

Philip La Duke

Safety Iconoclast & Culture Transformation Architect at ERM

Allen Park, MI, US

One of the most informative, entertaining, and engaging speakers you're likely to ever find

Biography

Phil La Duke is the author of *I Know My Shoes Are Untied: Mind Your Own Business!* and *Lone Gunman: Rewriting the Handbook on Workplace Violence Prevention*. Mr. La Duke is an internationally recognized expert on culture change and performance improvement topics, particularly worker Safety and Lean Manufacturing. La Duke has over 30 years international experience and has provided training in five countries and in four languages, and has presented at over 20 international professional conferences including the American Society of Safety Engineers (multiple repeat assignments), the National Safety Council (multiple repeat appearances), the Canadian Society of Safety Engineers, the Society for Manufacturing Engineer's Lean and Green Symposium at EASTEC, Automation Alley, the Instituto De Minera Segurido (conference on mining safety in the Andes in Lima, Peru), ENFORM, Society for Applied Learning Technologies Washington Interactive Technologies conference, and Office Expo, in Dublin Ireland and Techlive (also in Dublin, Ireland). La Duke is also a sought after speaker for corporate leadership and safety conferences. In addition to his speaking engagements La Duke has nearly 350 works in print (he is published on all inhabited continents) and is a popular consultant and expert in a wide range of topics; H+S Magazine has interviewed him as an expert in worker safety on multiple occasions. Go magazine sought La Duke's expertise on workplace productivity; Business And The Environment newsletter interviewed La Duke as an expert in problem solving and crisis management and he has been an expert guest in on the Life Coach Hour where he talked about project planning. La Duke's popular speech, *Selling Safety In Tough Times* was the subject of several magazine articles, as was the enhanced presentation of the same topic that he made in Lima, Peru. Mr. La Duke is an accomplished and engaging author who is a regular contributor to *Entrepreneur*, *Facility Safety Management*, *Industrial Safety & Health News*, and *H&S* magazines; La Duke's column, *The Safe Side*, appeared monthly in *Fabricating & Metalworking* for over four years. La Duke has been published in trade journals including *Loss Prevention Journal* (Bruges, Belgium), *SALT Journal*, (Washington D.C.) and *ASSE Journal*. La Duke was contracted as a Production Safety Consultant for Transformers V. He is a graduate of University of Michigan and is the author of the popular blog www.philladuke.wordpress.com

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance

Industry Expertise

Writing and Editing, Professional Training and Coaching, Human Resources, Employment Services, Corporate Leadership, Entertainment, Training and Development, Social Media, Management Consulting, Corporate Training, Education/Learning, Health Care - Services, Media Production, Talent Management, Safety

Areas of Expertise

Talent Attraction, Talent Acquisition, Recruiting, Cross - Cultural Management, Program & Project Management, Labour and Environmental Standards, Instructional Design, Marketing & Branding, Corporate Leadership Training, Corporate & Business Strategy, Movie Business, Worker safety, Corporate Leadership, Training Development and Design, Adult Education, Corporate Culture, Planning, Cross generational training and management, Talent Management, Talent & Gamification

Affiliations

National Safety Council, Board Member, Wayne State University Biomedical Research Safety Board Member, Michigan Democratic Party, American Society of Safety Professionals

Sample Talks

What Working On A Major Action Motion Picture Production Has Taught Me About Life

This engaging and entertaining motivational speech is ideal for executives or enterprise wide audiences. Mr. La Duke spent nearly a year as a consultant to the production of a major motion picture and draws parallels from his experience to life lessons.

