

THEO HEINEMAN

CRSP, CHSC,  
B.SC.AG

*into Heineman*

## SPEAKER PRESS KIT



*Woman Entrepreneur of the Year*

*Three Time Canadian Society of Safety Engineers Award*

*Canadian Safety Leader of the Year Finalist*

**THEO HEINEMAN.CA**

***Entrepreneur, Educator, Dynamic Speaker***

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## PROFESSIONAL BIOGRAPHY

Growing up on a farm with no brothers, Theo was custom combining on her own at the age of 16. Purchasing her grandfather's farm at age 22 gave Theo a deep appreciation for the risks of entrepreneurship and her rural roots are the foundation of her values, work ethic, and commitment to community.

Volunteering on the rural ambulance for over 10 years brought an awakening to the devastation of preventable injuries and illness. This coupled with formal education and over 20 years experience in Occupational Safety and Health, Theo has found her life mission, helping leaders drive organizational performance through optimizing the health and safety of their people.

Today Theo is widely recognized as a leader and expert in business, entrepreneurship, and Safety Management Systems. She is an international speaker and trainer in the areas of workplace safety management systems, change management, and human performance having worked across Canada, the USA, and the UK. Having been personally trained by leading Neuroscientist and New York Times bestselling author, Dr Joe Dispenza, she is also a Certified NeuroChangeSolutions Consultant, trained in the science and practice of heart coherence by the HeartMath Institute. Among Theo's many awards include Entrepreneur of the Year and Canadian Safety Leader of the Year finalist.

### **Some of Theo's Other Milestones Include:**

- Three-time Canadian Society of Safety Engineering Award.
- Manitoba Woman Entrepreneur of the Year Award for both "Building Business" and "Overall Excellence".
- Three-time BBB (Better Business Bureau) "Torch Award" for Market Place Ethics and Integrity.
- Board Certified Canadian Registered Safety Professional (CRSP)
- Certified Safety and Health Consultant (Canadian Society of Safety Engineers)
- 10 years as a Paramedic, witnessing first-hand the acute effects of workplace injuries and illness.
- Highly requested presenter to many organizations such as the Canadian Society of Safety Engineering National Conference, Accident Prevention Association, and the Manitoba Construction Safety Association Professional Development Conferences, Safe Health Care Conference, and many more.
- Instructor for Red River Community College, Occupational Safety and Health Certificate Program.
- Member of the Entrepreneurs Organization.
- Regular contributing author to OHS Magazine; Canada's leading publication serving over 10,000 Health & Safety Professionals.



“

*“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*

# KEYNOTES

## NeuroSafety; The Future of Safety Management

Every year, organizations invest billions of dollars in new safety initiatives that fail to produce desired results. Despite innovations in safety engineering, PPE and massive investments in training, workplace incidents in general are not dropping. On top of that, evolving safety habits and culture for most organizations is a never-ending challenge. The 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 habits and beliefs stored mostly in the unconscious mind. Research shows that understanding and applying the principles of neuroscience holds the key for safety management success. Learning outcomes for this course include:

- Simplifying neuroscience – what is it?
- Learning the connection between stress and workplace incidents
- Understanding why 90% of safety training is lost in 7 days and what you can do about it
- Understand how peoples past experiences shape beliefs and behaviours in the present
- Why habits are difficult to break and the simple system to break them so that new ones can be created
- How to use an understanding of neuroscience to foster safety culture that drives employee wellbeing and business profitability

*Theo has been personally trained by researcher, neuroscientist, and best-selling author, Dr. Joe Dispenza.*

## Building and Maintaining Employee Resilience

The Mental Health Commission of Canada reported that 1 in 5 Canadians experience a mental health problem or illness each year with stress sited as a primary cause. This results in increased employee errors and absenteeism that in turn have a ripple effect on business performance. Learning outcomes for this course include:

- An understanding of the stress response and how it can become an addition (in people and organizations).
- The impact of stress on mental health, immune system function and absenteeism.
- The link between stress and workplace incidents including violence and harassment.
- How managing stress and building resilience, regardless of the external environment, is a skill that can be learned.
- How to support your employees to build and maintain resilience through challenging times.

*This is a research-based course using sources such as the HeartMath Institute*



*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

## Take Safety & Health to The Bank; The New Currency of Optimal Organizational Performance

Generative leaders have long recognized that effective Safety Management results in positive organizational performance including the bottom line. However, in 2022 and beyond, for organizations to not only survive, but thrive, a new currency must be recognized and generated. This currency not only fuels innovation, creativity, cooperation and greater hazard perception and awareness but also decreases incidents, absenteeism, and turnover. It can be the greatest driver of your organizations profitability and leveraged to build a solid reputation with stakeholders. This session:

- Introduces the neuroscience of human performance, its impact on safety management and define the new currency of high performing organizations of the future.
- Explains why most employees are in a state of sub-optimal intelligence, creativity, and hazard perception most of the time and how it can produce a cascading effect of absenteeism, mental health challenges, workforce shortages and compound organizational stress.
- Discusses the new paradigm of safety management that places employee safety, health, and wellness at its core, and introduces the science of how it can explode your workplace with creativity, productivity, and profitability.
- Top tips to simplify your workplace safety management and make it less stressful and confusing for everyone involved.



