



Elizabeth Bordelon

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About Me

Consultant, Designer, Founder

I'm Elizabeth Bordelon — consultant, coach, designer, and owner of Define 1440. I am a certified DISC Behavioral Coach and Entrepreneurial Coach, and I use these tools to empower leaders and organizations to thrive.

With over 24 years of experience spanning marketing, management, and operations, I specialize in designing custom solutions that drive operational excellence, strengthen organizational culture, improve safety, and elevate leadership.

My passion lies in helping others bring their vision to life. I organize and present information in ways that make it easier to reach your goals. Whether we're streamlining systems or clarifying strategies, I collaborate with you to develop real, sustainable solutions that reflect your values and meet your specific needs.

Every challenge is a chance to learn — and I love discovering creative, innovative ways to improve experiences and effectiveness.

My Experience

With Define 1440, I have assisted clients with everything from branding and marketing to culture assessments and training program development. As a certified DISC and Entrepreneurial Coach, I bring a unique perspective to each engagement, helping leaders and organizations align their people, purpose, and performance.

Prior to opening Define 1440, I served as a principal consultant with Mergentis, a firm specializing in performance management through training, coaching, and leadership development. Before Mergentis, I served as Manager of Learning Applications for a Houston-based training company that focused on leadership and safety solutions for a variety of high-risk industries. As the manager of one of four major functions of the Performance Consulting & Training Department, I consulted on and managed a variety of both instructor-led and computer-based training projects.

From 2001–2011, I served as Director of Operations and Sales for a Louisiana-based software company, where I played a key role in customer service, marketing, and performance management, as well as in improving the end-user experience and project managing the company's learning management system.

My technical skills include graphic design, ILT and CBT training design, content development, learning support tools, assessment design and analysis, user-interface design, and video production. I hold a Bachelor of Science in Management and a Master of Business Administration from the University of Louisiana at Lafayette.

Testimonials

"I have contracted with Elizabeth Bordelon of Define 1440 for several projects. I have been pleased with the quality of her work and the prompt response to my needs. Elizabeth is more than just a designer; she is a partner with a process for getting clarity around your brand and message. I have tried several outsource solutions for my design work and gotten mixed results. I now have a trusted partner in Elizabeth and Define 1440 for my projects going forward. I highly recommend her services to anyone wanting to have a trusted provider and not just a transaction." – Brian Brogen, Build CST

"I was referred to Elizabeth through a good friend and business associate several years ago when I needed to create professional branding documents. From the first conversation, Elizabeth jumped in and offered a strategy to achieve my goals. She has been my go-to person for any project big or small. Now years later as my business consulting company has grown, I rely on Elizabeth's input and creative design for all of my clients' solutions as well. She is truly a trusted partner and resource that always adds value to every project. If you are ready to refresh your brand and work with a passionate, committed, and professional designer, I highly recommend Elizabeth!" – Melahni Ake, Everyday Leaders

"I really enjoyed working with Elizabeth. Communication was always friendly, prompt, and she was able to work within our budget and design constraints with ease. I would highly recommend Define 1440 to any organization looking to produce high-quality materials without hassle." – Kelly Mantoan, Accepting the Gift

"Elizabeth was a savior when it came to building a website for our business. We were not sure what to expect in cost, and we weren't sure exactly what we needed. Elizabeth came to our office for a consultation, and she provided us with all the options available. She was able to customize our needs and built us a great website within our budget. I would recommend consulting with her if you are interested having someone build a website." – Justin Roberts, Shield 365 Insurance

"Over the past several years I worked indirectly with Elizabeth through her team and was always very satisfied with her product. Most recently however, I have worked directly with Elizabeth and have been very impressed with her ability to listen to my vision and then come back with her creation, a perfect translation to paper. She has an attention to detail and has managed her work within timelines and the agreed budget. Highly recommend." – Marc McGill, Fieldreal

"Elizabeth is amazing at all she does. She has supported my work for over 16 yrs. Her strengths include project management, instructional design, graphics and branding, technical learning systems, cultural assessments, and so much more. She is highly ethical, has a strong work ethic, produces top-notch work, is easy to work with, and has a sincere passion for everything she does. I highly recommend her!" – Diane Dick, Legacy TD

Testimonials

"Elizabeth is a resourceful creative professional. She owns a special talent of organizing information and providing the needed help with inspiring effectiveness. She is also a brilliant communicator who understands the difference in cultures and is able to adapt and tailor her message to her receiver. Elizabeth brings positivity and dynamism to any professional team. I would definitely recommend Elizabeth." – Amr Ala, L&D Consultant

"Elizabeth is a consummate professional with a never say die attitude. She NEVER uses the word can't. She wears a smile at all times, respects customers and colleagues alike, and is never afraid to ask for direction when she needs it. I would work with Elizabeth again in a minute!" – Adria Theriot, AudioScribe Corp.