Event Appearances

Challenging Safety Improvement

Great Plains Safety & Wellness

A Culture Of Myths

Great Plains Safety & Wellness Conference

A Culture Of Myths,

National Safety Council International Conference and Expo

Cause Safety

The Michigan Safety Conference

Complacency: The Smug Killer , Worcester, MA 2017

The American Society of Safety Engineers (ASSE) Worcester County Chapter PDC

Engaging HR and Other Employees into Safety

Michigan Municipal Risk Management Association,

It's Not What You Do; It's How You Do It

Michigan Safety Conference

Leveraging Technology In The New Hire Orientation Process
Society for Applied Training Technology (SALT) Washington Summit

Creating Safety Cultures In Off-Shore Operations
The Woodlands, TX

The 3Cs of Safety
The National Safety Council International Conference and Expo

Selling Safety In Tough Times,
National Safety Council International Conference and Expo

Safety As A Competitive Advantage,
National Safety Council International Conference and Expo

The Importance of Compliance
EH&S Today Leadership Conference

Your Mother Doesn't Work Here: The Importance of Housekeeping and Safety
National Safety Council,

Why We Violate The Rules,
Great Plains Safety & Wellness Conference

Why We Violate The Rules
Michigan Safety Conference

Your Mother Doesn't Work Here: Why Housekeeping Matters
National Safety Council Texas Exposition and Conference

Why Won't My Customer's Call Me Back ,
Office Expo

Selling Safety In Tough Times
XIV Seminario Internacional De Seguridad Minera

You Get What You Measure,
National Safety Council International Conference and Expo

Using Safety To Drive Lean Implementation
Society Manufacturing Engineers EASTEC Lean and Green Symposium,

The Role of Safety In Operations Excellence
Automation Alley

The Seventh Value

American Society of Safety Engineers (ASSE)

Taking Control Of Workplace Safety, 2009,

Canadian Society of Safety Engineers Annual Conference and Expo

The Role of Training in the Safety Process,

Society for Applied Training Technology (SALT) Washington Summit

Six Secrets Of the World's Safest Companies: What They Know and You Should Too,

Michigan Safety Conference

Safety & Social Networking,

National Safety Council Texas Exposition and Conference ,

Maintaining a Safe Workplace Despite Radical Downsizing,

Michigan safety Conference

Not Just Average

Michigan Safety Conference

Education

Collaborative Institutional Training Initiative (CITI)

Certificate Ethics

COLLABORATIVE INSTITUTIONAL TRAINING INITIATIVE

Certificate Lab Safety

Collaborative Institutional Training Initiative (CITI)

Certificate Basic Institutional Review Board (IRB) Regulations and Review Process

360training.com

Certificate OSHA 30-hour for General Industry Safety

360training.com

Certificate OSHA 30-Construction

Chevron General Orientation Appalachia, Michigan Business Unit

Certified Instructor General Orientation Train-the-Trainer

Trinity Health

Certified Instructor Lean For Leaders

AHIMA

Certificate ICD-10 Bootcamp

Advantage Way

Certificate High-Impact Learning

Outcome Engineering

Certified Instructor Building A Fair and Just Culture Train the Trainer

General Physics

Certificate Program Management

National Safety Council

Certificate Job Safety Analysis

University Of Michigan

BGS Education

University Of Michigan

Certificate of Training Design and Development Adult Education

Accomplishments

Appointed to Wayne State Biomedical Research Safety Board

Represent the community on the Biomedical Research Safety Board. Review research protocols and safety procedures.

Cited As An Expert in the Best Selling Book Super Teams by Dr. Paul Marciano

Interviewed and cited as an expert in worker safety, specifically in Lock Out Tag Out.

Published on All Six Inhabited Continents

Authored works published in North and South America, Africa, Asia, Europe and Australia

Named to ISHN magazine's Power 104 List

Named to the largest worker safety magazine's list of the 104 most influential people working in worker safety world-wide.

Referenced In a Textbook on Film Production

An article I wrote that was published in ISHN magazine was referenced in "The Complete Guide To Film and Digital Production: The People and The Process"--Third edition, but Lorene M. Wales

Authored Peer-Reviewed Article on TQM

Authored the magazine article, Deming's 14 Points for Safety Applying Total Quality Management to Reduce Workplace Risk for Facilities Safety Magazine. September 2010
(<http://www.fsmmag.com/Articles/2010/09/Demings%2014%20Points%20for%20Safety.htm>)

Brought Gamification and Tablet-Based Training to a Major Healthcare System

When it came to training 150,000 seats (a person in a specific class) in less than 6 months time without disrupting hospital operations and getting doctors who were notorious for avoiding training to complete the courses, I hired a company that used gamification of courses like anatomy and physiology, and ICD-10 coding. We were successful in providing all training on time and under budget in so doing changed how physicians reacted to training forever.