## Skills for Safety Managers; Are You the Hero, Villain, or Guide?

As a Safety Manager, likely you have played all three roles in your career. However, one role is for more effective than all the others. Not playing the correct role can have devastating consequences to your safety culture and overall safety results. Learning objectives for this course include:

- What are the roles that the various workplace parties should and should not play (hero, villain, guide)?
- Why forcing safety or rewarding "zero" will never provide long term sustainable results.
- How the differences in people must be understood and leveraged to optimize productivity and safety.
- How to speak to the motivators of management in language that they can easily receive and act on.
- The top 3 negotiation hacks to get people to buy-in and move forward with your safety initiatives.
- Leadership Self Assessment Tool you can use in your workplace.



# 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. Learning objectives include:

- 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.

## Safety Leadership that Drives ROI (Return on Investment)

Many organizations "do safety" out of fear of not getting work or just to check the boxes for legislative requirements. Not only is safety done this way hard to sustain but is more expensive, and leaves your business exposed. Learning objectives for this course include:

- The questions leaders need to be asking in order to drive Safety ROI
- The elements of an effective Management System framework required to consistently produce high quality (zero incident) results
- The astounding business case for creating and sustaining a psychologically healthy workforce
- Simple but effective ways to generate greater performance with less effort.
- What are the leading indicators to measure in order to drive Safety ROI?

# KEYNOTES

## **How to Manage a Serious Incident to Avoid Legal and Financial Fall-Out**

In many instances businesses find themselves caught off guard and prosecuted 2 years after a serious incident has occurred. Sadly, it could have been avoided with effective management at the time of the incident. How a serious incident is managed can mean tens of thousands of dollars and your company's reputation saved. This course is jam packed. Learning objectives include:

- How to manage the incident scene.
- The pitfalls to avoid when communicating required immediate reporting to authorities.
- Requirements to protect your Incident Investigation findings from being used against you in court.
- How to satisfy the regulators quickly and increase the odds of closing your file. (and not proceeding with prosecution)
- Elements of an effective investigation that will increase the odds of successful defense.
- How to deal with the media.
- The biggest mistakes companies make after a serious incident and how to avoid them.

***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, Valeant Pharmaceuticals**

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

*"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, Paramount Windows**

*"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, 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, BBB Manitoba**

*"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, Rohl Enterprises Ltd.**

# SAMPLE CLIENT LIST

Workers Compensation Board of Saskatchewan  
Partners in Prevention; Government of Ontario  
SHE Day  
Membertou First Nations, Sydney Nova Scotia  
Manitoba Chartered Professional Accountants  
Human Resource Management Association  
Manitoba Trucking Association  
CJOB Radio; Talk to the Experts  
Canadian Society of Safety Engineering National  
Conference  
Mercy Ships International  
Safe Health Care Manitoba  
Toast Masters Annual Convention  
Accident Prevention Association of Manitoba  
Manitoba Construction Safety Conference  
Professional Property Managers Association  
Mechanical Contractors Association of Manitoba

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  
Manitoba Electric League  
Rotary Club  
International Association of Administrative  
Professionals  
Winnipeg Executives Association  
Onsite Wastewater Installers of Manitoba  
Manitoba Family Services

*"Theo 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 Association*



# IN THE MEDIA

## December 2021, The Neuroscience of Safety Leadership

Published Author in OHS Magazine Canada

<https://mydigitalpublication.com/publication/?i=731368>

## October 2021, The Link Between Psychosocial Risk Factors and Musculoskeletal Injury

Published Author in OHS Magazine Canada

<https://mydigitalpublication.com/publication/?i=72228>

## August 2021, The Neuroscience of Safety Habits

Published Author in OHS Magazine Canada

<https://mydigitalpublication.com/publication/?i=715686>

## June 2021, Considering Happiness and Stress as Leading Indicators

Published Author in OHS Magazine Canada

<https://mydigitalpublication.com/publication/?i=709588>

## April 2021, Understanding the Training Dilemma

Published Author in OHS Magazine Canada

<https://mydigitalpublication.com/publication/?i=700853>

## February 2021, The Missing Link in Safety Management

Published Author in OHS Magazine Canada

<https://mydigitalpublication.com/publication/?i=691425>

## February 2019, Theo Featured on CJOB Radio:

Discussing workplace injuries and fatalities being drastically under reported.

## May 2016, Theo Featured in Who's Who Magazine:

Inspiring women engage hearts & minds at SHEDay 2016.

[www.publications.winnipegfreepress.com/i/681012-2016/3](http://www.publications.winnipegfreepress.com/i/681012-2016/3)

## 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.



# SPEAKING - COACHING - INSPIRING



## 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 & Development**, that bring tremendous value to your audience?

INDUSTRY EVENTS

ACADEMIC EVENTS

CORPORATE EVENTS

TRAINING EVENTS

ASSOCIATION MEETINGS

& MORE

*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.

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## CONTACT INFORMATION



**THEO HEINEMAN**  
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CEO & FOUNDER OF 1LIFE WORKPLACE  
SAFETY SOLUTIONS LTD.

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

For more information about Theo visit:  
[www.TheoHeineman.ca](http://www.TheoHeineman.ca)



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