

# Inspiring Companies to **STAND UP** to Workplace Safety



PEPSICO



TWO MEN AND A TRUCK  
"Movers Who Care."

PHILLIPS-VAN HEUSEN  
CORPORATION



## Conquer Adversity, Develop a Safety Mindset, Navigate Team Change!

Are you searching for a **Safety Motivational Speaker** who can **INFLUENCE** your employees to make better **Workplace Safety Decisions**?



### SCOTT BURROWS

Scott was a star athlete and fierce competitor. By the age of 19, he played college football at Florida State University and was a top-ranked kick-boxing champion whose last victorious fight was broadcast on ESPN. That same night, while celebrating with friends, he made a **split-second decision that led to a catastrophic accident**, changing his life forever. Bypassing his usual safety precautions, Scott decided to forgo wearing his seatbelt as a passenger in a friend's car as they drove just one mile down the road to scavenge firewood for their bonfire. His friend accidentally lost control of the wheel, ran off the road and crashed into a mound of sand that sent the car hurtling through the air before tumbling back to earth, end over end. Scott broke two vertebrae in his neck and suffered a life-threatening spinal cord injury that left him paralyzed from the chest down and diagnosed a quadriplegic.



## Making SMART Day-to-Day Workplace Safety Decisions Can Change Your Life and the Lives of Others!



# Get Ready to **EXPERIENCE** a Very **POWERFUL, EMOTIONAL** and **LIFE-CHANGING SAFETY PRESENTATION!**

## **VISION-MINDSET-GRIT**

*Success Strategies to Help You Stand Up to Workplace Safety*

Nothing delivers the importance of safety better than a personal story! Neuroscience studies confirm storytelling illuminates parts of the brain that are only active when a listener actually experiences something – triggering their imagination, engaging them with a deep emotional response and sealing it into memory. Motivational Safety Speaker Scott Burrows details his unforgettable, life-changing story of turning a paralyzing setback, caused by a **poor decision**, into a powerful comeback that will inspire your team to develop a true safety MINDSET. Scott details how easy it is to become desensitized to common safety routines, and how ‘just this once’ can tragically impact the rest of their lives.

Told while using own physical paralysis as a visual metaphor and blending eloquent storytelling with humor and crowd interaction, Scott leaves audiences captivated, inspired and ready to take action. His **VISION, MINDSET**

**AND GRIT SAFETY PRESENTATION** will Impact your team by encouraging better day-to-day safety decisions in the workplace and changing the way your employees view and approach their jobs. Listeners will walk away embracing workplace safety protocols as opposed to resisting or ignoring them.

Scott grew up learning firsthand about safety procedures working for his dad, a golf course superintendent at Turtle Creek Country Club. Scott operated heavy equipment, including dangerous fairway mowers, and handled hazardous chemicals and fertilizers. It was the ideal place to learn about and keep up with safety measures not just at work, but in everyday life. Unfortunately, Scott still made a poor decision that made the difference between his friend walking away from the accident with only minor injuries while he lay in a hospital bed unable to move. Accepting the grim responsibility for his decisions, Scott understood he couldn't change the past while instead putting into action an unforgettable vision and mindset for his future—one that includes his passionate commitment as a spokesperson for workplace safety.



“Moving. Emotional.  
**Authentic.**” – 

## **PRESENTATION TAKEAWAYS**

**VISION+MINDSET+GRIT = A SAFE WORKPLACE**

### **VISION**

- ◆ Learn how to create a clear Vision that entices your employees to follow Safety Protocols and take action
- ◆ Examine the benefits of ***Dreaming in Full Color and setting goals that stretch the mind***
- ◆ Discover the impact of connecting your organization to a shared ***Safety Vision***
- ◆ Find out how Visualization can give you that competitive edge

### **MINDSET**

- ◆ Learn how ***Breaking the Fall Line*** can help you create an unstoppable Mindset
- ◆ Examine the Safety Mindset of ***Poise, Execution and Non-Resistance***
- ◆ Discover how not to let your ***Mindset Become Your Biggest Handicap*** to increase employee productivity
- ◆ Understand how forgiveness, a leadership trait, can restore hope and lead to greater adherence to team safety protocols

