



# Opening Keynote - People, Planet, Profit: A Leader's Experience October 9, 2024

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### A little bit of history





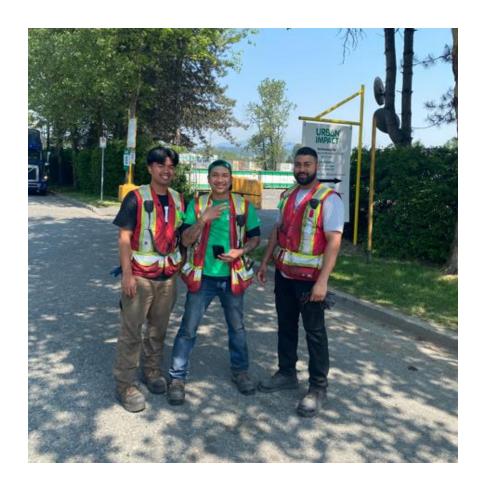




## A little bit of history









#### **Safety Revolution**





# **Trucking Operations**

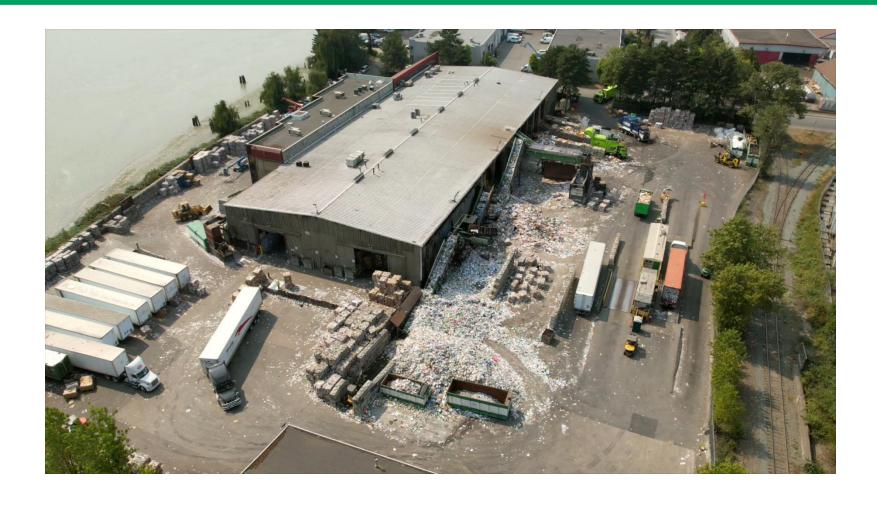






# **Plant Operations**







#### Learning 1: Working with an Entrepreneur



- Like to Learn
- Not scared by a challenge
- Your expertise and experience should lessen the burden for the Entrepreneurial team.
- Practice and be thoughtful about your messaging - simple and complete.





#### **Learning 2 – Safety Messaging**



- Incorporate into your values, mission statements.
- Easy to remember, easy to understand.

#### **Cultural Value:**

Work Safely, always.

#### At Urban Impact our Cultural Values guide us to:

- Work Safely, always
- Focus on and serve our customers needs, we strive to meet or exceed their expectations and their diversion goals
- · Genuinely care about the people we work with, we are a flexible and fair employer
- Support staff's health and wellness
- · Recognize and reward employees for contributions
- Have a positive, respectful, high energy, productive work place
- · Endorse and support innovation and encourage an ideas work environment
- · Support and encourage staff's personal and professional development
- Share and celebrate our common success
- Care and give back to our communities
- Care about making a genuine difference to the environment
- · Be approachable, staff have full access to our leadership team
- Work as a team to achieve our common success, we have each other's back







#### **Learning 3 – Safety Messaging**



- Incorporate into your values, mission statements.
- Easy to remember, easy to understand.





#### **Learning 4: Selling Safety**



You may have to be part safety professional, part salesperson, part cheerleader!







#### **Learning 4: Selling Safety**



#### Don't forget to celebrate!







#### **Learning 5: Communication Best Practices**



- Don't read from slides
- Engage with your audience by reviewing photos, real life examples or images.
- Consider using photos to start discussion. What is right about this photo? Or can you spot a safety concern?
- Ask questions and ask for engagement to ensure you have understanding.





### **Learning 6: Organizational Chart**



Safety should report through for maximum consequence and engagement.





#### **Learning 7 – Safety Branding**



Any questions?

Feedback?

Any suggestions?







#### **Barriers to Safety**



- Cultural buy in
- Language
- Time
- Internal capacity
- Internal know how
- Others!





### **Forward Facing Metrics**



Safety from the Ground Up





#### Here is what Safety can feel like







#### Here is what safety should feel like











#### **PROUD WINNER!**

2024 Manufacturing Safety Innovator Award







Thank you very much. This concludes my presentation, "People, Planet and Profit: A Leader's Perspective".

Now, it would be my honour to answer any questions you may have.