"Elizabeth is uniquely suited to assist with just about any project. Because of her diverse experience and industry exposure, she brings a higher-level perspective to solution conversations and plans. Along with her drive for excellence, Elizabeth approaches all challenges with compassion and a genuine desire to help." – Julie Hebert, ProCo Services

"I have had the pleasure of partnering with Elizabeth on many projects. She really helps you define what you really envision for your projects and her creativity makes it come alive. She is personable and a joy to work with. Her services allowed me to save some time on various projects so I could focus on some bigger objectives! I would highly recommend Elizabeth with Define 1440!" – M. Fusilier, 3P Leads

"Elizabeth was absolutely amazing and completely brought my vision to life. She was quick with her responses, easy to communicate with, and so patient with all of my questions, concerns, and requests. I knew nothing about designing a website but with Elizabeth's artistry and dedication, we were able to create something that I absolutely love. She was able to take a simple rough draft and make something that is visually appealing, professional, and captures my brand essence!" – C. Broussard, The Mississippi Princess Company

"Elizabeth is a valued resource that provides great support to our business. Her technical knowledge and reliable service are crucial to the success of our business" – T. Martin, President, M&A Safety Services

Portfolio



Define 1440 focuses on custom solutions

For maximum effectiveness, all initiatives and programs are always custom branded for your organization and tailored to your policies, procedures, and programs.

The following portfolio depicts a variety of custom branded examples from various clients.

NEXT





Logos

NEXT



WRIGHT LEVEL LEADERSHIP
Unleash Your Potential



Logos



LEAD

PROPERTY OF
DEFI
NO BANK

Logos

NEXT



NEXT



This branding board displays the PAGAZA logo in various formats and the use of the Myriad Pro font family.

Logo Variations

Primary

- Myriad Pro - Regular
- Myriad Pro - Bold
- Myriad Pro - Semibold

Secondary

- Myriad Pro - Condensed
- Myriad Pro - Bold Condensed

Branding Board for:

PAGAZA
MEDIA COMPANY

Colors		CMYK – for professional print RGB – for onscreen presentations (PPT, Word, etc) Hex – additional identifier for other applications
CMYK 88, 77, 53, 64	CMYK 92, 78, 38, 27	
RGB 20, 30, 47	RGB 41, 61, 95	CMYK 86, 69, 19, 4
Hex #141E2F	Hex #293D5F	RGB 60, 90, 143
CMYK 91, 80, 45	CMYK 73, 51, 0, 0	Hex #3C5A8F
RGB 31, 45, 71	RGB 81, 119, 187	CMYK 59, 37, 0, 0
Hex #1F2D47	Hex #5177BB	RGB 109, 145, 203
CMYK 46, 74, 88, 66	CMYK 35, 75, 100, 39	Hex #6D91CB
RGB 69, 37, 15	RGB 119, 61, 26	CMYK 76, 48, 73, 44
Hex #45250F	Hex #773D1A	RGB 50, 76, 60
		Hex #324C3C
Secondary colors are additional complimentary colors chosen from the color families in the logo which could be used in presentations, marketing, etc.		CMYK 25, 41, 100, 4
		RGB 189, 145, 45
		Hex #BD91D0
Branding Board for:		
 PAGAZA MEDIA COMPANY		

The image shows a Facebook profile picture and a cover photo for the page 'On the Geaux TRAVEL'. The profile picture is a circular logo featuring a globe with a bird in flight, with the text 'On the Geaux TRAVEL' overlaid. The cover photo is a collage of three images: a sunset over water, a view of the St. Peter's Basilica dome, and a modern building with a curved glass facade. The page name 'On the Geaux TRAVEL' is displayed at the top of the profile picture, and the contact information 'Lesa Courville, Agent onthegeauxtravel@aol.com' is at the bottom of the profile picture.

