



Timothy D. Ludwig Ph.D.

Education: Ph.D. in Behavioral Psychology from Virginia Tech

Current Position: Distinguished Graduate Faculty at Appalachian State University

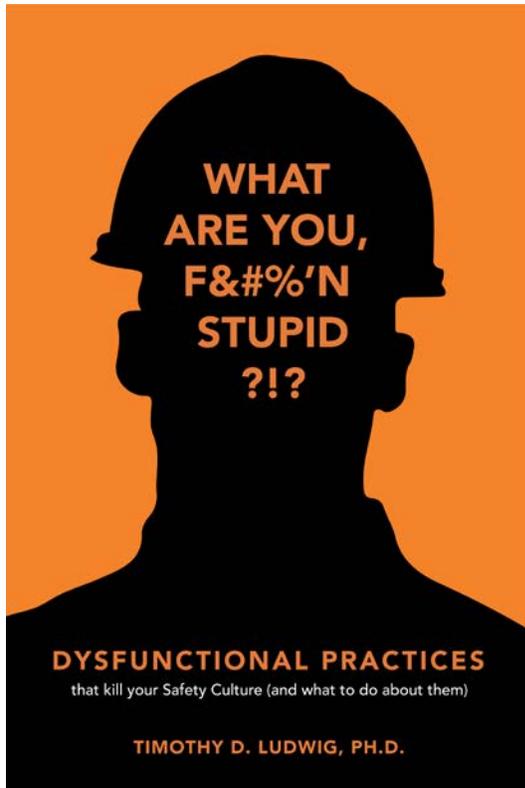
Biography: Timothy Ludwig earned his Ph.D. at Virginia Tech researching the benefits of employee-driven behavioral safety programs under E. Scott Geller continuing his post-doctoral work in industrial engineering studying applications of W. Edwards Deming to quality and safety improvement. His popular website Safety-Doc.com is a content-rich resource of safety culture stories, blogs, research, videos, and services. Dr. Ludwig was cited in *Industrial Safety and Hygiene News (ISHN)* "50 Leaders for Today and Tomorrow". Dr. Ludwig serves on the Cambridge Center for Behavioral Studies' Behavioral Safety Accreditation Commission that reviews best-in-industry safety practices and offers objective feedback on safety programs.

Dr. Ludwig is the author of dozens of scholarly articles that empirically document the successes of methods to improve safety and quality in industry through behavior-based solutions. His books include *Intervening to Improve the Safety of Occupational Driving*, *Behavioral Systems: Understanding Complexity in Organizations*, *Behavioral Science Approaches to Process Safety: A Response to Industry's Call* (in press), and *Dysfunctional Practices that Kill your Safety Culture* (just published).

Dr. Ludwig has over 30 years experience in research and practice in behavioral safety where he integrates empirical findings into his safety consulting. Within his consulting practice Dr. Ludwig has helped assess, design, and implement safety and quality improvement programs in over 50 companies. Dr. Ludwig has delivered over 50 of his popular keynote presentations in 15 countries worldwide.

DYSFUNCTIONAL PRACTICES that kill your Safety Culture (and what to do about them)

Timothy Ludwig, Ph.D. Safety-Doc.com



A man finds himself on the top step of a step ladder; a woman removes the guard to her machine; a worker is not wearing her safety glasses in the plant; a roustabout uses the wrong sized clamp instead of retrieving the right tool from the supply truck; a supervisor teaches a new worker to take short cuts; a mechanic climbs on top of the active machine to find the oil leak. Why do these folks do these things? Is it because they are stupid?

Our tendency is to blame workers and label their personal failings as the cause of safety errors. Labeling does not solve problems that cause error. It is an illusion of human perception leading us to false conclusions resulting in dysfunctional practices that hurt the safety of our workers and the effectiveness of the systems we put in place to protect them. Learn a better way to analyze the behaviors of your employees to understand how they were put in a position to take the risk in the first place.

Dr. Ludwig's long awaited book is now available on Lulu.com and Amazon.com in all formats. *DYSFUNCTIONAL PRACTICES that kill your Safety Culture (and what to do about them)* is down to earth, funny, sardonic, at times heart-warming; full of stories and characters, deadly serious and also a bit irreverent, and easy to read. Learn the practices that kill your Safety Culture and get proven tips on how to fix them. Get your copy, e-copy, or audio copy today!

Friday, November 16, 2018

9:30 AM – 11:00 AM

Embassy Suites Hotel

Queen City Ballroom