

# SAFE BY CHOICE™

DRIVING CONVICTION TO PROACTIVELY  
FOLLOW ALL SAFETY STANDARDS

conviction. impact.



## experience. learning. impact.

Eagle's Flight is about sparking transformation. We're about creating flashpoints where change happens, where people are inspired to do their jobs better, and to lead more effectively – all through learning that is rooted in our proprietary experiential design. We don't just go through the motions of corporate training – we're dedicated to unleashing the promise that is present inside every participant, and to ensuring that they are inspired to take their learning with them and apply it.

EXPERIENCE THE IMPACT THAT WELL-DESIGNED,  
WELL-DELIVERED, WELL-SUPPORTED LEARNING  
CAN DELIVER.

## PROGRAM SUCCESS FACTORS

### SUCCESS FACTOR 1: Safe by Choice™ builds conviction

How Safe by Choice drives your company's safety standards 5

### SUCCESS FACTOR 2: Eagles Flight's commitment to you

How Eagle's Flight will ensure Safe By Choice is tailored to your needs 7

### SUCCESS FACTOR 3: Adding relevance from your world

How Eagle's Flight will drive the necessary relevance directly related to your world 9

### SUCCESS FACTOR 4: The Vital Role of Leaders

What is required of your leaders to guarantee the success of Safe by Choice 11

## PROGRAM DESIGN

A quick overview of what both days of the Safe by Choice program looks like

LEADERS DAY 13

EMPLOYEE DAY 21

### CHOOSING SAFE BY CHOICE

Eagle's Flight's 4 step process to integrate Safe by Choice into your organization 31

WORDS FROM THE FIELD 32





# DRIVING CONVICTION

TO PROACTIVELY FOLLOW  
ALL SAFETY STANDARDS

SAFE BY CHOICE™ IS A PROGRAM  
DESIGNED WITH ONE GOAL:  
TO DRIVE CONVICTION THAT EVERY  
PERSON MUST FOLLOW ALL SAFETY  
PROCEDURES AND FOSTER AN  
ENVIRONMENT THAT DEMANDS  
WORKPLACE SAFETY



SUCCESS FACTOR  
Safe by Choice builds conviction



Safe by Choice™ is not designed to replace or alter your current safety programs; it is designed to give those programs traction and to make every employee an owner of your safety culture.

1. SUPERVISORS AND LEADERS - THE COURSE CREATES WITHIN THE LEADERS THE MINDSET OF ENSURING EVERYONE IS SAFE BY CHOICE.
2. EMPLOYEES - THE PROGRAM BUILDS COMMITMENT, NOT JUST COMPLIANCE, TO PERSONALLY CREATING A SAFE WORKPLACE.

## SUCCESS FACTOR

Eagle's Flight's commitment to you



### SUCCESS STORY:

For one global company, Eagle's Flight first sent 20 professionals into over 13 countries in order to understand their reality and to ensure Safe by Choice would deliver as promised.

Safe by Choice™ is only as successful as Eagle's Flight's ability to customize our content to your work environments, your people and your culture. We are dedicated to making Safe by Choice your program. We ensure the messages of Safe by Choice are relevant to your world – from your language and standards to your employees' day to day experiences.

IN ORDER TO MAKE THIS HAPPEN, EAGLE'S FLIGHT BEGINS WITH A DISCOVERY PROCESS – SENDING A DEDICATED TEAM OF PROFESSIONALS TO YOUR WORK OPERATIONS TO UNDERSTAND YOUR ISSUES, CHALLENGES AND SUCCESSSES.



## SUCCESS FACTOR

Adding relevance from your world



Safe by Choice is only as powerful as the participant's ability to understand, identify with, and learn from the content.

IN ORDER TO ACHIEVE THIS, EAGLE'S FLIGHT CUSTOMIZES THE CONTENT AND CREATES DIRECT LINKS TO YOUR WORLD BY USING EXAMPLES, ILLUSTRATIONS AND FACILITATED DISCUSSIONS BASED ON OUR LEARNINGS FROM THE DISCOVERY PROCESS.