Branding Board Examples

Branding Board for PASC

Logo



Primary Colors

CMYK 0, 0, 0, 100	CMYK 100, 16, 0, 33	CMYK 0, 35, 85, 0
RGB 35, 31, 32	RGB 0, 113, 163	RGB 251, 176, 64
Hex #231F20	Hex #0071A3	Hex #FBB040

CMYK – for professional print
RGB – for onscreen presentations (PPT, Word, etc)
Hex – additional identifier for other applications

Secondary Colors

CMYK 63, 55, 49, 28	CMYK 77, 29, 0, 0	CMYK 24, 90, 100, 20
RGB 89, 89, 89	RGB 0, 148, 214	RGB 163, 50, 0
Hex #595959	Hex #0094D6	Hex #A33200

Secondary colors are additional complimentary colors chosen from the color families in the logo which could be used in presentations, marketing, etc.

Primary Logo



Alternative Logo/Mark



Color Palette

DEEP INDIGO	MAUVE GREY	MUTED MOSS	WARM LINEN	FOGGY BLUE	CHARCOAL FLW
#4F5E70	#D5DCE2	#B8C4B1	#F7F4EF	#C6D3E1	#3D3E59
LAND, MOUNTAINS, CALLOUTS, BUTTONS	SECTION, BANNER, HEADERS, ICONS, OVERLAYS	HIGHLIGHTS, ACTION, BRIGHT, ILLUSTRATION, ICONOGRAPHY	MAIN BACKGROUND, LIGHT, BRIGHT, HIGHLIGHT AREAS	SURROUNDINGS, LIGHT, HIGHLIGHT, HOVER EFFECTS	BODY TEXT, NAVIGATION, FOOTER, FTR

Web Safe Fonts

Aa Georgia Use for page titles, section headers, and quotes/testimonials

Aa Segoe UI or Helvetica Use for paragraph text, button text, navigation, captions, etc

Design Inspiration



GW CATHOLICS

students to saints in the nation's capital

GW CATHOLICS

students to saints in the nation's capital

Colors

Primary	Blue Accents	Secondary Accents
GW Blue #023960	GW Buff #d5e992	Potomac #2770a5
Navy Yard #0e1381		Row House #d774d0
Green Fog #62c0a2		Blossom #c1e1b0
Pearl #8fc7ba		Parchment #f0e68c

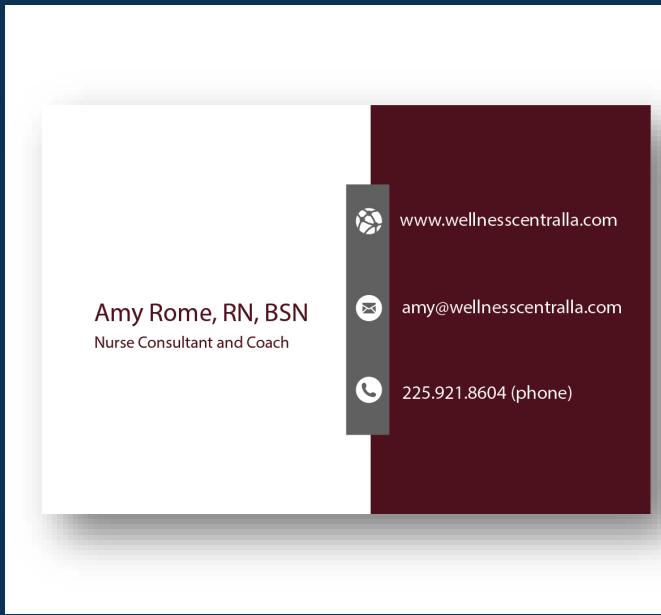
Fonts

Avenir	Playfair Display	Lora
Headings and UI/Body text ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Mission, Vision, Scripture ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Taglines / Accents ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
abcde fghijklmnopqrstuvwxyz	abcde fghijklmnopqrstuvwxyz	abcde fghijklmnopqrstuvwxyz

Design Inspiration



Branding Board Examples



Business Cards

HOME OUR APPROACH OUR PHILOSOPHY OUR FOCUS CONTACT US

de·fine
1440
DEFINE YOUR FUTURE



Each day presents 1440 minutes of opportunity.
DISCOVER YOUR OPPORTUNITIES. DEFINE YOUR FUTURE.

[START HERE](#)

STRATEGY 365
CONSULTING

HOME ABOUT STRATEGIES QUICK LINKS CONTACT US



[CONTACT US](#)

Educational Strategies

Looking for an understanding of your child's disability? Attempting to understand the

Employment Strategies

Employment represents a personal identity, avenue for self-fulfillment,

Legal Strategies

Navigating legal situations involving often requires expert consultation.

