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StrategyDriven Enterprises White Paper Advises Clients on Preventing Catastrophic Industrial Accidents

StrategyDriven Enterprises, LLC released Preventing Catastrophic Industrial Accidents revealing how high-risk industry leaders can reduce their significant event risk exposure through application of safety-first principles.

Atlanta, Georgia (July 31, 2013) – StrategyDriven Enterprises, LLC released *Preventing Catastrophic Industrial Accidents*, a white paper revealing how high-risk industry leaders can reduce their significant event risk exposure through the cost effective adaptation of key aspects of the U.S. nuclear industry’s safety-first principles.

After the several recent catastrophic industrial accidents within the United States, including the devastating explosions at a Texas fertilizer plant and Louisiana chemical plant, StrategyDriven wanted to help industrial and utility leaders reduce the risk of similar accidents at their facilities.

“Many of today’s significant industrial accidents are preventable, the byproduct of human errors made when safety was subordinated to other priorities,” explains Nathan Ives, StrategyDriven’s President and Chief Executive Officer. “By fostering an organizational culture that puts safety-first, executives and managers create a workplace environment where errors are recognized and proactively corrected before they result in a material event.”

“An effective safety culture is far more than slogans and posters,” continues Greg Gaskey, StrategyDriven’s Chief Operations Officer. “It permeates the organization’s performance standards, operating processes, training programs, rewards systems, and, most importantly, the decisions and behaviors of everyone from the C-Suite to the shop floor.”

Ives and Gaskey authored *Preventing Catastrophic Industrial Accidents* based on their decades of experience managing nuclear and industrial complex operations. Additionally, Ives led the development of the nuclear industry’s operational risk management, high-risk decision management, and plant operations performance standards while working at the Institute of Nuclear Power Operations.

Highlights from *Preventing Catastrophic Industrial Accidents* include:

- **Safety Culture Attributes** – safety focused executives, managers, and employees collectively assume responsibility for both their and their co-workers’ safety; embody a questioning attitude; encourage issue reporting and priority-based resolution; employ error reduction techniques; embed safety-first features within operational, training, and rewards programs; and embrace ongoing organizational learning

- ***Identifying the Strength of Your Safety Culture*** – artifacts of the safety-first values are not only found in the outcomes achieved, but also reside in the organization’s goals and performance measures, standards and expectations, policies and procedures, rewards systems, training, and organizational learning and continuous improvement programs
- ***Improving Your Safety Culture*** – individuals at all levels of the organization must be engaged in order to foster a robust safety culture; originating from executive defined attributes and goals and translated to the day-to-day decisions and actions of all employees

Preventing Catastrophic Industrial Accidents is being distributed to StrategyDriven’s clients, including some of the world’s largest utility operators. The white paper is available at:

www.StrategyDriven.com/preventing-accidents.

About StrategyDriven

StrategyDriven provides executives and managers with the planning and execution advice, tools, and practices needed to create greater organizational alignment and accountability for the achievement of superior results. We believe a clear, forward-looking strategy, translatable to the day-to-day activities of all organization members, is critical to realizing success in today’s fast paced market environment. Not only does a compelling, well-executed strategy align individuals to common goals, it ensures those goals best serve the company’s mission.

At StrategyDriven, our seasoned business leaders deliver real-world strategic business planning and tactical execution best practice advice – a blending of workplace experience with sound research and academic principles – to business leaders who may not otherwise have access to these resources.

StrategyDriven refers to the family of organizations comprising StrategyDriven Enterprises, LLC. For more information, please visit www.StrategyDriven.com.

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