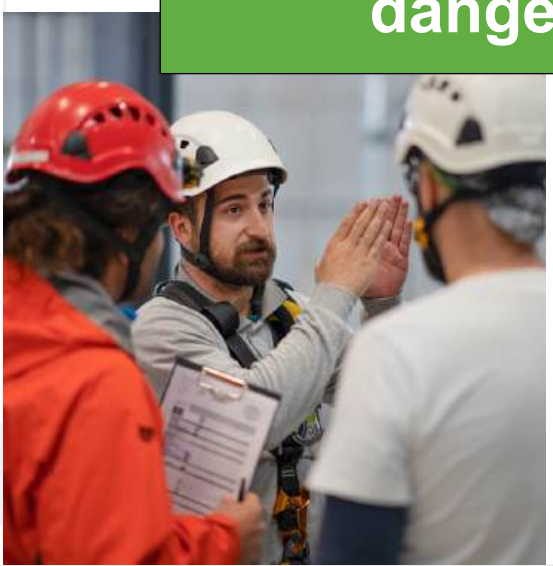
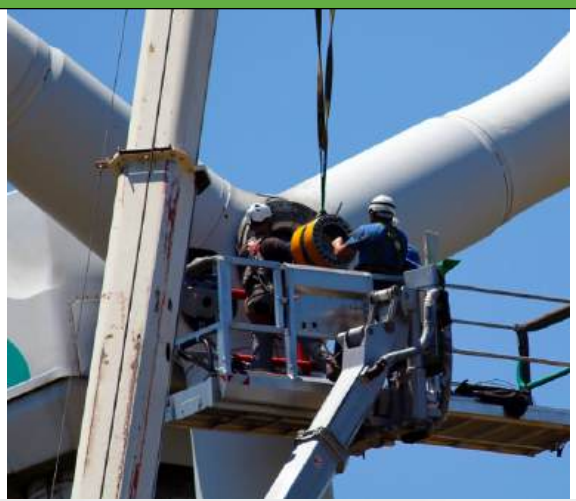
Keynotes & Workshops

Jake Mazulewicz, Ph.D.
reliableorg.com

Practical skills to help leaders prevent dangerous & expensive errors





Hi,

One day an electrical engineer flipped the wrong switch and shut down a power plant.

His company had to pay over $1,000,000 because of that error.

I help teams like yours prevent errors like that.

After that incident, I worked with that team of 200+ technical experts.

They wound up reducing their errors by over 60%.

And we improved safety, trust, and engagement at the same time.

I show you how pilots, firefighters, paratroopers and other experts prevent dangerous and expensive errors, and how you can, too.

Workshops

Keynotes

Incident Reviews

If you like what you see in this catalog, then contact me for a free, no-pressure, discovery call.

Jake

Jake Mazulewicz, Ph.D., Director
JMA Human Reliability Strategies, LLC
jake@reliableorg.com
804-301-2063

Keynotes

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Workshops

a) **Seven Practical Steps: What the World's Most Reliable Teams do Differently**
   - page 6

b) **Event Reviews: How to Analyze Incidents Without Blame**
   - pages 12-13

c) **Pre-Job Briefings & After Action Reviews**
   - pages 8-9

d) **Custom Workshop**
   - Choose your favorite modules to build your ideal workshop

Results

...Even our most senior and experienced experts were impressed!... ***Several attendees told me that they've already begun applying these practical skills to improve safety and human reliability in our field teams around the world."***

~ J.T. Lee, Senior HSE Advisor, Organizational Learning, Chevron

"Your investigation and analysis was the most thorough and well-documented of any we have had to date... the interviews and investigation were not threatening in any way... *we have already implemented some changes to our processes."*

~ Manager of Electric Transmission System Operations in an electric power utility serving 1+ million customers

"Jake has played an integral role in re-shaping culture & behaviors around safety and work planning*...The use of fail-safes, adaptive thinking, and peer checks are becoming part of the way we do things."*

~ Work Planning & Control (WPC) Manager at a national scientific laboratory

250+	99%	97%
Client teams since 2015	Of 4,700+ participants got valuable take-aways from Jake	Of participants want to work with Jake Again

"We got more practical ideas from Jake than from any other keynote we can remember. ***After dinner, we talked about Jake's presentation for more than TWO HOURS!*** *That led to REAL change when we returned to the plant."*

~ Maintenance & Reliability Leader at Xcelerate 2019

"This was the first session of my ASSP conference, and it was the most impactful session for me. The information presented was amazing and relatable to any situation, in my opinion. Jake kept the audience actively listening and fully engaged for the duration of his presentation. ***I can't wait to attend another session led by Jake in the future!"***

~ Marcus Fitzgerald, Global QEHS Director at CETCO Energy

'We engaged Jake as a keynote speaker for our company-wide safety conference. Our leaders, from field foreman through executives, were unanimously impressed. *Since Jake's presentation, our project managers and field foreman have told me that they are starting to experiment with many of the practical ideas that Jake taught us."*

- Fred Barlow, Vice President & Chief Safety Officer,
Reliance Electric, Inc.