ABOUT US

LEGACY
TRAINING AND DEVELOPMENT



Our Programs

Play with Purpose
Based on concept of business based in a difficult place. Play with Purpose training design strategies, facilitation techniques, and activities that are uniquely designed to actively engage your team in a variety of emotional, cognitive, behavioral, and social learning and development activities.

Re-Design Your Learning Institute
Legacy Training and Development is part of a collaborative effort offering unique programs to those interested in the development of their business. Join us for other joint training programs and opportunities that offer coaching through Life to Design and Re-Design by Design. This is a great way to learn how to be more effective in regards to your organization's business. This is a great way to learn how to be more effective in regards to your organization's business.

Corporate Training
Looking for someone who can provide employee development training? Let Legacy Training and Development help you with your corporate training with high impact, educational, and interactive training and consulting services customized to your needs.

[Click for more information](#) [Click for more information](#) [Click for more information](#)

Companies We Have Worked With



"Legacy is an exceptional facilitator" - Michelle LeBlanc, Kitchen Table Consulting

[CONTACT US](#)

MSI MID SOUTH
CHEMICAL COMPANY, INC

Home About Solutions Associations Disaster Solutions [Contact Us](#)

WATER TREATMENT SOLUTIONS SINCE 1978




Websites

NEXT



NEXT

Request a Quote Today

HOME ABOUT COVERAGE OUR TEAM CONTACT US



SHIELD 365 INSURANCE

REQUEST A QUOTE



Shielding you 365 days a year with top-notch **SERVICE**. We are committed to **HONESTY** and **INTEGRITY**, through **ETHICAL** practices, with agents who value **LOYALTY** and pride themselves on **DEPENDABILITY**.

HOME ABOUT HOA NEWSLETTER EVENTS GALLERY

LAKEPOINTE SUBDIVISION

ABOUT NEWSLETTER HOA

A BEAUTIFUL COMMUNITY

LakePointe Subdivision is a beautiful community nestled off of Rue De Beller on the southwest side of Lafayette. It offers the peacefulness of nature and serenity at our lake, while near several grocers, retailers, movie theaters and many of Acadiana's greatest restaurants. LakePointe Subdivision also features homes built by some of Lafayette and Acadiana's finest home builders.

Lakepointe Subdivision is a neighborhood focused on community. You will find neighbors chatting outside while their children play, families fishing along one of the docks of the pond, and invites to neighborhood-wide social and holiday events.



HOME ABOUT SERVICES CONTACT



Health and Wellness Nurse Coaching



Invest In Yourself
IT PAYS THE BEST INTEREST

HOME TESTING SYSTEMS SAMPLE REPORTS PURCHASE TESTS CONTACT



SYRACUSE TESTING



Syracuse Testing Systems

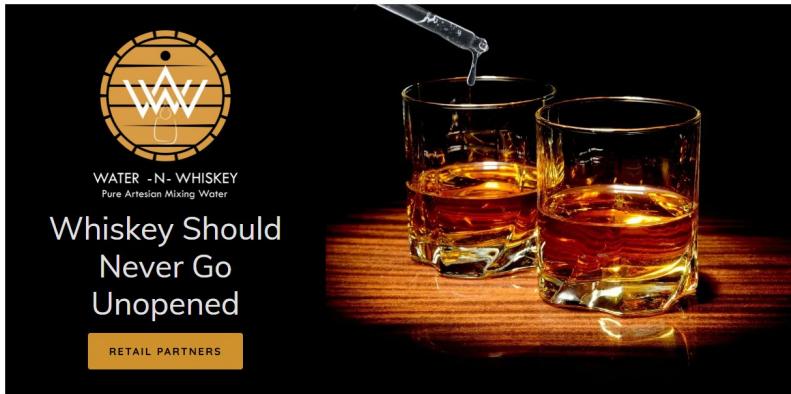
Empowering Institutions and Professionals with Comprehensive Testing Systems

EXPLORE SOLUTIONS



About Syracuse Testing

Websites (continued)



WATER -N- WHISKEY
Pure Artesian Mixing Water

Whiskey Should Never Go Unopened

RETAIL PARTNERS

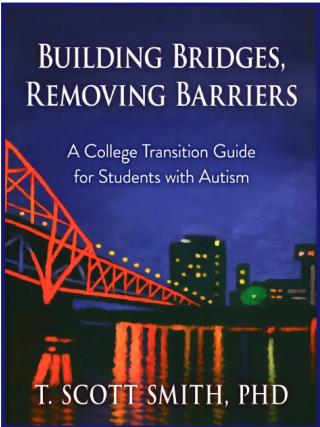
A hand pouring liquid from a small glass into a larger glass of whiskey on a wooden surface.

