

Bill Sims Jr. | Green Bean Leadership Session Feedback

"We heard about Bill from one of our captive members, so I "took a chance" in booking him for our keynote and a follow-up breakout session. Glad we did!!

Bill was an excellent, well-prepared, personable speaker. His overall message focused on safe behavior and recognition. It couldn't have tied in better to the rest of the agenda that participants enjoyed before and after. I have let all of my colleagues here know about Bill and they along with I, will be booking him for other workshops. I strongly recommend Bill."

**Kevin Marks,
HSD, ARM, VP - Risk Control Captive
Resources, LLC**

"My sincere thanks to you for making safety a central topic of our convention, as I had hoped we would do with a presentation that would catch everyone's attention. Thank you for the work that you do every day in saving lives. It is noble work."

**Cynthia Mills, President & CEO Carolinas
AGC**

"I told my boss this was a 'no-brainer,' a do it or DO IT. Bill exceeded our expectations and made a profound impact on our leadership team. We will never look at human behavior the same way. - Pfizer Executive

We struggle with how to sell positive reinforcement systems to our Leadership Team. You have cracked the code on how to do this." - Construction CEO

"I am truly astounded. My entire management team has completely bought into BBS, even the most resistant to change.

Bill is being quoted by all of my colleagues. My Mfg Manager and Controller (both very resistant to change) are both totally onboard. Now, we have to go the next level!"

**Linda Littke, HR Manager Eaton
Corporation**

It was a true pleasure meeting you this week in Las Vegas at the Presidio/Captive Resources Workshop.

Your Key Note presentation inspired me to return to my team with many great 'take- aways,' thank you!

As you were speaking I thought to myself- this guy Bill has had quite a life to look back upon, and can't even imagine how many lives you've touched in some way, shape or form with the words you speak and the passion in which you speak them.

VP Human Resources



Figure 1 - Bill with Members of Disney's Leadership Team in Orlando, 11/14

We just completed the first training class (one day) and it was excellent. As I am certain you know, positive reinforcement systems have been around for a number of years but Bill presentation really spells out how a great program should work and why.

Bill took us through a history lesson of how behavioral based safety has evolved over the years and how behavioral science studies pinpoint how to create change in a peoples thinking. It was a very powerful course that was enjoyed by all of my folks.

**Jon Knowles
Plant Safety & Security,
NAES Corporation, Plum Point Energy
Station**

I wanted to tell you that the presentation was awesome yesterday. I am responsible for over 10k employees in Indiana and Michigan and the points about safety were actionable for me.. Great stuff on the reinforcement piece as well.

I coach kids from 4-10 in multiple sports and both

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the reinforcement and results driving behavior rang loudly for me.

I have three boys myself and have had to use a few of the ice cream tactics myself. I really enjoyed the way you tailored your presentation to the LP profession, really shows something about the presenter. Thanks again and keep up the great work.

Asset Protection Manager, Lowes

“Bill’s engaging presentation at our safety summit this past June is creating quite a paradigm shift on how we approach safety!”

John Palacios Global Safety Coordinator Whole Foods Market

One of the reasons Bill’s presentations are consistently well received is that he delivers the message in understandable language, and illustrate his points with industry relevant examples and anecdotes, so that people can quickly understand these methods and find ways to immediately apply them in the real world.

This might be why 97.2 percent of the participants of the National Safety Council Conference & Expo in Anaheim, CA, and Also throughout Saudi Arabian oil, gas and petrochemical corporations evaluated his sessions as “providing new information and skills” and 91.3 percent stated that the information he shares is “valuable for practical application.

I recommend Bill Sims, Jr. wholeheartedly as a keynote speaker at any conference or corporation of high repute and also the positive reinforcement concept for the desired behavior change to make a difference!

Jitu C. Patel, CPEA, Fellow of the ASSE

I am writing to thank you for your presentation on Green Beans and Ice Cream at the NSC Congress and Expo in Orlando. What happened in that room in those ninety minutes changed the way I look at safety programs and methodologies forever. Your

methodology and supporting philosophy regarding the transformation of employee behaviors by utilizing positive reinforcement was unlike any of the other sessions that I had attended. This concept was refreshing and your presentation was bold, confident, meaningful and pivotal.



