

# THEO HEINEMAN

## SPEAKER PRESS KIT



Woman Entrepreneur of the Year

Three Time Canadian Society of Safety Engineers Award

Canadian Safety Leader of the Year Finalist

# PROFESSIONAL BIOGRAPHY

## Expert in Safety Management Systems and Health & Wellness in the Workplace

**Theo Heineman** is widely recognized as an industry leader and expert in workplace safety management systems. Over her career, Theo has worked around the world and with hundred of businesses as a consultant and keynote speaker with the mission of inspiring stronger and safer workplaces. With powerful stories that have the ability to touch and inspire, Theo is a master at inspiring owners, managers and workers into action. Safe workplaces equal reductions in loss along with improvements in productivity and quality, resulting in healthier employees and a more profitable and sustainable business.

Some of Theo's milestones include Woman Entrepreneur of the Year, Canadian Safety Leader of the Year Finalist and three-time Canadian Society of Safety Engineering award recipient. She is the Founder, President and CEO of 1Life Workplace Safety Solutions Ltd., Manitoba's only Safety Technology company. Theo is a Board Certified Canadian Registered Safety Professional (CRSP) and a Certified Safety and Health Consultant (Canadian Society of Safety Engineering). She is a Certified NeuroChangeSolutions Consultant, personally trained by leading neuroscientist and New York Times best selling author, Dr Joe Dispenza.



Theo is passionate keeping workers safe and fostering reverence for Life. She can deliver keynotes, workshops, training sessions focused on safety, wellness, leadership and performance management that will leave a lasting impact.

Website: <https://theoheineman.ca>  
LinkedIn: <https://www.linkedin.com/in/theoheineman>  
Video: <http://theoheineman.ca/biography/64-videos>  
Publications: [Turning Compliance into Gold](#)



# KEYNOTES

## Neuroscience: The New Frontier in Safety Management

The most recent statistics from the Association of Workers' Compensation Boards of Canada (AWCBC) tell us that in 2017, 951 workplace fatalities were recorded in Canada, an increase of 46 from the previous year. Among these deaths were 23 young workers aged 15-24.

Add to these fatalities the 251,508 accepted claims (an increase from 241,508 the previous year) for lost time due to a work-related injury or disease, including 31,441 from workers aged 15-24, and the fact that these statistics only include what is reported and accepted by the compensation boards, there is no doubt that the total number of workers impacted is even greater. – Source CCOHS Canada

Despite the combined efforts and expense of industry stakeholders to reduce serious workplace injuries, why can't we seem to make significant headway? A primary reason is the inability to produce the sustained change required to have lasting impact on human behaviour. True and lasting change requires becoming aware of and changing deep seeded habits and beliefs that have been fired and wired, and rest mostly in the unconscious mind (which applies to both leaders and employees). Using the understanding of the neuroplastic nature of the brain, a formula can be applied to allow employees to learn new ways to think, act and feel; in short, create a new mindset towards workplace safety.

Also discussed will be the link between stress and incident rates. We will explore the effects of stress on the body and human (safety) performance and the link to neuroscience. Understanding how neuropathways in the brain are created and sustained and impact human performance provides a doorway to radical shifts in safety performance and culture.

This session will introduce:

- Why sustained change in safety culture and habits is difficult to achieve with traditional change management models
- The new findings in neuroscience and how they can be applied to increase employee safety performance
- The three types of stress and their effect on the employee health and safety and incident rates
- An understanding of why not all stress is created equal, why the same stress effects employees differently and how it can be managed with a new model of change.



*There's a wave of change sweeping across the world; a call to abandon "profit at any cost" and integrate reverence for life to increase the total net value delivered by corporations to the marketplace. In addition, historic courtroom decisions are making the importance of workplace safety a reality for every business.*

*Safe workplaces equal reductions in loss along with improvements in productivity and quality, resulting in healthier employees and a more profitable and sustainable business."*

*-Theo Heineman*

# KEYNOTES

## Safety Leadership... Jedi Style!

**Description:** At a recent conference of industry leaders, C-Level executives stated that the #1 competency required by the safety professional of the future is communication and leadership skills.