About Water - N- Whiskey



It's not about mixing; it's about elevating. It's about celebrating the

ABOUT THE BOOK



OVERVIEW AND PURPOSE

Building Bridges, Removing Barriers: A College Transition Guide for Students with Autism demystifies one of life's biggest leaps—moving from high school to college. It pairs practical strategies with encouragement so students, families, and professionals can navigate new freedoms, routines, and responsibilities with confidence. The guide focuses on building independence, self-advocacy, and campus belonging, without losing sight of the real-world challenges that make college both exciting and daunting.

Written for three audiences—students, parents, and campus professionals—the book offers step-by-step tools that make progress visible, from time management and sensory supports to communication with professors and disability services. Each chapter transforms complex moments into clear, actionable steps.

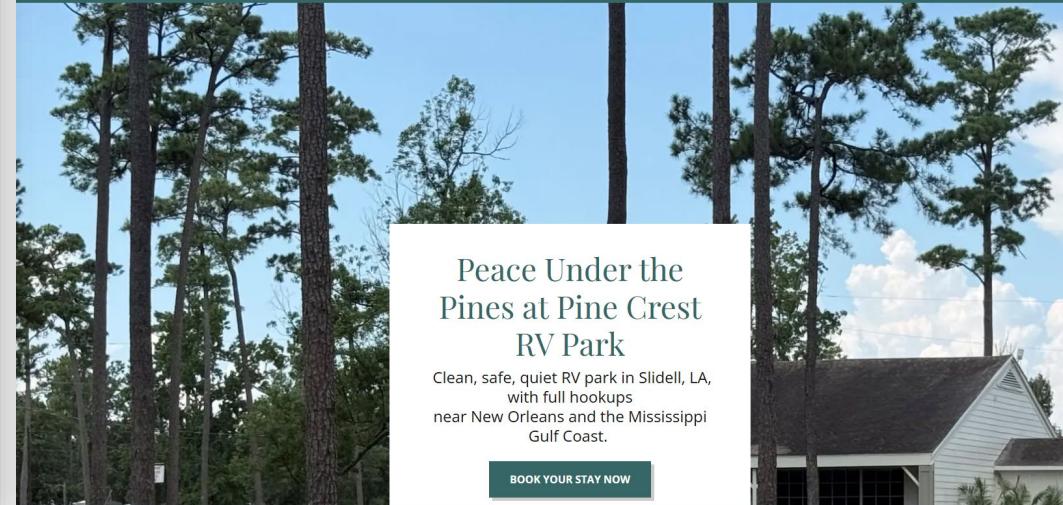
WHY THIS BOOK STANDS OUT



KEY THEMES & TOPICS

- From Support to Self-Advocacy: How to request accommodations, talk to faculty, and build executive-function routines that stick.

Enjoy exclusive discounts for Good Sam Members, Military, Veterans, and Active Law Enforcement while camping near New Orleans at our family-owned RV park, a perfect peaceful retreat in Louisiana.



Peace Under the
Pines at Pine Crest
RV Park

Clean, safe, quiet RV park in Slidell, LA,
with full hookups
near New Orleans and the Mississippi
Gulf Coast.

BOOK YOUR STAY NOW

A photograph of tall pine trees against a blue sky with white clouds. In the foreground, a white RV is parked next to a building.

NEXT

Websites (continued)



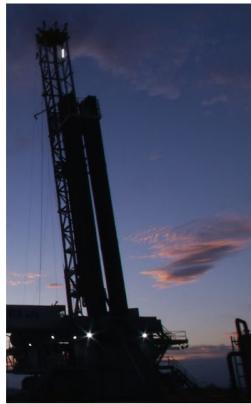
Main Menu

Module 1. Conventional vs. Unconventional Drilling

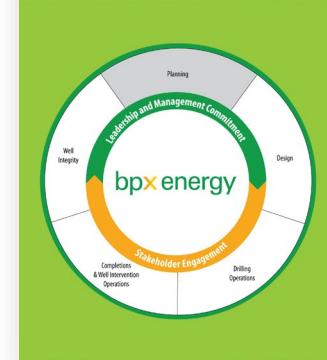
Module 2. Unconventional Drilling Techniques