# SAFE BY CHOICE™ BUILDS CONVICTION IN THREE AREAS:

## 1. COMMITMENT

LEADERS MUST BELIEVE - WITH A PASSION - IN THE NEED TO ADHERE TO ALL SAFETY STANDARDS

## 2. ACCOUNTABILITY

LEADERS MUST BE ACCOUNTABLE TO MODEL THE RIGHT BEHAVIOR

## 3. COACHING

LEADERS MUST BE ABLE TO IMPART THEIR KNOWLEDGE OF SAFETY PROCESSES, AND HOW TO SUCCESSFULLY OPERATE IN A SAFE ENVIRONMENT

## 4 SUCCESS FACTOR The Vital Role of Leaders

Every leader must attend both the Leader Day and the Employee Day of the Safe by Choice program. In the full day dedicated to the leaders, the focus is to ensure they fully appreciate their accountability for leading your company's culture of safety.



DESIGN OF  
THE PROGRAM  
Leader Day



Leaders must choose to  
ensure a safe environment



# DESIGN OF THE PROGRAM

## Leader Day



## The Mechanics of leading Safe by Choice

- A leader must Inspire the Will of their employees
- A leader must Build the Skills of their employees
- A leader must Ensure that Processes are followed every time

## How?

### THE LEADER'S PRIORITIES:

Know Right

Do Right

Lead Right



DESIGN OF  
THE PROGRAM  
Leader Day



**COUNCIL OF THE MARBLE STAR™**

Teams compete to deliver measurable commitments around both results (the “what”) and their approach (the “how”).

A safe culture and strong commercial results must coexist.

Leaders come to understand the true consequences of failure to “walk the talk” on safety.

**Know Right, Do Right**



**DEMAND AND EXPECT 100%  
COMPLIANCE TO SAFETY  
STANDARDS, ALWAYS.**

**IMPROVED RESULTS**

**HOW**

**WHY**

**HELPING**

### **COACHING MODEL**

Helping to improve on the job results requires effective communication of both the “how” and the “why”

## DESIGN OF THE PROGRAM Leader Day

### **Lead Right**

**LEADERS MUST FIRST...**

**Model Safety**

**THEN THEY MUST...**

**Coach Safety**

**THEN THEY MUST...**

**Require Safety**





..... DESIGN OF  
THE PROGRAM  
Employee Day

**The Critical Role of every employee is to ensure a Safe Environment**

**EVERY EMPLOYEE STANDS ON THE SHOULDERS OF THOSE WHO HAVE COME BEFORE.**

Safe by Choice provides the opportunity for every person to step back and see that they are a part of something larger than the company today. Their mindset must be to focus on safety today, tomorrow, and for the life of the company. They come to realize the need to consider the impact a safe environment has on the lives of every single employee.