Named to European Society of Process Safety Engineers (ESPSE) list of recommended reading

The European Society of Process Safety Engineers (ESPSE) included one of my published articles on its list of recommended reading.

Voting member of the Michigan Institute of Urology Biomedical Safety Board

Review and oversee safety protocols for urology research

Voting member of the WG Clinical Industrial Clinical Biomedical Safety Board

Represent the community on a board that oversees safety protocols of experiments performed on recombinant DNA using human test subjects

Testimonials

Mark Miller

Writer, reporter, HR professional, columnist -- Phil has done it all. He is creative, unorthodox and exceptional. He is without a doubt one of the best writers I have ever known. He also is one of the best presenters I have ever known. And his sense of humor is beyond compare. Long after the program is over, or the column is read, or the training session has wound down, people remember Phil -- his spot-on advice, his intelligent messages, his unique take on everything from the mundane to the sublimely complicated.

Brett Radlicki

Phil makes things happen. He has an ability to bring groups together, cut through confusion, and add efficiency. Phil's background with safety and leadership brought a completely unique perspective to our team. This perspective fostered some very creative problem solving and allowed Trinity Health's Talent Development Team to build many critical partnerships.

Roxanne Pals

Phil is full of ideas and an innovator. He is a lot of fun to work with and full of energy. If you need a new approach to learning, Phil is your guy!

Michelle Power

I am pleased to highly recommend Phil La Duke. To say that Phil is results-driven is actually an understatement! Phil brought incredible passion to Trinity Health, and transformed several aspects of our organization during the time we worked together. A very good example of this is a program he helped design and deliver which provided skills and confidence to hospital registration clerks in requesting payment at the time of service. Prior to the program, registrars were not just resistant, they flat out refused to ask what they perceived an invasive question to patients. Compounding this problem, was the woefully low amount of successful collections, post-service. Phil completely turned around this problem. He collected metrics to show a remarkable increase in registrar confidence AND a near 100% effectiveness in collections. In addition, people raved about the training - that it was informative, fun, and to the point - just like Phil.

Mike Riley

As a columnist for Fabricating & Metalworking Magazine for the past three years, Phil has compiled an excellent and insightful body of work on workplace safety that is one of our most-read and highly referenced sections of content. His unique approach of integrating the behavioral science of human factors into the practical economics of systems management provides an unprecedented and finely balanced dual examination of both fields - something that, quite frankly, I have never seen anywhere else. The discussion of safety has never been so enjoyable. And this quality of work is always delivered on time, the highest mark of performance in the world of churn and deadlines that we in publishing inhabit. Most importantly, he walks the talk: Phil is able to apply all of the principles and concepts he analyzes in writing inside the real world, through the process engineering, training and consulting side of business, where the value of his work is actually lived out and profited from in the companies he works with. Look up "high performer" in any dictionary and you'll find Phil's photo.

Danny McEachtren

Phil is a pleasure to work with. He is a Professional and I mean a true Professional in Safety Communication, and I would love the chance to work with Phil anytime I get a chance. Thanks, Phil for all you have done here at Daimler Trucks Of North America in helping us keep our employees safe.

Dr. James Leeman

Phil provided my occupational safety and health management graduate class with his wisdom and candid insights on how major institutions have failed worker safety and safety professionals. Phil's energy, experiences, and perspectives pushed my students' thinking into areas that challenged their own thinking about their roles and relationships with their employers, the government, professionals associations, and the employees they advise. Phil brings realistic perspective to all situations he encounters.

Scott MacAllister

I Scott MacAllister would like to highly recommend Phil LaDuke he was a very important part in putting together the B.E.S.T program at the Daimler LLC Great at what he does as a Safety Professional.

John Minderhout

Phil was dynamic and innovative, full of energy and good ideas that were useful to his colleagues. He was interested in his work, and conscientious, too. It was great working with him!

Mary Ellen Dolan

Phil is an accomplished professional who provides high quality training and quality consulting. He is efficient and effective in designing and delivering innovative organizational solutions.