Module 3. Unconventional Tripping Techniques

FINAL EXAM



◀ PREV NEXT ▶



Section 5.2: Planning

In the planning section, you will find requirements for:

- Drilling Rigs and Well Projects
 - Rig Centering
- Workover Rigs Intake
- Well Planning
- Wellbore Surveying
- Well Monitoring
- Gas Detection
- Alarm Settings
- Well Control Equipment
- Higher Risk Activities
 - Complex Wells & HCO Locations
- Risk Assessments

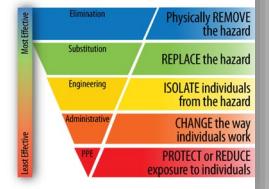


Risk Assessment

Complete a job safety analysis (JSA) following the steps of the hierarchy of controls.

- Once any problem areas have been identified, look for ways to control the hazards by:

- Using elimination or substitution controls
 - Working hands free where possible (levers, clamps, vice grips, ropes and power tools vs. hand tools)
- Engineering controls should then be considered next
 - Guards, emergency stop devices, ergonomics
 - Administrative controls should be in place
 - Training, signage, posters, etc.
- Once those steps have been taken, you can start looking for PPE like gloves and sleeves to prevent any other potential hazards that couldn't be addressed through the first four steps of the hierarchy.



[Click here to view an example of a basic eLearning course](#) (levels range from basic to advanced)

eLearning



One-Way Communication



1. How many of us were confused and just 'quit' listening?
2. Why was the one-way communication so difficult to follow?
3. Even two-way communication cannot ensure complete understanding. How can we make our efforts more effective?



Discuss as a group

Organizational Value



Strategy:

- Long-Term Goals
- Vision
- Plans
- Timelines



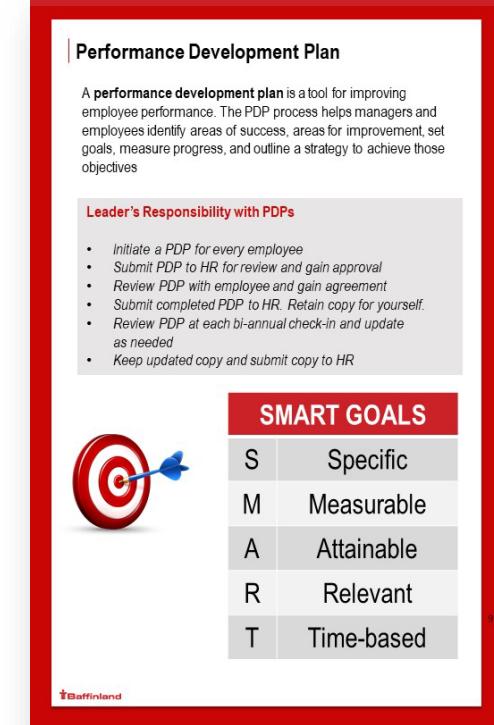
Assignment Review:

- ? What messages do you hear from your leadership on culture of safety?
- ? What does culture of safety mean to you?
- ? How well are you following the culture of safety attributes?



Let's Discuss

ILT and Virtual ILT Training Design



Guidebooks and Participant Guides

WORLDLIVE

Manual: Quick Reference Guide Effective Date: 04 March 2015
 Subject: Uploading Documents Revision Date: 04 March 2015
 Ref #: 02-01-QRG Revision #: 1

SCOPE
 Any WorldLive User

PURPOSE
 The purpose of the Uploading Documents Quick Reference Guide (QRG) is to provide the user with tips to correctly upload documents into WorldLive to ensure successful verification.

QUICK REFERENCE GUIDE TOPICS
 The following topics are covered in this QRG:
 1. Document Upload Checklist
 2. Single Certification Documents
 3. Multiple Certification Documents
 4. Issue Dates
 5. Expiration Dates
 6. Scans, One-Sided Documents
 7. Scans, Two-Sided Documents
 8. Signatures
 9. Training and Certifying Organizations
 10. Names and Nicknames
 11. Alterations and Corrections
 12. Company Customized Document Title vs WorldLive Document Title

02-01-QRG 1

5 "A's" of a Culture of Leadership

- ✓ Alignment Check:
Are your actions aligned with company goals and team objectives?
- ✓ Authenticity Reminder:
Are you leading with integrity and staying true to your values?
- ✓ Accountability Moment:
Are you taking ownership of the situation and results?
- ✓ Awareness Pause:
How are your behaviors impacting the team? What can you adjust?
- ✓ Adaptability Shift:
Are you resisting change or finding ways to grow with it?