Seven Practical Steps: What the World's Most Reliable Teams Do Differently

Seven Practical Steps

- Why can't we eliminate errors?
- Why don't employees follow $&#^% procedures?
- What do the safest and most reliable teams in the world do differently?

In this fast-paced, interactive keynote, you'll get honest answers—and seven practical steps to help you improve reliability, safety, and trust together. Through powerful stories and practical takeaways from wildland firefighters, pilots, paratroopers, and other high-reliability teams, you'll discover how to:

1) Take a Learning-Based Approach
2) Build Psychological Safety
3) Lead After Action Reviews
4) Transform Investigations
5) Apply Classic Defenses
6) Improve Systems
7) Build Resilience

Summary handouts included.

Results

- "I liked your presentation more than the NFL QB." (Midwest Reliability Organization)
- "Fast paced, good content. Great job connecting to the audience." (BNSF Railway)
- "Engaging, interactive and fun! Great speaker who holds the attention of the audience." (Energy Safety Canada (ESC)
- "Outstanding presentation that is extremely valuable and applicable to organizational leaders, as well as every day life." (Global Energy Company)
- "Best presentation at the lab so far." (Princeton Plasma Physics Lab)

Resilience -- Nine Ways That High Reliability Teams Create It **NEW**

Resilience

- Wildlands firefighters
- Air traffic controllers
- Flight deck crews of Navy aircraft carriers
- Operators of nuclear power plants and the national bulk electric grid

High Reliability Organizations (HROs) like these all share one unique trait. They're Resilient.

Decades ago, they learned that trying to eliminate all errors doesn't work in the real world. What does? Using clever methods to minimize the *impact* of errors, so that errors don't disable them.

In this fast-paced keynote, you'll hear powerful stories about: paratroopers, firefighters, pilots, nurses, and other experts in high-hazard industries. And you'll explore nine practical ways to build Resilience in your team. (Handout included).

1) Hiring "Quiet Professionals"
2) Getting planners & doers to collaborate regularly
3) Embedding fail-safes
4) Learning from Near Misses, not just incidents
5) Compartmentalizing to prevent cascades
6) Pre-deciding contingency plans
7) Using 4-layer decision making
8) Watching for "Weak Signals"
9) Practicing uncertainly

Results

- "Very enlightening on tactics and tools to use in everyday life and work!" (Community of Human & Organizational Learning)
- "Quick, insightful and organized concepts. Liked the pace of information delivery." (CHOL Conference 2026)
- "Relatable for any business or industry! Nice Job!!" (NSC HOP Summit)

How to Build Trust & Expertise With After Action Reviews (AARs)

After Action Reviews

When I was a 19 year old firefighter, something happened that changed my life forever. I experienced my first After Action Review (AAR).

Safety-driven teams in the military, emergency fire & rescue services, and other high-hazard industries have used these non-punitive, semi-structured, post job debriefs for over 40 years.

They help save lives, build trust, and share priceless, unwritten expertise. Research shows that they can increase team effectiveness by up to 25%.

In this fast-paced keynote, your audience will learn how to lead effective AARs and will actually DO a brief, real-world AAR during the presentation!

Summary handout included.

Results

- “Fantastic presentation, I will absolutely be utilizing the ideas shared.” (Acrisure Insurance)
- "This was the session that I had no idea I needed. Thanks. Jake.” (Paper & Packaging Safety Association)
- “Jake takes one of the most powerful tools in military leadership philosophy and explains its scope / application / benefits for nearly all organizations.” (Texas Health & Safety Council)
- "Jake’s keynote was great. He did more than just present his topic on After Action Reviews, and engaged the audience to engage in their own breakout groups and practice their own After Action Reviews.” (Northwest Public Power Association)
- "You MUST go to hear this guy!” (Indiana Health & Safety Conference)

How to Lead Pre-Job Briefings

Pre-Job Briefings

The safest, most reliable work teams in the world lead excellent Pre-Job Briefings.

In this fast-paced, 4-8 hour workshop, your front line leaders learn and apply field-tested Pre-Job Briefing skills used by pilots, firefighters, paratroopers and other high-reliability experts across the globe.

Summary handouts included.