- ◆ Find out how ***Asking the ‘What’ Questions*** can get you thinking differently and help prevent accidents in the workplace

### **GRIT**

- ◆ Learn how personal accountability can keep you and others Safe
- ◆ Examine why your ***Willingness to Fail But Your Unwillingness to Quit*** is a leadership trait that can keep you focused on the safety of your team members
- ◆ Discover adaptation strategies to help employees make that commitment to ***Stand Up to Any Workplace Challenge***
- ◆ Understand what it really means to ***Go with What Scares You***
- ◆ Cultivate ways to unlock your Grit that can improve safety performance
- ◆ Understand the true meaning of being that ***Blessman*** in someone's life in the workplace



As one of the world's leading transporter of oil and petroleum products, Enbridge Pipelines recognizes that our current and future success is attributed to our skilled and motivated workforce. Every year we look for ways to inspire employees to reach their goals and achieve a safe workforce environment. We had the pleasure to engage Scott Burrows to come to Canada to share his important message of inspiration, attitude and perseverance at our **family safety nights**.

Scott quickly connected to our employees and their spouses and shared his personal story in a way that made us all rethink our choices, attitudes, and how we should **approach safety in the workforce**. It is sometimes the achievements of those that are most challenged in life that brings new insight and inspiration to our lives. Scott exceeded all of our expectations in both **his safety message and his impact**. We are pleased to be the first company to bring Scott up to Canada but I know we will not be the last.

**Leon Zupan, VP Operations**  
Enbridge Pipelines, Inc.

# PHILLIPS-VAN HEUSEN CORPORATION

Words cannot express my appreciation to you for the presentations you gave to our associates over the course of two days. I heard nothing but positive comments. One person told me; "I don't know what you paid Scott for our workforce safety meeting, but he was worth every penny!"

In thinking back, I would say the standing ovations conveyed how strongly our associates felt about your presentation. And they were loud ovations, not just a ho-hum response. And don't forget that one of those ovations was after the end of the shift!! You connected with people. And from my perspective, you certainly helped us attain our goal of "challenging and inspiring our associates to be the best they could be every day and *to make workforce safety a number one priority!*"

I hope that I get to meet your dad Sunday. I would like to shake his hand and tell him thank you for encouraging you and not letting you become defeated. I pray that God will continue using you as an inspiration to others.

*Let me sum it up this way. If I ever have the opportunity to listen again for the sixth (6th) time, I will be in the front row!!*

Warmest regards

*Mike Norman*  
Director of Human Resources

## ...SPELLBINDING...ENTERTAINING...INSPIRING...



Scott's exceptional professionalism resulted in not only in a heartfelt standing ovation from all in attendance, but successfully underscored the highly important theme of how individuals can overcome obstacles even in the most extreme or unanticipated circumstances. Moreover, Scott was able to link individual achievement with the role of an individual in helping a forward-thinking team to become more than the sum of its parts.

We were all very pleased with the extent to which Scott worked in advance, to understand the themes of the event, **which revolved around workforce safety**, as well as the nature of the company's business. His preparation thoroughly integrated our objectives with his core messages.

We warmly recommend to other companies the motivational, dramatic and effective presentation of Scott Burrows that also revolved around **workforce safety**.

**Mark Bruner**  
J4 Communications, on behalf of Robroy Industries



It is with great personal and professional pleasure that I forward to you this well-deserved testimonial recognizing your suburban contributions in supporting Seminole's Employee Meeting sessions. Your Vision, Mindset and Grit Keynote Presentation powerfully underscored Seminole's commitment to diversity, workforce safety - celebrating and championing positive change from the individual through organizational levels. Your dynamic presentations were overwhelmingly assessed by our employees as one of the very best and most inspirational that several employees have ever heard!