“I am very thankful that I made the decision that I did and now I am driving the bandwagon of positive reinforcement sharing it with my family, peers and executives along with sharing your YouTube videos to anyone that will watch or listen to me.”

I have seen several world class keynote speakers and your presentation ranks among the best. Thank you for sharing such a powerful and uplifting message.

Jim Rose, Facilities Manager Sacramento Coca-Cola Bottling Co., Inc.

I was at your meeting in Greensboro, NC yesterday. I was with the safety senior manager and two safety supervisors. I was the only Management from the production side there. It was an eye opener. We are looking at starting a safety incentive program.

I admit I was the ONE who raised his hand when you asked, “who believes safety is part of your employment requirements, expectations”. I left with a softer more willing to be open to new ideas attitude. “Zero Unsafe Behaviours & Conditions” is what we’re after.

Senior Manager Outbound Ralph Lauren

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As we discussed on Tuesday, I gave my "I Make a Difference" ribbon to my wife last week after the Managers Meeting. When I explained the reason for the ribbon is to honor her on how she has stuck by me through thick and thin, always encouraging, never blaming, and giving good advice when I needed it she broke down and cried (and so did I).

Thanks for sharing this idea to "stop and smell the roses" and how such a small gesture as a blue ribbon can mean so much. Life is too short not to recognize the people who REALLY make a difference in your life. Thanks for the CD and more ribbons, I just received them today. I WILL give them out with an explanation as to why THEY deserve it.

Insurance Company Executive

Thanks for the advice on how to use positive reinforcement with my kids and their allowance. I've just started using your suggestion to pay and praise them immediately for the chores they do.

My 11-year-old son folded all the laundry last night and I've never seen them actually excited about taking the trash out. Your advice really works! - Program Attendee

"Bill presents in a fresh way, information essential in today's workplace to encourage the behavioral change necessary to improve safety performance. His presentation is engaging, data driven and compelling. If you believe, as I do, that safety performance begins with senior leadership, you will appreciate what he has to say."

William G. Oakley, President and CEO Goodwill Ind. of Central Florida, Inc.

Your class was well presented and points out some behavioral based changes we need to incorporate in our business. Especially the way the industry reacts towards the lag indicators, which puts us behind the eight ball before we even start. I think this is a great class and hope to put it in use later this year.

William M. Stump Regional Safety Manager, Rumpke Consolidated Companies

I can attest that Bill was an excellent speaker at our event last month. Our Loss Prevention, Auditing & Safety conference was geared toward a more-senior level LP and safety crowd, and Bill worked with us to adapt his presentation so that it was applicable to the audience.

His presentation received stellar reviews from attendees, many inquiring if he could speak to their groups, as well. Bill spent time learning who our audience was and was flexible in ensuring that his presentation provided meaningful education to everyone. I recommend Bill to present to your group.

RILA Organizer

Thank you for a powerful session this morning. I enjoyed it in the moment, but it is several hours later that I've had some time to reflect on the principles of positive reinforcement that it became more powerful. I know that most of the lessons were about safety, but somehow they resonated in other areas of my life.

Since I left the class this morning, I've had a chance to discuss it with someone who missed the class. As I was sharing the principles, it became very clear some of the classic mistakes I've made trying to get the results I want. I also just spoke with my wife and told her that she will get the ribbon! She's been a constant for our family while I've been off gallivanting around the world for the past 20 years, and I haven't told her thank you enough.

So I just wanted to pass on a bit of positive reinforcement to you. Keep up the good work!

Manager, Marathon Oil

Everyone came to the session expecting to hear only about safety. By the end, everyone clearly saw the value of positive reinforcement in every aspect of our lives, not just our careers.

Jeffery G. Reid - Department Manager, Devro, Inc.