Barb Fleming

Phil is an enthusiastic speaker who has consistently provided an engaging session each of the last 5 years for the Michigan Safety Conference. He is knowledgeable and well prepared. These attributes are all reflected in the positive evaluation scores and comments that he has received.

Soeren Schmitz

"I worked with Phil on three projects and was very pleased with the results. The first project was a training course in World-Class Manufacturing. The participants were a mix of operations leadership and shop floor personnel with a wide range of skill levels and many of whom had difficulties with the English language. Phil's engaging style and ability to translate fairly complex topics into easy to relate examples engaged all the participants and was very well received and effective. The second project that I hired Phil to support was Leadership Strategy and team building exercise that Phil designed and facilitated based on my needs. Again I was very satisfied with the results and found the session worthwhile and effective. And finally, I brought Phil in to conduct "applied 5S" sessions with select technicians in key areas. In this project Phil was able to "win over" some of the more resistant workers and convince them that 5S would make their lives easier. "

Robert Salter

I have had the privilege of working with Phil on several safety-related projects while at Henry Ford Health System. Phil brings a wealth of knowledge, background and insight to each venture. Phil has been thorough in anticipating issues, planning and project management to get us to the desired result. Aside from effective leadership and project oversight, Phil also has a friendly demeanor which is an asset when working with a team. Phil has a solid character, exceptional research and writing skills and the personality needed to help get things done.

George Drexel

With all of Phil's expert knowledge and experience there is one thing that stands out. Phil is highly skilled at bringing a group of people together to accomplish an objective. Often colleagues have different objectives, purposes and opinions of how things should be or work (as we all have experienced). Phil has demonstrated the ability to do what is very challenging in business, to get people moving in the same direction to accomplish a goal. Phil is a leader and a valuable asset at anything he does!

Robert Hicks

Phil is a talented hard-working individual that is an active learner and great communicator. Phil has a great sense of what is right and was always very helpful to me personally and professionally when dealing with difficult situations. He has an upbeat attitude and is very innovative in seeking new opportunities and identifying new business ideas. I enjoyed my time working with him as a friend and a colleague.

Dave Holden

Phil coached our team in implementing a safety management process that was based on shifting day-to-day safety responsibility to manufacturing operations, instead of our previous safety department driven program. As part of the overall program, Phil also led us in developing root-cause analysis skills in addressing the causes of our safety incidents. Four years later, the result has been a 74% reduction in our total incident rate, and an 83% reduction in OSHA recordable incident rate. The SafetyIMPACT process has been very successful for us.

Paul Hunkele

I attended many training sessions conducted by Phil for my own personal development. Phil is a very effective and employs an entertaining style that engages the group in the lesson. The result for me was better retention. I would recommend Phil for any organization seeking a dynamic, effective and dedicated training and development professional.

John Weber

Phil was very responsive and thorough in developing the message flow, assisting with dialogue, coaching and production detail associated with producing a service video for consumers who purchased a Toyota convertible system developed by ASC. Phil was a pleasure to work with for this project.

Rachel Rojas

Phil is a conscientious and dedicated instructor. He has a depth of knowledge that is reflected exceptionally well in his teaching ability.

Rob Freeman

Phil's approach to training and performance improvement is a refreshing combination of design expertise, creativity, and bottom-line results. I have known and worked with Phil for over 15 years, and it's been my pleasure to see the impact he has made with many clients on a wide variety of projects.

Marty Straub

Phil is one of the best instructors I've worked with in any setting - college, government, or corporate. His high-energy delivery and ability to understand and communicate complex concepts turned training sessions into motivational experiences. Phil is like the favorite professor whose classes always filled up early, and whose lessons and methods still leave impressions years later.

Roland Barger

Phil provided an organization wide strategic training resource. Phil developed, composed, and delivered training modules consistent with the companies business needs. Phil could deliver effective training sessions for process intensive subject matter and provide oversight for the organizations training goals.

Corey Brusman

Phil is a very effective and engaging trainer. Phil can make any training subject enjoyable and fun. People attending his sessions walk away with practical knowledge that can be applied to their daily job functions.

Carrie Kohler

Phil was a great resource on my projects at O/E Learning. He is an excellent writer and brings a creative aspect to all of the material he is given, both technical and non-technical.