Often, safety managers and committee members are tasked with motivating and leading safety in their organizations but lack the necessary skills and experience to deeply engage employees. Or if the motivation to work safe is because of demands by management or fear of punishment, employees won't be fully engaged. If employees are not engaged, then workplace safety and wellness can't be optimized. And if safety and health aren't optimized, then the reality WILL BE greater risk for the organization resulting from increased number and severity of incidents, increased absenteeism and lost productivity.

It doesn't have to be this way. Rather, lessons from the Jedi Knights can be applied for transformational safety leadership! The Jedi are powerful leaders, adjudicators and peacekeepers in the Star Wars Universe. With strong moral values and purity of thought, they use wisdom and passion to fuel their power and defend and protect all sapient life. This keynote will address what transformational safety leaders and Jedi knights have in common. We'll also discuss how Jedi qualities can be practically applied for a more fulfilling and rewarding experience as a safety leader in your organization.

## WORKPLACE HAPPINESS AS A LEADING INDICATOR

One of the Top 3 workplace safety trends for 2020 \* is "a more holistic approach to health and wellbeing." Not only does happiness effect employees level of well being, we now know through the latest research in neuroscience that there's a direct correlation between employee happiness and hazard awareness and perception, MSI injuries, compliance, problem solving abilities, sick time and more.

This session explores the science behind happiness as a leading indicator of workplace safety, health and wellness. We'll discuss how workplace morale impacts the likelihood of incidents and absenteeism and how workplace happiness is a prescription for mental wellness, reduced harassment and better communication. Participants will walk away with a "prescription for workplace happiness" as well as simple tips and strategies to implement in your workplace immediately for greater overall wellbeing in their workplace.

\* OH&S Occupational Health & Safety Magazine



# KEYNOTES

## High Stakes: The High Cost of Careless

*"We have been a safe company for 20 years; I never thought it would happen to us."* Sadly, too many organizations are completely unaware of safety related vulnerabilities, or they are aware but unwilling to take the required action. Many learn harshly and unexpectedly through devastating pain, but after it's too late.

### We will discuss:

- How stakeholders that are "careless" face the high cost of shocking and unexpected consequences.
- The hidden emotional and business costs of serious workplace incidents.
- How you can "care more" now AND pay less today and tomorrow.
- The impact of criminal liability and reputational damage.

## Aligning with Leadership for Safety Management Results

A longstanding challenge for safety professionals is communication and motivating senior leadership to wholeheartedly commit to safety management objectives.

Conflicting priorities, multiple demands and perceived misalignment of values and priorities between the Safety and Leadership teams not only stands in the way of achieving effective safety management but can breed disharmony in the ranks. However, what if at the end of the day, everyone really wants the same thing....and just don't know it? In this workshop we will address how and why this can be and how to work with your Leaders to effectively align safety management objectives between the Safety and Leadership Teams for better results and a more satisfying work experience.

## Other Topics Theo Can Present Include:

The Art of Selling Safety

How to Mitigate Risk after a Serious Incident

High Impact Training Techniques

Take Safety to the Bank

Integrating Workplace Safety & Health with Performance Management

Ethics in Health and Safety



***Don't see what you're looking for? Inquire about a custom designed workshop!***

# ENDORSEMENTS

*"Theo was one of the best presenters I have seen in many years of attending such events. (IPAM-CSSE Conference). Her passion and connection were so evident."*

**Jim Duthie, Manager Safety and Environment, Valeant Pharmaceuticals**

*(CCOHS National Safety Leader of the Year Award Recipient)*

*"Theo is a very charismatic speaker, who does not only focus on her presentation but rather on the needs of the attendees. She personalized her presentation to assist individual concerns and there was definitely positive feedback from the group that attended. I would definitely have her speak again should the opportunity present itself."* **Virginia Friesen, Pembina Valley HR Group**