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I will start by saying I highly recommend Bill and the information he provides during his presentation. I have about 28 years in HSE and have spent the majority of that time implementing behavioral safety processes. The method that Bill provides and the benefits to hearing his presentation is that he has real world experiences that utilize BBS in a more modern methodology. I have heard his presentation 6-7 times at different conferences and every time I come away with something new. He is very energetic and has a way of making everyone from C-level to supervisors understand his material. I recently had him join us at a meeting in Atlanta with all our Ops Directors and VP. Again, I left with a new learning and the group has sent multiple request asking to have him return for the workshop. You will definitely come away with a learning if you decide to bring him in.

Sammy Davis, MSc., CSP, Gr.IOSH Director of Safety

Bill, First let me say I thoroughly enjoyed the 4 session with you on Wednesday afternoon. I have had nothing but positive reviews to give with my reports and peers since the class. I have offered your name up as well as the Green Bean & Ice Cream book in our building production meeting.

I had dinner with my daughter and her husband last night and was telling her about the class. When I told them the story of the make a difference ribbon her eyes swelled with tears. She was recently promoted to office manager, she just turned 25 last Thursday. I had a discussion with her when she first told me about the position about being a humble leader and remembering her raising when dealing with people and she would be just fine. I gave her my copy of your book to read last night and told her "the sky's the limit if she follows the path of positive reinforcement".

Tim Dismore, one of my supervisor I had attend with me, discussed the class the following morning. He swore I had been through it before because I was trying to instill in them a lot of what you covered. I used that as a spring board to give him advice. Recently he had an employee that had requested insoles for their shoes. A week had passed and he had not followed up. He told me

yesterday he understood those were the "little things" I was always talking about. I told him exactly, I know it is hard to do but when you don't always put production first and you learn to put the little things like that first your team will begin to handle the production part for you.

I want to end with saying THANK YOU for mentioning my participation and story sharing to the Senior Leaders you met with yesterday. I was on a conference call yesterday with our HR Manager for Appliances – Eric Leef, his staff, and the other Operations Leaders in the park. Shortly after the meeting began he said he wanted to go off topic for a second, he recognized me, thanked me, and told me I won the award for participation in your class. I told him I appreciated the recognition and Thanked him for it.

Alan Pridemore, GE Appliances Leader



Bill Sims Jr. was honored as Keynote Presenter at the 2017 NSC Texas Safety Conference & Expo. After his session, Debbie Hersman, President of the National Safety Council, presented him with her personal "Challenge Coin".

Bill Sims Jr. Green Bean Leadership

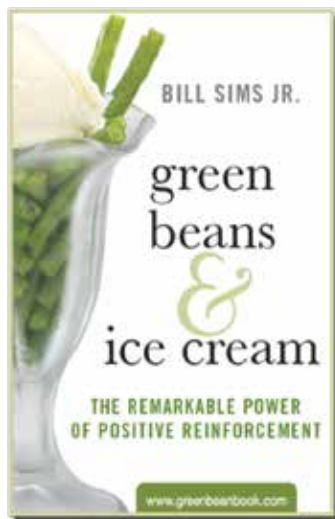
———— **Session Feedback** ————





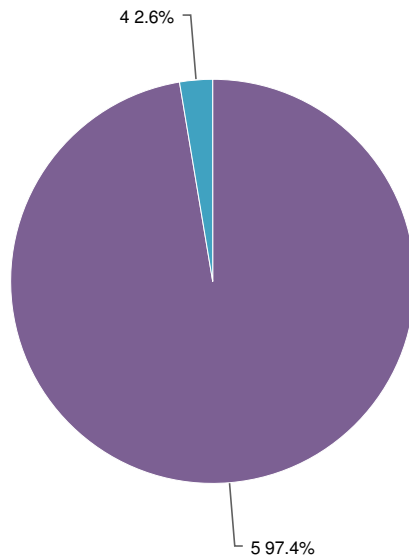
**Bill Sims Jr. President
Bill Sims Company
Bill.sims@billsims.net
(803) 600-8325 – Mobile
(800) 690-1860 – Office**

