

PRESS ANNOUNCEMENT

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Opening Keynote at Air Charter Safety Symposium Focused on Moving Beyond the Bradley Curve in the Pursuit of Safety Excellence

ProAct Safety CEO discussed creating strategies to measure a company's culture maturity.

(The Woodlands, TX – March 25, 2019) Terry L. Mathis, founder and chief executive officer of ProAct Safety, opened the [Air Charter Safety Symposium](#) on March 12, 2019. The annual conference promotes the highest levels of aviation safety, covering current and emerging safety challenges.

Mathis' keynote focused on how the Bradley Curve is descriptive but not prescriptive. A company does not automatically progress along the curve without deliberate effort, and Stephen Covey did not state that progression was the goal, but that it was the outcome of forming the seven habits. "The most common misconception we find organizational leaders making about the Bradley Curve and other approaches to improving safety culture is the idea that the goal is to develop certain characteristics within the culture. But an excellent safety culture is one that develops the capability to effectively improve itself and reinforce the habits that enable it to progress toward excellence," said Mathis.

For more information about ProAct Safety events, visit <http://proactsafety.com/events>.

ABOUT TERRY L. MATHIS

Mathis, ProAct Safety's founder and CEO, is known for dynamic presentations, work and writing in the fields of behavioral and cultural safety, leadership, and operational performance. He is a regular speaker at ASSE and NSC, as well as company and industry conferences. He has been a frequent contributor to industry magazines for more than 15 years and is coauthor of five books, including bestsellers *STEPS to Safety Culture Excellence* (WILEY, 2013) and *Forecasting Tomorrow: The Future of Safety Excellence* (SCE Press, 2015). Terry has been listed four consecutive times as one of 'The 50 People Who Most Influenced EHS' by EHS Today. Learn more about him at <http://www.TerryLMathis.com>.

ABOUT PROACT SAFETY

ProAct Safety is a global safety excellence consultancy. The company has completed more than 2,000 successful safety strategy, leadership, culture and behavior-based safety projects in nearly every major industry worldwide. Learn more at <http://www.ProActSafety.com>.