Key Leadership Anchors

- Management vs. Leadership:
Managers focus on tasks; leaders inspire people.
- Unwritten Rules:
What behaviors are being rewarded or tolerated in your crew?
- Self-Awareness Questions:
What are your strengths and areas for growth?
- Communication Strategies:

D (Dominance): Direct, results-driven.
Keep it concise and action-oriented.
I (Influence): Outgoing, enthusiastic.
Engage and motivate with energy.
S (Steadiness): Patient, team-focused.
Support others and maintain stability.
C (Conscientious): Analytical, precise.
Provide clear details and structure.

💡 Adapt your communication style to connect effectively with others.



©2025 by Smith Mason & Co



Remember...

- ✓ Set Clear Expectations:
Ensure alignment on goals.
- ✓ Communicate Effectively:
Adapt to different styles.
- ✓ Lead by Example:
Actions speak louder than words.
- ✓ Empower Your Team:
Build trust and delegate effectively.
- ✓ Recognize and Reinforce Good Behaviors:
Foster a positive culture.

Continually Reassess ...

- ✓ Continue:
What's working well? Keep up the good work.
- Start:
What new leadership habits can you build?
- Stop:
What's holding you back from being effective?

📌 Remember: Small, consistent leadership actions lead to big impacts over time.

11. Alterations and Corrections

Documents should not display any form of alterations or corrections. Any additional markings on the scanned document will increase the risk of WorldLive not recognizing it and, therefore, rejecting the document.

Examples include, but are not limited to, crossing out a name or date and writing it in with an initial. Any type of "white out," "type over" or "Photoshop" alterations will be rejected (Figure 10. Alterations and Corrections).

Figure 10. Alterations and Corrections



12. Company Customized Document Title vs WorldLive Document Title

Compliance Reference is defined as a standard position, or document, by which other positions or documents are compared to ensure minimum requirements are met. These Compliance References are maintained for multiple industries in the system and allow for company cross comparisons.

WorldLive provides companies the opportunity to customize names of documents or certificates within the system. Once the customized name has been entered into the system, a corresponding Compliance Reference must be chosen from the list maintained in the system.

A few examples of how customized company document names are linked to a WorldLive Compliance Reference are listed below.

Company Document Name	WorldLive Compliance Reference
Office Ergonomic Training	Ergonomics Program Standard
MSDS Awareness	Hazard Communication (HazCOM)
Hazard Awareness	Hazard Identification
CPR	Cardiopulmonary Resuscitation (CPR)

Quick Reference Guides/Help Docs



THE RESULTS

WHAT'S MEASURED



Inputs: Safety Management System components (core company documents, policies and procedures)

Outputs: Safety perceptions (online survey, worksite observations and interviews)

The Primary Indicators evaluated in each (Inputs and Outputs) include:

- ✓ Management Commitment and Stakeholder Engagement
- ✓ Risk Management
- ✓ Continuous Improvement

The Secondary Indicators evaluated include:

- ✓ Leadership / Management Commitment
- ✓ Stakeholder Engagement
- ✓ Competence, Awareness, and Training
- ✓ Risk Management
- ✓ Safe Operational Controls
- ✓ Safety Assurance
- ✓ Emergency Preparedness and Response
- ✓ Incident Investigation, Evaluation, and Lessons Learned
- ✓ Management Review and Continuous Improvement
- ✓ Documentation and Record Keeping

5

THE RESULTS

WHAT'S REPORTED

Demographics



Respondents



% Response Rate



Other factors, such as # of years in the industry, # of years in the organization, organizational level, etc.

Safety Culture Maturity Level

Each indicator (i.e., Inputs, Outputs, Primary Indicators and their Secondary Indicators) is measured utilizing the below safety culture maturity model.



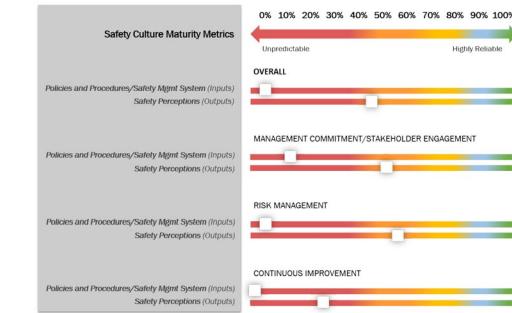
6

THE RESULTS

WHAT'S REPORTED, CONTINUED

Safety Culture Maturity including Inputs and Outputs and each Primary Indicator

The below graphic represents an example of Inputs and Outputs measured with each Primary Indicator (i.e., Management Commitment and Stakeholder Engagement, Risk Management and Continuous Improvement).