*"Theo is an extraordinary teacher and trainer. She helped us achieve our end goals and provided the training to continuously improve our company. Theo is a powerful communicator, making complex subjects understandable. Our safety program and, in fact, our business is immeasurably stronger for having Theo's expertise to guide us."* **Chris Mussell, Production Manager, Paramount Windows**

*"What sets Theo apart is her passion for safety, her commitment to our industry and its people, her sincerity and above all, her professionalism."* **Stan Kruse, Director, Manitoba Heavy Construction Association Safety Program**

*"Theo was really good. Good for our techs to see liability & risk issues and responsibilities from a professional in the industry."* **Attendee, Manitoba Trucking Association Expo 2013**

*"Before meeting Theo, I didn't realize the seriousness and depth of workplace safety. Her company and passion are assets to any business. I highly recommend any company to take the time to meet her and see what she can do for you to be a safer workplace."* **Mike Gordon, The Birchwood Automotive Group**

*"We recognize the value that Theo and 1Life Workplace Safety Solutions Ltd. can bring our client's business. Sound workplace safety and health practices will result in improved insurance rates, fewer claims, more profitability and a happier workforce."* **Ken Feasey, Senior Partner, Ranger Insurance Brokers**

*"Since becoming an Accredited Member of the BBB we have witnessed an impressive, dynamic and enthusiastic approach regarding services and solutions by providing such a holistic client centric approach to her business community."* **Reno Augellone, Director of Sales and Marketing, BBB Manitoba**

*"I will have to say that the safety management training I recently completed with Theo was communicated in a way that really got my attention. She made me realize for the first time that I really do need to get more involved in our safety program on a daily basis to get the message out that our policies/procedures/rules need to be implemented and enforced. In the end I know that this is insurance for the viability of my business and safety for my personnel. Thank you Theo!"* **Jason Rohl, Owner, Rohl Enterprises Ltd.**

*"Thank you so much Theo for your presentation. We had very, very positive feedback and they want a return of you!"* **Louise Hardman, Executive Assistant, Building Professionals**

# SAMPLE CLIENT LIST

- Workers Compensation Board of Saskatchewan
- SHE Day
- Membertou First Nations, Sydney Nova Scotia
- Chartered Professional Accountants
- Human Resource Management Association of Manitoba
- Manitoba Trucking Association
- CJOB Radio, Winnipeg
- Canadian Society of Safety Engineering & IPAM Conference
- Women Business Owners Association
- Building Owners and Managers Association
- Mercy Ships International
- Construction Association of Rural Manitoba
- Safe Health Care
- Toast Masters Annual Convention
- Canadian Society of Safety Engineering National Conference
- Accident Prevention Association
- Manitoba Construction Safety Conference
- Manitoba Chamber of Commerce
- Professional Property Managers Association
- Winnipeg Chamber of Commerce
- Manitoba Landscapers Association
- Infonex/First Nations HR Conference
- Lorman Education Services
- Manitoba Farmers with Disabilities
- Manitoba Chambers of Commerce
- Women in Business
- The Heating, Refrigeration and Air Conditioning Institute of Canada
- Association of Manitoba Surveyors
- Community Futures
- Manitoba Electric League
- Rotary Club International
- International Association of Administrative Professionals
- Winnipeg Executives Association
- Onsite Wastewater Installers of Manitoba
- Manitoba Family Services

# IN THE MEDIA

**February 2019, Theo featured on CJOB Radio** – Discussing workplace injuries and fatalities being drastically under reported.

**January 2016, Theo featured on CJOB Radio** – Discussing the results of the precedent setting Metron Construction tragedy decision along with Norm Keith, LLM, Faskin Martineau.

**May 2016, Theo featured in Who's Who Magazine.** Inspiring women engage hearts & minds at SHEday 2016.

**August 2014, Theo featured expert on "Charles Adler"- CJOB Talk Radio**, discussing the ever changing workplace safety & health legislation in Manitoba.

**June 2014, Theo featured expert on "Talk to the Experts"- CJOB Talk Radio** along with Lynda Kolly from Threads of Life, discussing the launch of the Young Worker Training Program, free to youth in Manitoba.