www.billsims.com www.safetyincentives.com



New Summary Report - 11 July 2016

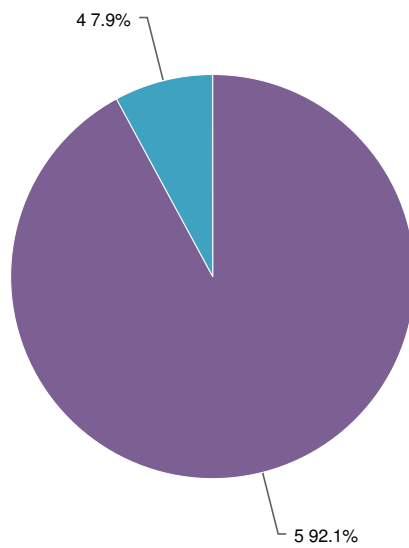
1. The speaker's knowledge of the subject:



Value	Percent	Count
5	97.4%	37
4	2.6%	1
3	0.0%	0
2	0.0%	0
1	0.0%	0
Total		38

Statistics	
Sum	189.0
Average	5.0
StdDev	0.2
Max	5.0

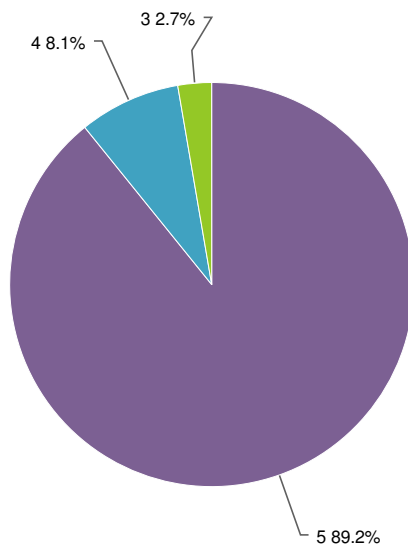
2. The caliber of the speaker's presentation skills:



Value	Percent	Count
5	92.1%	35
4	7.9%	3
3	0.0%	0
2	0.0%	0
1	0.0%	0
Total		38

Statistics	
Sum	187.0
Average	4.9
StdDev	0.3
Max	5.0

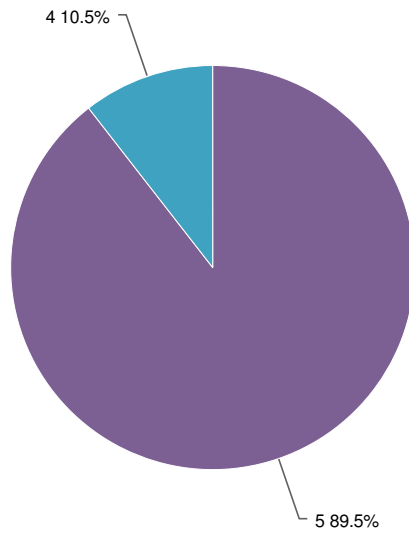
3. Response to questions was sufficient:



Value	Percent	Count
5	89.2%	33
4	8.1%	3
3	2.7%	1
2	0.0%	0
1	0.0%	0
Total		37

Statistics	
Sum	180.0
Average	4.9
StdDev	0.4
Max	5.0

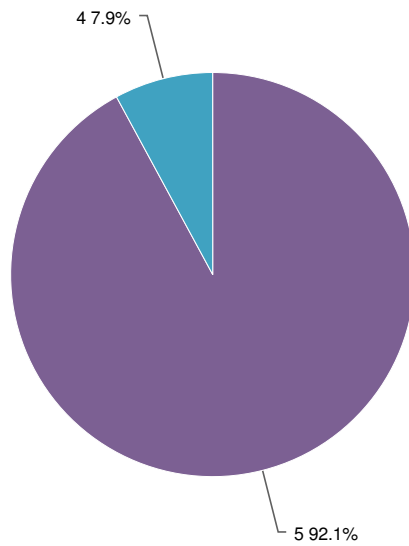
4. Interest in having this speaker at another PDC:



