

Safety and the Company Culture Requirement

Presented by Dan Baker

About the Featured Presenter



Dan Baker

Establishing the Foundation of Safety

FROM TRUCKING TO PEOPLE:

- It all begins at home and ends at home
- Ole Fred
- From the roads and loads and routes and rates and phones and fuel to the people side of the business
- At the heart of Safety

People Problems in the Trucking Organizational Setup

PEOPLE REMEMBER HOW YOU MAKE THEM FEEL:

- Nothing is more central to your safety program
- Feeling trumps rules and regulations
- Feelings control our behavior

The Importance of Perception

IMPACT OF FEELINGS AND ATTITUDES:

- The Corridor of Entry
 - 6 Doorways
- The Law of Perception
 - How we see other people
 - How other people see us

FINAL THOUGHTS....

Contact Information

- Dan Baker's Website:
 - <https://www.danbakertexas.com/>

- Cline Wood:
 - safetrucking@clinewood.com
 - Cline Wood University Webinars - <https://clinewood.com>, then click on University tab, then Recorded Webinars page

Questions & Answers





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