**May 2014, Theo interviewed as interviewed as expert in Manitoba safety culture by Marcy Markusa - CBC Information Radio** interviewed with Lynda Kolly from Threads of Life regarding Young Worker Safety Culture and the impact workplace incidents truly have to families and the community.

**May 2014, Theo interviewed on The Nighthawk with Greg Mackling - CJOB Talk Radio** discussing the launch of the Young Worker Training Program, free to youth in Manitoba.

**November 2013, Theo featured expert on "Ty Knows a Guy"- CJOB Talk Radio** discussing the current legislation and responsibility when hiring contractors in Manitoba; both residential and commercial.

**July 2013, Theo featured expert on "Talk to the Experts"- CJOB Talk Radio** discussing the current trends and requirements for Safety Management Systems in Manitoba.

**June 2013, Theo featured expert on "Talk to the Experts"- CJOB Talk Radio** discussing COR Certification in Manitoba.

**March 2013, Theo nominated for the YMCA-YWCA of Winnipeg "Women of Distinction" Award** for Management & Leadership.

**January 2013, 1Life announced as a finalist for the 2013 Winnipeg Chamber of Commerce Spirit of Winnipeg Awards.**

**November 2012, Theo interviewed by Winnipeg Free Press** following her workshop with the Manitoba Farmers with Disabilities.

**August 2011, Theo featured in Winnipeg Woman Magazine - "10 Questions with Theo Heineman"**

**July 16, 2011, Theo featured expert on "Talk to the Experts" - CJOB Talk Radio** Theo interviewed about being the 2011 Woman Entrepreneur of the Year and workplace violence and harassment issues.







## DID YOU KNOW? IN CANADA:

**670** workers are injured  
EVERY DAY

**28** amputations occur  
EVERY WEEK

**3** workers are killed  
EVERY DAY\*

\*2012 WCB statistics

Workplace Safety laws apply  
to ALL employers.

When an employee is injured  
at work employers are guilty  
until they can prove they're  
not.

Recent fines for serious  
incidents have exceeded  
\$700,000.

No insurance can be  
purchased for this kind of  
liability.

**Do you need an engaging, high energy presentation in the area of Safety Management or Business Growth and Development that bring tremendous value to your audience?**

- \* Industry Events \* Academic Events \* Corporate Events
- \* Training Events \* Association Meetings & Events

*Theo's speaking fees are based on half day or full day. \*Special rates are offered for Not for Profit organizations.*

Speaking fees can vary dependant on the time, level of customization, audience size and type of engagement you want a speaker for. Theo would love to work with you. If you are hosting an event with specific requirements, please [contact us](#) to discuss your specific event and learn if Theo would be the right fit for you as your speaker.

We understand that budgets are often an issue. If you have no speaker budget, or a low speaker budget, we still may be able to work together. Theo does a limited amount of pro-bono speaking engagements and considers all requests. A minimum number of attendees, the possibility to sell or display products and upcoming workshops to the attendees, and Theo's schedule will be factors in choosing the appropriate pro-bono events.

### **What People Are Saying...**

*"What sets Theo apart is her passion for safety management, her commitment to our industry and its people, her sincerity and above all, her professionalism."*

**Stan Kruse, Director Manitoba Heavy Construction Association**

*"She is a very charismatic speaker, who does not focus only on her presentation but rather the needs of the attendees. She personalized her presentation to assist individual concerns and there was definitely positive feedback from the group that attended. I would definitely have her speak again should the opportunity present itself."*

**Virginia Friesen, Pembina Valley HR Group**

# CONTACT INFORMATION

If you know of a group or event that would benefit from hearing  
Theo speak, please contact us!

THEO HEINEMAN

*Theo Heineman*

View my profile on 

## LEARN MORE

For more information about Theo visit:

[www.TheoHeineman.ca](http://www.TheoHeineman.ca)

**Theo Heineman**, *CRSP, CHSC, B.Sc. AG.*,

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