**“STUFF  
SHOULDN’T  
HAPPEN...  
THAT I CAN  
CONTROL”**



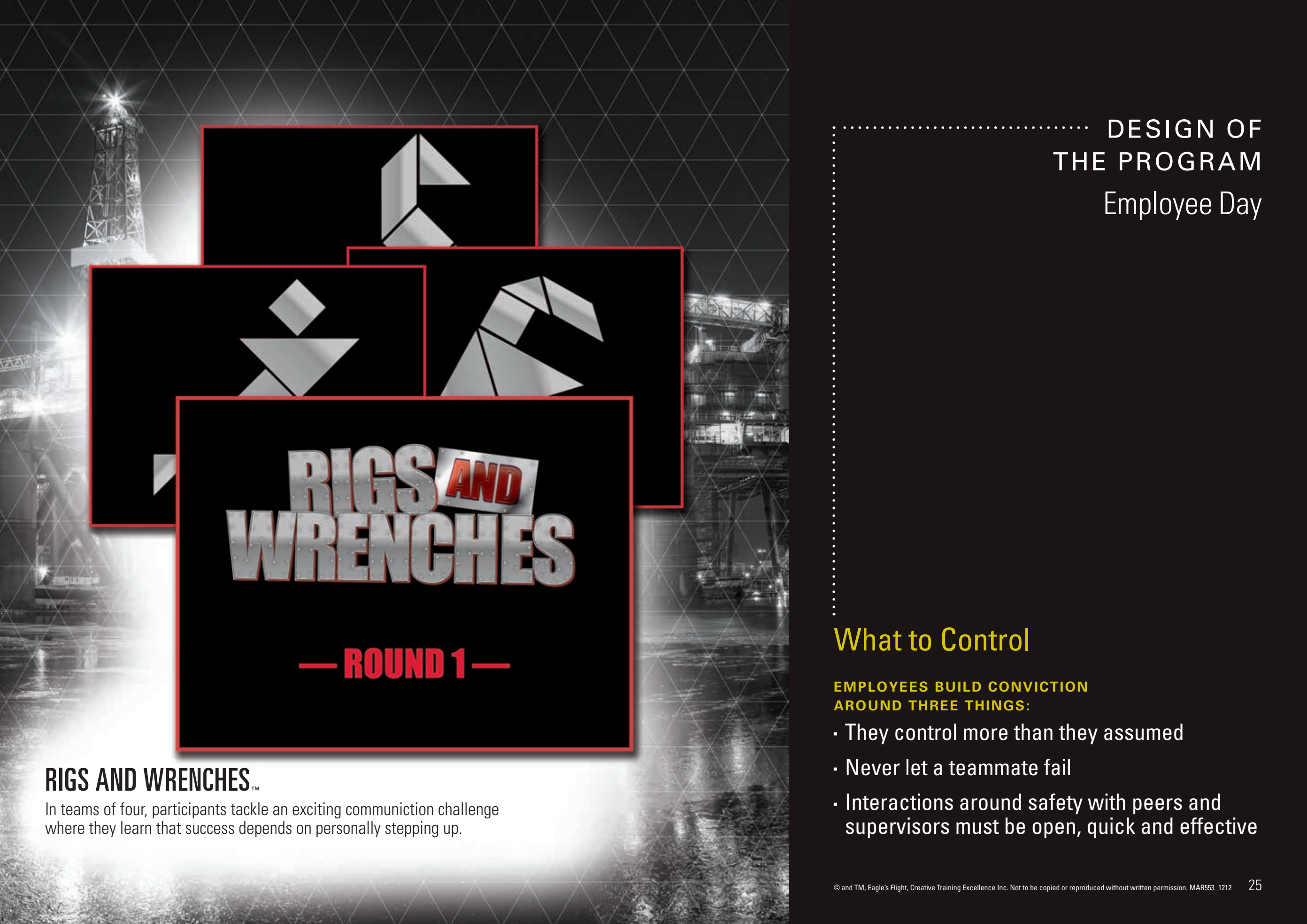
..... DESIGN OF  
THE PROGRAM  
Employee Day

**Employees must choose safety**

**IN PRACTICE, THIS MEANS:**

**“Stuff Shouldn’t Happen...  
That I Can Control”**





The graphic contains the 'RIGS AND WRENCHES' logo in a metallic, 3D font. The word 'AND' is smaller and positioned between 'RIGS' and 'WRENCHES'. Below the logo is the text '— ROUND 1 —' in a bold, red, sans-serif font. The entire graphic is set against a black background with a red border.

## RIGS AND WRENCHES™

In teams of four, participants tackle an exciting communication challenge where they learn that success depends on personally stepping up.

## DESIGN OF THE PROGRAM Employee Day

### What to Control

**EMPLOYEES BUILD CONVICTION AROUND THREE THINGS:**

- They control more than they assumed
- Never let a teammate fail
- Interactions around safety with peers and supervisors must be open, quick and effective



DESIGN OF  
THE PROGRAM  
Employee Day

**SAFETY IS A SHARED RESPONSIBILITY**



**Why to Control**

**THE IMPACT OF BOTH A SAFE ENVIRONMENT AND AN UNSAFE ONE HAS FAR REACHING IMPLICATIONS - WELL BEYOND THE MOMENT.**

Therefore, there is a shared responsibility among employees and leaders to ensuring safety is always the first priority.



# DESIGN OF THE PROGRAM Employee Day



## ALPHA WAVE: JUNGLE 3™

In an intensive two hour experience that mirrors their world, participants discover the consequences of taking action, or not taking action, on the things they can and should control.

## How to Control

**CONTROL IS A CHOICE. BRINGING THIS TO LIFE IN A PRACTICAL WAY, PARTICIPANTS PARTICIPATE IN ALPHA WAVE: JUNGLE 3, AN EXCITING LEARNING PROGRAM. THEY WALK AWAY WITH CONVICTION AROUND:**

- Knowing and following safety procedures at all times, not just when it's convenient
- Stopping others from making potentially dangerous mistakes
- Controlling the outcome is their choice  
- as is how they achieve the right outcome!