Value	Percent	Count
5	89.5%	34
4	10.5%	4
3	0.0%	0
2	0.0%	0
1	0.0%	0
Total		38

Statistics	
Sum	186.0
Average	4.9
StdDev	0.3
Max	5.0

5. Overall evaluation of session:



Value	Percent	Count
5	92.1%	35
4	7.9%	3
3	0.0%	0
2	0.0%	0
1	0.0%	0
Total		38

Statistics	
Sum	187.0
Average	4.9
StdDev	0.3
Max	5.0

6. Additional comments about the session or speaker?

Count	Response
1	Best of the conference. Would love to go to full training
1	Excellent content and engaging presentation. My favorite session so far.
1	Excellent session, good presentation skills.
1	Excellent topic and presentation
1	Fantastic message very well presented!! Top notch!!
1	Gave framework to a philosophy I have always felt was true.
1	Great job!
1	Great presentation.
1	Great session
1	I really enjoyed this session and found the information to be valuable
1	One of the most memorable sessions. Excellent and relevant contents for everyone.
1	Really enjoyed this session. Very informative and helpful
1	Thanks
1	Very relavent
1	this is one that needs more time! Great presentation!
1	Best session I attended. Very informative and listed at the right level of knowledge, unlike the previous ones I attended. This was a great presentation.
1	Very knowledgeable and engaging speaker. One of the best sessions I have attended at any conference. Maybe use a little less graphic videos.
1	Bill Sims was great. His passion and commitment to the development of behavior based safety in our profession was refreshing. His services can be seen in any industry. His stance on zero injuries is not your goal is a topic of discussion I am currently involved with at my company. The resources provided by Sims will be helpful in ways I am excited to think about. Thanks for coming out and speaking!
1	Great presenter, well rehearsed, knows his subject thoroughly. I gained severaltake aways to use on the job.



ASSE REGION VI PROFESSIONAL DEVELOPMENT CONFERENCE SPEAKER / SESSION EVALUATION SUMMARY & FEEDBACK

Green Beans and Ice Cream: The Remarkable Power of Positive Reinforcement

Speaker(s): Bill Simms, Jr.

Primary Liaison: Jerry Garner

#Students: 120

Assistant Liaison: Vernon Penix

#Evaluations: 77

Date: Friday, September 26, 2014

Time: 8:30 AM – 10:00 AM

CONTENT EVALUATION

The material in this session was:

Technically accurate	4.8
Consistent with program description	4.9
Current and relevant to the subject area	4.9

Quality of the audio visual material was:..... 4.9

Level of the presentation was: 4.9

Response to questions was sufficient: 4.9

I would be interested in additional sessions on this topic: 4.8

AVERAGE RATING

RATING SCALE
5 = Superior / Strongly Agree
4 = Excellent / Agree
3 = Good / Mostly Agree
2 = Satisfactory / Disagree
1 = Poor / Strongly Disagree
0 / NA = Not Applicable

SPEAKER EVALUATION

The caliber of the speaker's presentation skills was:

Speaker One 4.9

The speaker's knowledge of the subject was:

Speaker One 4.9

I would attend a session by these speakers again:..... 4.8

OVERALL EVALUATION

Overall evaluation of this session is: 4.9

COMMENTS

- Nice work
- Excellent
- Good
- Great
- Good presentation
- Too much sales
- Good
- Outstanding
- Great concept
- Great
- Great
- Good job
- Not clear on future of R+
- Great speaker
- Best session yet
- Great



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Green Beans and Ice Cream: The Remarkable Power of Positive Reinforcement

Speaker(s): [Bill Simms, Jr.](#)

Primary Liaison: [Jerry Garner](#)

#Students: 120

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#Evaluations: 77

Date: [Friday, September 26, 2014](#)

Time: 8:30 AM — 10:00 AM

Best presentation of seminar
Very good job
Outstanding
Good job
Powerful message
Fabulous
Excellent
Powerful
Excellent



Top 10 Speakers

Our educational sessions are of primary importance to attendees. They provide up-to-date information on technical topics and emerging trends from industry leading experts. To create the best program with the best speakers, we rely on a number of sources including attendee feedback supplied on speaker evaluation forms. Below are some of the speakers with the best evaluation scores from recent Congresses. **Attend their sessions this year!**



Regina McMichael,
CSP, CET

President
The Learning Factory, Inc.