Key Pre-Job Briefing Skills:

	How to identify STKY hazards with the Energy Wheel
	How to ask six pre-job questions that help predict and prevent serious errors
	How to identify Irreversible Steps and use them to your advantage
	How to use the **Plan → Brief → Do → Debrief** model preferred by military units and emergency fire and rescue teams
	How to create Situational Awareness with the Scan & Focus model
	How to build Resilience with Fail-Safes, Weak Signals, and Resources-in-Reserve
	How to lead an interactive pre-job discussion vs. just lecturing and hoping your team 'gets it."

"We've been able to reduce the technical workforces' human error rate by more than 60% over a three-year period. Thanks, Jake!"

~ Mike Carden, Supervisor of 200+ Relay Technicians in an electric utility serving 1,000,000+ customers

Psychological Safety – Four Concrete Ways to Improve it in Your Teams

Psychological Safety

Many leaders believe that accountability will reduce errors.

In reality, blaming people for errors often backfires. It silences truth-tellers, destroys trust, and actually creates more errors. So, what's the alternative?

Improve engagement, communication, and learning with Psychological Safety. In this fast-paced keynote, you'll learn what Psychological Safety is, and discover four practical ways to build it in your team immediately:

1. Change 5 common blame-based words, phrases and metaphors you use
2. Ask 4 specific questions to make it easy for people to tell you the truth
3. Ask a trusted peer to be On-Call to help you apply Psych Safety in a crisis
4. Write and use your own customized "Assurance Statement."

Summary handout included.

Results

- "Great presentation!!"
  (Electric power utility in the western US)
- "The examples were extremely helpful. Changing the way you speak and think is difficult and I found the prepared documents and examples super helpful as a first step to change." (Energy Safety Canada)
- "Engaging and actual practical suggestions rather than just big words and fluffy ideas." (Energy Safety Canada)
- "Jake is a fantastic speaker, with real world experience that can relate to large and small organizations.
  (CHOL Conference)

Practical Decision Making: What Experts Do When Procedures Aren't Enough

Practical Decision Making

- What do experts see that novices don't?
- How do experts bridge the gap between "Work-as-Imagined" (WAI) and "Work-as-Done" (WAD) when procedures don't quite fit?
- Why can some experts consistently solve complex problems, but can't explain exactly how they do it?
- How can you improve your own decision making immediately and for years to come?

In this fast-paced keynote, you'll get real-world answers you can use immediately.

You'll hear dozens of real-world stories and examples from: aviation, military, emergency fire & rescue, healthcare, and electric power utilities.

And you'll discover how to apply these four decision making levels used by novices and experts in high-hazard industries across the globe. Summary handout included.

Explicit procedures	**Rules-of-Thumb**	**Universal Principles**	**Tacit Skill**
1	**2**	**3**	**4**

Results

- "Fantastic talk! I can both use for work and with our businesses." (Canadian Environmental / HazMat company)
- "Jake was engaging and very easy to follow. He used the participants to complete his presentation. Bringing the audience in to keep them engaged." (American Society of Safety Professionals, ASSP)
- "This session helped me understand why people may make certain decisions and how to improve decision making skills." (American Society of Safety Professionals, ASSP)
- "GREAT speaker! So direct and engaging." (Canadian Environmental / HazMat company)

"Before this workshop, I thought, 'Procedures will protect the employee.' ***Now I'm realizing that, while still important, not all incidents can be solved by procedures."***

~ Deputy Division Director at a US DOE Research Lab

Event Reviews: How to Analyze Incidents Without Blame (2 pages)

Event Reviews

An incident happened.

Miscommunication, misunderstanding, and other complex errors were involved. How do you learn from it to prevent similar events in the future?

- Simple techniques like the "5 Whys" often fix the blame, but don't fix the problem.
- Root Cause Analyses (RCAs) are often too complex and expensive.
- Learning Teams are popular, but have some unique drawbacks, too.

In this interactive keynote, you'll get a practical alternative: Event Reviews. You'll see plenty of real-world examples -- some funny, some dramatic. And you'll see how to apply the Event Review process to incidents in your industry.

> ***"Your analysis was the most thorough and well-documented of any we have had to date... the interviews were not threatening in any way…*** *we have already implemented some changes to our processes."*
>
> *~ Manager of Electric Transmission System Operations in an electric power utility serving 1+ million customers*

An Event Review is Ideal if:
Your incident involves miscommunication, misunderstanding, or other complex human or organizational errors. For example:

- A Substation Engineer misunderstood a procedure and accidentally cut power to a business. Result? Two days of chaos that wasted $74,000.
- An Electric System Operator allowed two field teams to work on the same circuit without knowing about each other. Risk? A potential fatality.
- An executive miscommunicated technical specs and accidentally ordered six new custom bucket trucks that were missing an essential feature. Cost? $1,200,000.

Summary handouts included.

Event Reviews: How to Analyze Incidents Without Blame (2 pages)

Event Reviews

Together, we walk through this six-step process with plenty of real-world examples.