## CHOOSING SAFE BY CHOICE™

### 4 steps for your organization:

#### ONE

We work with you to gain the understanding we need to tailor the program to your organization and so ensure success.

#### TWO

We customize Safe by Choice to build relevance, with your examples, language and values, situations and customers.

#### THREE

We test the resulting customized version of the program to validate its effectiveness in your organization, and to ensure it will achieve the promised results.

#### FOUR

Our trained facilitators deliver the program for you; or, we train your internal staff to our specifications, and provide you with kits containing the necessary materials so your trainers can deliver the content themselves.



# WORDS FROM THE FIELD

Best training ever  
**SAUDI ARABIA**

I thought everything was well presented. The message was loud and clear! We are all responsible to be Safe by Choice!  
**TEXAS**

Exercises were excellent and provided best learnings  
**SINGAPORE**

I have been on many courses, this is probably the best course I have been on. Totally different delivery! Well done!  
**ANGOLA**

Would like to see this course become a part of our technical training schools to expand this knowledge to all field personnel  
**MUMBAI**





## WHY EAGLE'S FLIGHT?

### **A WORLD LEADER IN EXPERIENTIAL LEARNING**

Eagle's Flight pioneered experiential learning in 1988 and has been the recognized leader in the field ever since.

### **A RECOGNIZED LEADER IN CUSTOMIZATION**

Since 1998, Eagle's Flight has been creating customized solutions explicitly tailored to the culture, values, requested 'look and feel,' and desired learning outcomes for many of the world's best known companies.

### **A RESULTS-BASED SOLUTION PROVIDER**

Our clients often migrate away from other training providers to a more exclusive engagement with Eagle's Flight as they realize that partnering with us is a competitive advantage.

### **WORLD CLASS FACILITATORS**

The rigorous solution and training process employed by Eagle's Flight in the building of our facilitation team has been repeatedly recognized as among the very best in the industry.

### **A COLLABORATIVE PARTNER**

Whether delivering an off-the-shelf or custom solution, Eagle's Flight's Account Management Model ensures the level of partnership and engagement that occurs is consistent with the client's expressed wishes.

### **GLOBAL IN SCOPE**

Because our content is licensed to 55 professionals in 45 countries, we are able to serve the global community, and reflect their indigenous languages, cultures and values in our training programs.

### **QUALITY MATERIALS AND DESIGN**

Our in-house art team and print shop create only the highest quality learning materials to ensure participant engagement. Clients consistently rate us 'second to none' in bringing learning to life.

### **STEVIE AWARD WINNER**

Since 2005, Eagle's Flight has won eight Stevie Awards, including Best Product Development Team, Distinguished Honoree for Most Innovative Company of the Year in North America and Distinguished Honoree for Executive of the Year in North America.





# ABOUT EAGLE'S FLIGHT

## WHAT WE DO

Eagle's Flight is an innovative leader in the development and delivery of practical training programs for the global business community. Through the use of experiential learning, we assist organizations of all sizes in gaining a competitive edge by significantly strengthening their workforce.

Our offering of training programs includes team and training experiences as well as leadership development and learning, all supported by our significant expertise in optimizing relevance and impact. Within each of these business segments, our point of difference remains the same – a focus on results, driven by our unique experiential approach and brought to life by our dynamic people.

Globally, our programs are offered in more than 25 languages and represented by international licensees in over 45 countries. Our worldwide team is consistently rated as exceeding client expectations, delivering more than 200 programs per month to groups ranging in size from 10 to over 2,000 participants. Our global structure also enables us to work with large multinational companies to provide them with consistent training messages and methods around the world.

## CONTACT US

Eagle's Flight has offices throughout the United States and Canada, and is represented by global licensees around the world. Within the United States, our main office is located in Minnesota. Within Canada our main office is located in Ontario.

### Global Head Office

489 Clair Road West  
Guelph, ON  
CANADA N1L 0H7

### US Head Office

4940 Viking Drive, Suite 540  
Edina, MN  
USA 55435

**Phone:** 1-800-567-8079

**Worldwide:** 1-519-767-1747

**Fax:** 1-519-767-2920

**Web:** [www.eaglesflight.com](http://www.eaglesflight.com)

## SOCIAL NETWORKING







EAGLE'S  
FLIGHT™  
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1-800-567-8079 worldwide 1-519-767-1747  
[www.eaglesflight.com](http://www.eaglesflight.com)

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