As a direct result of your heart felt presentations, the following are a few of the many positive changes that have already occurred for Seminole and our employees:

**"As a direct result of Scott's inspirational presentation, I have an able to talk to confidently 'stand up and deliver' a series of formal presentations to my fellow employees that will help them to better meet workplace safety and security requirements. Thank you Scott!"**

"I am the captain of my soul" quotation has inspired me to confidently take charge and control of my life-here at work and at home. I recently volunteered to lead a corporate budget software program rollout that will enhance Seminole's capabilities in this critical area."

"When I think things cannot possibly get worse, I think of Scott's personal example to overcome his tremendous adversity, and I give "Thanks" for all that I have, have done, and am capable of doing. Thank you, Scott; I am better able to stand!

Scott, I have had the opportunity to participate in a number of presentation seminars over the past 30 years, to include military as well as civilian venues - without reservation; they do not even come close to you!

Thank you again, for your personal testimony that inspires each of us to achieve greater positive changes within our workforce in personalized. We generally welcome I look forward to partnering with you in the future is another word for safety meeting.

Sincerely and appreciatively,

**Bob McNamara**  
Staff Development Specialist

## SCOTT'S COMMITMENT TO YOU

As top-rated Motivational Keynote Speaker Scott Burrows' clients will tell you, his presentations are customized exclusively for your organization. With a personal touch, he seamlessly weaves in your company's challenges, core values and objectives at hand—while lending his own personal story and anecdotes that will compliment your overall theme and messaging of any product you may have.

After you book Scott, his team will forward you a pre-event questionnaire and schedule a conference call with Scott so you can discuss your event in greater detail. Using that information, he will personalize his message, which will include a dynamic blend of content, humor and takeaway value.

As you explore his website, you will find content information, video footage and video testimonials so you'll be confident you're making the right investment by booking him for your next conference.

Scott arrives the day before your event to make himself available to engage with key people in your organization. He will then meet with your audiovisual team to assure a smooth transitioning of the event details. Finally, to complete this top-notch experience, Scott requires a wireless microphone, computer and video projector to play his opening and closing videos, as well as a wheelchair ramp to get onto the stage. Following his keynote, Scott requests a 6' skirted table for his book signing.

## ABOUT SCOTT BURROWS

Scott Burrows was a star athlete and fierce competitor. By the age of 19, he played college football at Florida State University as a wide receiver under Coach Bobby Bowden and was a top-ranked kick-boxing Black Belt champion whose last fight was broadcast by ESPN.

During the height of Scott's collegiate career, his life changed dramatically and abruptly on November 3rd, 1984. He survived a horrific car crash, suffering a serious spinal cord injury that left him paralyzed from the chest down and diagnosed a quadriplegic. Despite his grim diagnosis, Scott refused to be sidelined. After six months of intense physical therapy, Scott astonished everyone, including his doctors, by turning an impossible goal of standing again into a reality.

Scott enrolled back into college and earned a Bachelor of Science Degree in Finance from the University of South Florida. After graduation, he entered the insurance and financial industry as a financial advisor. In his 5th year, he qualified for the Million Dollar Round Table, a 100% commission-driven award that less than 8% of his peers from all companies around the world qualify for yearly. At the pinnacle of that career, Scott decided to make a change and partner with his brother Mark as a venture capitalist. Together, they formed an international golf course development company, doing business in Southeast

Asia. That company still thrives today.

Today, as a motivational keynote speaker and bestselling author, Scott has presented to organizations, associations and Fortune 500 companies and has been invited to kick off corporate conferences in Australia, India, Spain, Bermuda, Mexico, the Czech Republic and Canada.



*"Scott took the information he gathered in our pre-meeting call and wove it seamlessly into his message, which made it relevant to each and every person in the room."*

CHRIS POWELL,  
SENIOR VICE PRESIDENT & GM



*"The theme of this year's meeting was 'Believe,' and Scott's story blended beautifully with our meeting message. He seamlessly incorporated our client's name, goals and other key information into his talk."*

JOYCE RUSSELL, PRESIDENT



*"It was as though Scott had been working side-by-side with our General Agents, as he clearly demonstrated an understanding of the issues and opportunities they face."*

J. CRAIG COLLINS,  
SENIOR VICE PRESIDENT

