

WHEN SAFETY BECOMES CULTURE:

Building Buy-In at Every Level

Special Guest Speaker: Naeemah Elias

Texas Mutual Insurance Company | Safety Services

Online • 10-11 a.m. CT



Today's host



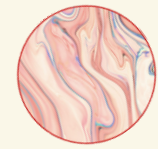
Holly Griffin brings over 15 years of experience designing and delivering adult learning experiences. As a Senior Trainer and Technical Writer at Texas Mutual, she develops safety training programs and educational content that reach policyholders across Texas.

With a master's in educational psychology and a background spanning instructional design, curriculum development, and eLearning, Holly brings a learner-centered lens to every topic she teaches.

Today's guest speaker



Naeemah Elias is a leadership strategist, TEDx speaker, and founder of Elias Presence Ventures, where she helps organizations develop confident leaders, strengthen workplace culture, and build environments where people thrive. A former executive in global finance, she spent more than a decade leading talent development, leadership initiatives, and organizational change for a Fortune 500 company. Today, Naeemah partners with organizations across industries to help leaders foster trust, improve communication, and create cultures where employees feel empowered to contribute, collaborate, and speak up. Her practical, engaging approach equips leaders with strategies they can immediately apply to strengthen both people and performance.



When Safety Becomes Culture: Building Buy-In at Every Level

with Naeemah Elias



Connect on LinkedIn

Every organization wants employees to go home safely

So why do
accidents still
happen?



Human behavior is shaped by culture



Safety Voice

Leaders influence speaking up

Speaking up predicts safer behaviors

Knowledge alone isn't enough



Culture



Behaviors



Encouraged



Rewarded



Ignored



Tolerated



Every organization has two safety programs

Written	Unwritten
PPE	Is it really okay?
Procedures	Will anyone listen?
Stop Work	Does production win?
Reporting	What happened last time?
COMPLIANCE	CULTURE



Compliance vs Culture

Compliance

Follow rules

Avoid trouble

Do what's required

Works when watched

"What am I supposed to do?"

Culture

Own outcomes

Protect people

Speak up

Works when nobody's watching

"Who are we when nobody is watching?"



Poll

Which creates the biggest challenge in your organization?

Time Pressure

Complacency

Speaking up

Leadership consistency

Keeping safety top of mind?



NOTICE

NAME

NORMALIZE



Safety Voice Happens Here

NOTICE

People see things
Avoid trouble

NAME

People decide
whether to speak

NORMALIZE

Leaders impact
whether people will
ever do it again



What Happens Next?

Employee speaks up



Leader responds



Dismissed

Supported



Silence

More Voice



Reflection Prompt



- I want people to notice...
- I want them to feel comfortable saying...
- I could better normalize...



NOTICE

NAME

NORMALIZE



Every organization tells employees:

*"If You See Something...
Say Something."*



To build a Safety Culture, ask:

*"What
Happens
Next?"*

That's where Safety Voice grows.

That's where compliance becomes culture.



Resources



Notice. Name. Normalize.



Safety Voice Conversation Starters



Go Deeper. Read. Listen. Watch.

Click Toolbox for Resources



If this resonated...
Let's Take it Further

Elías Presence Ventures

I partner with organizations to:

- Accelerate leadership growth
- Strengthen communication and presence
- Build cultures of visibility, feedback, and opportunity



Scan to book a conversation



KEYNOTES | WORKSHOPS | COACHING