Brian Krichbaum

Phil is one of the greatest trainers / corporate educators I have ever worked with. He has the ability to draw people in and teach difficult concepts with ease. His managerial abilities are equal to his classroom skills. He helped develop a supervisor enhancement programs that raised the performance level of our production facilities.

Roger Blair

Phil was great to work with... lots of energy and creativity for the project at hand. He understands performance and how to get the best out of people. Phil takes his work seriously, but has fun doing it... something the world needs more of.

Cal Schalk

Phil has great working knowledge of the safety program and good real world experience on how to make it work for your business.

Susan White

Phil spearheaded the training for all employees at ASC. His enthusiastic, hands on approach was unique and captivating. As a student in many of the classes he held, I always felt as though I was learning with Phil instead of being taught. He is a highly effective trainer and a pleasure to work with.

Ogie Gajewski

Phil was great to work with. He shared a world of knowledge not only from a training and instructional design perspective but also from the automotive perspective. He was the creator of many well received courses, had a great presence with his audience when facilitating, and was well respected among his peers and customers.

Robert Nalette

Phil is highly creative, self-motivated and very insightful. Quite simply, he is the best I have ever seen regarding training curriculum design and his presentation skills are outstanding. Phil's experience goes well beyond traditional "training". He would be a tremendous asset to any organization looking for expertise in organizational change, process improvements, organizational development and public relations. Phil would be dynamite (in a good way) in a corporate turnaround situation. He possesses exceptional leadership abilities and motivational skills. In this day of global competition, Phil can drive organizational cost-cutting initiatives to improve the bottom line. He is equally at home in the boardroom and the shop floor. A truly well rounded individual.

Bill Sagy Sr.

Phil was a great and inspiring teacher and facilitator managing his department with tremendous attention to detail. When he actually came to the plants and conducted training sessions he was overwhelmingly received for his touch of comedy interspersed with an uncanny ability to relate to the plant level associates. He conducted his Director role in Training and Development and consistently came in at or below his budgets. There was not a person at ASC that did not smile and talk about some of the training antics that engaged the groups and created a dynamic learning environment.

Marilynn Opdyke

Phil is an exceptional trainer who brings both energy and enthusiasm to his programs. He is a true professional in the design and development of effective training and the management of the function, and understands its strategic role in an organization. And he could always be counted on to bring an element of fun to his work - both in front of a group or behind the scenes. Great to work with!

Doug Clark

I have always known Phil to be an individual who takes his craft, in this case training and safety, very seriously. Phil is always on top of the latest industry trends and as a result is able to pass along valuable and current information to his clients. I feel that Phil is intelligent and engaging and I highly recommend him personally as well as professionally.

Christine Simpson

Phil brings energy, intelligence, creativity, and professionalism to his work. He has the remarkable capability to both create the vision and bring it to life. He can sell, implement, and continuously improve the vision, as well!

Darryl James

Phil was part of the development team that helped to produce the process that laid the foundation for a highly successful injury reduction process during my tenure at DaimlerChrysler. He has continued to refine that process through his personal form of creativity that is continuously focused on customer value.

Brian Henriksen

Phil has an excellent understanding of the role of Training in a professional organization. He works closely with the functional leadership to determine their needs and then develops customized training to support those needs. Phil is an excellent trainer himself. He adds humor to the class and is able to keep the attention of those in attendance, regardless of the subject.

Rod Edie

Phil, while personally teaching one of the many classes I've attended at ASC, created an endless learning experience from start to finish. Not only did he project confidence and educate many associates, but he performed it in a manner that has stayed with me for many years. Many can say they do not remember much about the classes they took from others, however, Phil's teachings have endured and I have incorporated much of his style in my own managing techniques. Great experiences !

Lloyd McCaffrey

Phil has provided valuable training to our company to improve our safety in our two plant locations. He was very effective in his training initiatives and everybody could relate to his training techniques. We are a much safer company today as a result of his efforts.

Fred Meinberg

Intelligent, creative, dedicated, hardworking, along with a good sense of humor. Phil has it all and then some. I look forward to working with Phil again in the future.

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