

derek daly
MOTIVATIONAL SPEAKER

Be Extraordinary...

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BUREAU CHEAT SHEET (SALES AID)

I'm very excited to introduce my new Topic; **S.A.F.E.: *The Crucial balance between Safety with Speed.***

In an era where everything is expected to be faster, this program addresses how to accomplish *Speed with Safety.*

Professional race car drivers, were considered to be gladiators in a sport that was somewhat *out of reach* for most. Accidents, injuries and even death were commonplace, and it was justified because; *'well, that's just the way it was'.*

A spate of critical injuries, Derek's included, became a defining time in his sport when finally; enough was enough. Motorsports' core business was *Speed*, not *Safety*. These two values were disconnected for decades. This program details how his sport's attitude changed, and how it developed its people and equipment to have the crucial balance between *Speed with Safety.*

It walks the audience through the structure and framework of extraordinary teams who operate safely, out on the edges of what might be possible. They learn how Derek's sport changed from a disconnected "hand-off" sport, to one of accountability and concern.

They will understand that compliance does not replace responsibility. Importantly, it explains that race cars (equipment) are not inherently dangerous within a team; it's the human error that becomes dangerous. No one remains emotionally neutral as they grasp his breathtaking global experiences and understand the S.A.F.E. model (*Speed, Agility, Framework, Execution*).

Target audiences can be any industry that wears a hard hat, all construction, first responders, oil, gas, mining, transportation, aviation, manufacturing, and medical industry, etc.

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Part of the deliverables is; The 6 Secrets of SAFE (Speed, Agility, Framework, Execution). This is delivered to everyone's smart phone immediately via text.

6 Secrets of SAFE

1. A company only becomes SAFE when enough people in it become SAFE
2. Don't substitute Compliance for Responsibility
3. Don't declare war on Human Error
4. Make sure you are doing the RIGHT THINGS - as opposed to doing THINGS RIGHT
5. Don't be afraid to turn what already exists upside down
6. You don't decide your future - you decide your habits - and your habits decide your future

DEREK DALY is a World-class Formula One and Indy 500 Driver, Master of Fast, Entrepreneur, Best-Selling Author and 25 year network television analyst. He raced for some of the world's most successful teams – won all over the world – lived in Monte Carlo – dined with Royalty – and was almost killed three times. His experiences are breathtaking.

Target audiences can be any industry that wears a hard hat, all construction, first responders, oil, gas, mining, transportation, aviation, manufacturing, and medical industry, etc.

S.A.F.E: The Crucial balance between Safety with Speed

Having survived the hardest crash impact a driver had ever survived, Derek shares his near death experience that led to a safety initiative in racing that continues today. Your team will learn how his sport continues to develop the safest high performance equipment and work environments; that has literally saved lives. Understanding this, will **empower your front line employees** to make quick decisions, with limited information, in compressed time frames. You will understand that **Compliance does not replace Responsibility**. Learn how your team can make critical performance gains by embracing *intelligent risks*, as it activates its own S.A.F.E. model (*Speed, Agility, Framework, Execution*). No one remains emotionally neutral as they grasp his breathtaking global experiences.