Tuesday, September 26

1:30 p.m. - 3:00 p.m. and
3:30 p.m. - 5:00 p.m.

**#75 Become a Safety
Training Ninja**

**REPEAT
SESSION**



Tim Page-Bottorff, CSP

Senior Safety Consultant
SafeStart®

Tuesday, September 26

2:15 p.m. - 3:00 p.m.

**#76 Humor in Safety: From
"Blah Blah Blah" to "Ha Ha - Aha!"**



Bill Sims, Jr.

President
The Bill Sims Company, Inc.

Tuesday, September 26

3:30 p.m. - 4:30 p.m.

**#79 Green Beans &
Ice Cream: Beyond
Zero Injuries**



Jack Jackson

Senior Safety Consultant
SafeStart®

Tuesday, September 26

3:30 p.m. - 5:00 p.m.

#84 10 Feet Tall and Bulletproof



Richard Hawk

President
Richard Hawk Inc.

**REPEAT
SESSION**

Monday, September 25

1:30 p.m. - 3:00 p.m. and
3:30 p.m. - 5:00 p.m.

**#11 Mindfully Safe: Improve
Safety Performance by
Paying Better Attention**



Hugh Hoagland

Sr. Consultant
e-Hazard.com

**HOT
TOPIC**

Monday, September 25

3:30 p.m. - 5:00 p.m.

**#41 Implementing the
NFPA 70E 2018 Changes: A
"Shockingly" Simplified List**



E. Scott Geller

Alumni Distinguished Professor
Virginia Tech

**REPEAT
SESSION**

Monday, September 25

3:30 p.m. - 5:00 p.m. and

Tuesday, September 26

1:30 p.m. - 3:00 p.m.

**#47 Seven Life Lessons From
Psychological Science:
How to Achieve a Sustainable
Injury-Free Workplace**



John Drebing, Jr.

President
John Drebing Presentations

Tuesday, September 26

1:30 p.m. - 3:00 p.m.

**#64 Making Safety Interventions
Comfortable for All Employees**



2017 Texas Safety Conference & Expo Tech Session Evaluation Results



SESSION: 100 Green Beans & Ice Cream: Beyond Zero Injuries
INSTRUCTOR(S): Bill Sims
DATE & TIME: Monday, March 6, 2017 8:00:00 AM

SESSION EVALUATION

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
1. Provided me with new information and skills	54 60.00%	33 36.67%	2 2.22%	1 1.11%	0 0.00%
2. Was valuable for practical application	52 57.78%	33 36.67%	2 2.22%	0 0.00%	3 3.33%
3. Was pertinent to my needs and interests	48 53.33%	36 40.00%	3 3.33%	0 0.00%	3 3.33%
4. Will help me perform my job more effectively	46 51.11%	37 41.11%	2 2.22%	1 1.11%	4 4.44%
5. Achieved its stated goals	53 58.89%	30 33.33%	3 3.33%	0 0.00%	4 4.44%
6. Was the right level of complexity	50 55.56%	36 40.00%	0 0.00%	1 1.11%	3 3.33%

SPEAKER EVALUATION

	Excellent	Good	Fair	Poor	No Opinion
8. Speaker 1 - Bill Sims	74	13	3	0	0
	82.22%	14.44%	3.33%	0.00%	0.00%

	Yes	No	Undecided
9. Did this session meet your expectations?	83	3	4
	92.22%	3.33%	4.44%

	Speaker	Content	Undecided
10. If no, was it due to:	7	1	2
	70.00%	10.00%	20.00%