	1) Lead an After Action Review Build trust & share initial info with a process used for 40+ years
	2) Write Target Question Focus on desired end state
	3) Create Timeline & Find Anomalies Reveal the 3-7 most important anomalies to explore
	4) Ask Six Levels of Questions Identify systemic causes & solutions for each anomaly
	5) Distill 3-7 Best Process Improvements Choose the 3-7 highest value process improvements
	6) Share, Apply & Follow Thru Prepare final results, then share, apply & follow through

Results

- "Most valuable and informative session of the day!"
  (ASSP 2024 Conference)
- "This presentation was fantastic! I have learned some great techniques to help with incident investigations that I can't wait to share with my work team!"
  (Energy Safety Canada)
- "It was great. I will have our safety manager watch this."
  (Captive Resources)
- "Fantastic information and presented in a manner that was clear and concise with usable tools."
  (ASSP 2024 Conference)
- "Easily one of, if not the most informative and engaging sessions I have attended and definitely glad I was able to learn from Jake!"
  (Energy Safety Canada)

Jake Mazulewicz, Ph.D.

Jake Bio

Unwanted errors in high-hazard workplaces can change careers, reputations, and lives in the blink of an eye.

I respect that. Why? Because I served as the Human Performance Lead for 3,600 technical experts in a large electric utility. And I served on reliability-driven teams as a firefighter, an EMT, and a military paratrooper.

Like you, I've felt frustrated, perplexed, even angry at errors that seem 100% preventable... in hindsight.
And I've made plenty of errors myself.

So, over the past 15 years, I've collected dozens of rock-solid principles and practical strategies from: Human Performance / HOP, Safety II, Human Factors Engineering, High Reliability Organizations (HRO), and Resilience Engineering and from my own experiences:

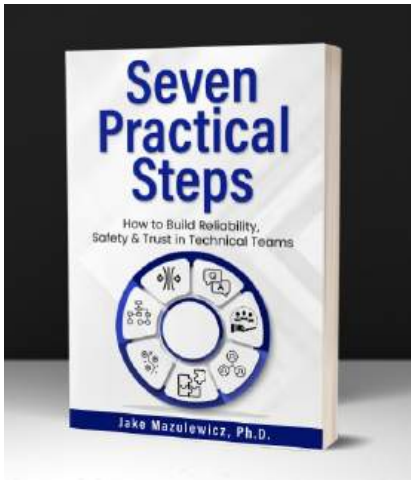
- Serving as a firefighter, an EMT, and a military paratrooper
- Earning a Ph.D. in Education, and learning how to teach adults effectively
- Leading all Human Performance / HOP initiatives for 3,600+ Lineworkers, Engineers, System Operators, Troubleshooters, Executives, and other experts in an electric power utility that serves 1,000,000+ customers
- Designing a Near Miss Library that received over 150 voluntary reports and was endorsed by both company executives and Union leaders
- Creating the Scan & Focus model of Situational Awareness
- Helping to analyze over 300 incidents
- Working with 250+ groups including: US Department of Energy, Fermilab, NERC, Chevron, Power Engineers, Southern Industrial Constructors, the Princeton Plasma Physics Lab, and Energy Safety Canada.

I love helping technical teams like yours to reduce errors, improve safety, and build trust, all at the same time.

If you like what you see in this catalog, then contact me to learn more about the workshops, keynotes and Event Reviews I lead for teams like yours. 804-301-2063.

Explore 30+ videos, articles, podcasts and other free resources here.

Seven Practical Steps book available on Amazon

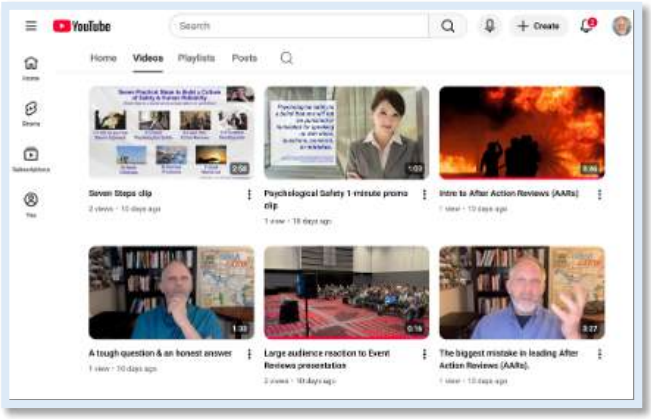


HOP Handbook for Leaders available on my website

reliableorg.com/category/all-products

To Learn More

Watch my uncut speaking demo and other videos on YouTube



Explore my profile and posts on Linkedin.

Contact me

	+1 804-301-2063
	jake@reliableorg.com
	reliableorg.com