasing employee engagement, morale and retention?**

Dan ignites passion, leadership, enhanced collaboration and a renewed sense of commitment within your organization. Dan shares inspiring stories and with unexpected lessons teaching successful teamwork requires aligning a number of factors, including strong leadership and a sturdy organizational framework.

**Which one of your company's behaviors need coaching in order to achieve your most important goals?**

Dan's Playbook for Safety Success will help you design your company's 'Culture of Significance' and create game plan to build a stronger team in their personal and professional life,

Implementing Dan's 'Culture of Significance' will positively affect your company's bottom line production, improve safety records, by developing employees dedicated to an attitude of integrity, trust and loyalty to your brand.

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## SAFETY HUDDLE #2 BURN-OUT

Implement daily strength training to create a culture of safety

*"Everybody in the organization must believe:*

*When you get knocked down seven times, you get up eight!" – Dan Clark*

### **Double Shifts Again? More Responsibilities? No Promotion Yet?**

**Is your organization currently positioned to be one step ahead of a crisis point?**

In today's environment, there is no room for companies to look at safety as an initiative. Dan's Playbook for Safety Success will provide play by play instructions, that when implemented will ensure excellent safety records and create a culture of safety that can be understood, seen, and acted on throughout the organization.

### **Too Tired?**

Burn-out comes at a price because fatigue makes cowards of us all! Dan teaches the steps of resiliency and crisis management knowing adversity introduces us to ourselves. Learn how to recognize triggers that set burn-out into motion. Dan will equip your employees with tools to support each other, take personal initiative, to know when to go to the sidelines for a break to re-fuel. Lives depend on it!

### **How Avoid H.A.L.T.S.**

What is H.A.L.T.S.? - (Hungry, angry, lonely, tired and sad.) Dan teaches in-depth techniques to avoid H.A.L.T.S. and eliminate tragedy in the workplace. When H.A.L.T.S. is present our ability to think clearly, work effectively and use good judgement are reduced to a minimum.

With Dan on your team you will establish a practice pattern that improves your ability to create and promote goals into a 'safety first' environment that allows your team to focus and finish on top, every minute, every hour, everyday!

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## **SAFETY HUDDLE #3 - COMPLACENCY**

How to avoid injuries and eliminate unnecessary timeouts

*Obligate yourself and others to perfect your execution through a daily routine with passion and perseverance – Dan Clark*

**Why is safety such a big deal?... Accidents are expensive!!!**

**How do you avoid tragedy in the workplace?**

Because it's what you do when the coach isn't around that makes you a champion athlete, and it's what you do when leadership is not around that makes you an extraordinary employee, and human being, you must take winning personal.

Dan teaches the tools and strategies from his safety playbook with plays that improve safety culture, build teamwork and avoid complacency in the workplace, differentiating between casual and careful.

Complacency is perhaps one of the biggest problems we face in completing our day to day tasks. Complacency creates a blatant disregard for doing what's right.

We maintain our safety by doing just that, maintaining it.

**How do you motivate your team to perform at their best if there is no apparent or desperate need?**

Your team needs a reason to excel, not just to 'get-by' or 'do okay'. They need a reason to sharpen their focus and invest in their energy. If their aim is to score the winning touchdown, their motivation might slip if they believe they've already made it. However, if their aim is to be better today than they were yesterday.... And better tomorrow than they are today.... It's likely to remain strong and enduring.

Dan will give you the tools to maintain a strong safety culture and a truly safe workplace.

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## SAFETY HUDDLE #4 - DISTRACTIONS

Blinded by personal and unplanned conflicts

*"Our personal and organizational 'why' must be bigger than our 'why not' by focusing on purposes instead of just setting goals." – Dan Clark*

**Are you playing the hero?** Stop fixing everyone's problems – except your own

**Are you dropping the ball?** How to stop under achieving at work!

**Upset again?** Learn important keys to diffuse emotions, breath and replay!

**Imagine what you could learn from Dan Clark!**

Dan's transformational strategies will take you & your organization to the next level, by teaching how to combat complacency & raise your personal bars, so everybody feels valued, loyal & obligated to accelerate productivity through accountability!

Safety doesn't just happen by accident. It's not a matter of luck. Safety is a culture and a mindset. You have to think about it and you have to work on it. Dan's Safety Playbook of Rules, will teach you how to stay safe, though increased concentration to eliminate distractions, and to do your work in a safe manner while respecting team members.

Dan discusses three main types of distractions and how to overcome each one.

Visual – Taking your eyes off the goal

Manual – Dropping the ball and creating a fumble

Cognitive – Keep your head in the game - taking your mind off what you are doing

Dan will provide an overall plan for training your attention over time, so that you are more prepared and more mentally fit to deal with whatever distractions come your way.

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There's nothing more insignificant than the halftime score! AND.....  
There's nothing more Significant than a Dan Clark Huddle!

Dan understands the enormous demands that safety and essential professionals are facing, especially right now in this unprecedented time and 'Remote Economy' and wants to help fire up your group to keep their head in the game to stay focused and eliminate distractions..

Dan also provides Leadership Huddles, Manager Huddles, Accountability Huddles, and C Suite Executive Huddles. Dan's huddles are innovative, effective, yet fun. Recharge your team and equip them with the skills required to stay on track in the workplace.

You can book multiple huddles for multiple crews, depending on your needs.

Let us make your job easy! Dan can support you by conducting each virtual event from his own studio.

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# DAN'S PARTIAL SAFETY CLIENT LIST



Kennecott



Balfour Beatty



MOUNTAIN CRANE



Sprint

Honeywell



ExxonMobil



Olin Brass WORLD-CLASS METALS



an otp industrial solutions company



3M Science. Applied to Life.™



BOOK DAN CLARK FOR YOUR NEXT EVENT

VIRTUAL HUDDLE

KEYNOTE SPEECH

OR

1-3 DAY LEADERSHIP TRAINING

FOR MORE INFORMATION CONTACT

DAN CLARK AND ASSOCIATES

[BOOKING@DANCLARK.COM](mailto:BOOKING@DANCLARK.COM)

805-937-7785

[danclark.com](http://danclark.com)



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SIGNIFICANCE