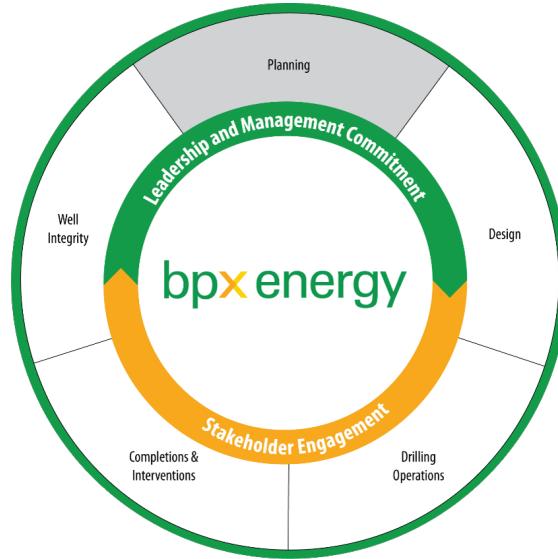
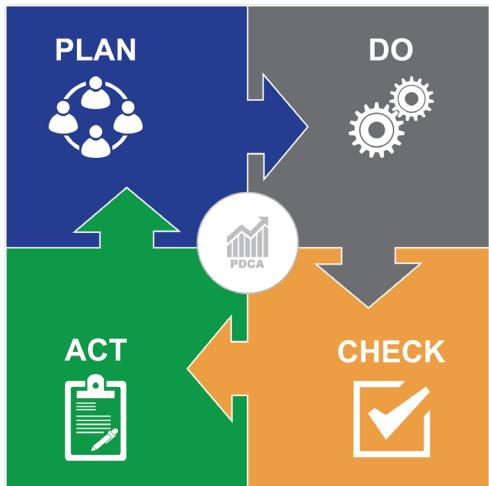


7

Assessments

Safety Culture, Organizational Development, Leadership, and Custom Topics

NEXT



Miscellaneous Graphics/Models

Report for Sample Report
DISC Self

Adapting in Social Settings

D DOMINANCE STYLE

- Let them know that you don't intend to waste their time
- Convey openness and acceptance of them
- Listen to their suggestions
- Summarize their achievements and accomplishments
- Give them your time and undivided attention
- Appreciate and acknowledge them when possible

I INFLUENCE STYLE

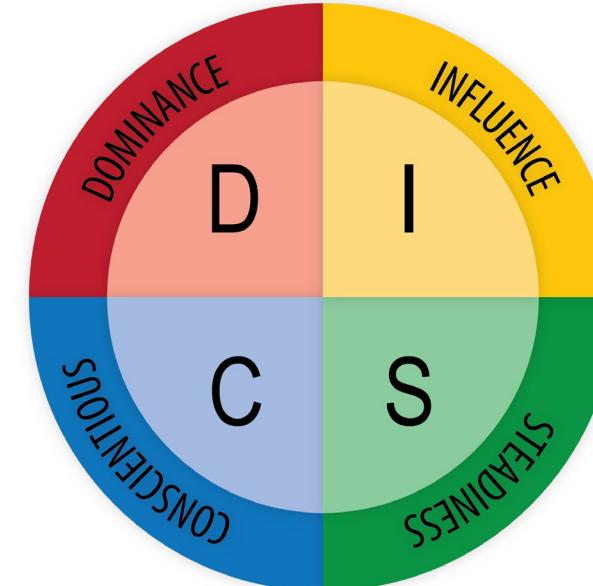
- Focus on a positive, upbeat, warm approach
- Listen to their personal feelings and experiences
- Respond openly and congenially
- Avoid negative or messy problem discussions
- Make suggestions that allow them to look good
- Don't require much follow-up, detail or long-term commitments
- Give them your attention, time and presence

S STEADINESS STYLE

- Focus on a slow-paced, steady approach
- Avoid arguments and conflict
- Respond sensitively and sensibly
- Privately acknowledge them with specific, believable compliments
- Allow them to follow through on concrete tasks
- Show them step-by-step procedures
- Behave pleasantly and optimistically
- Give them stability and minimum of change

C CONSCIENTIOUSNESS STYLE

- Use a logical approach
- Listen to their reasoning, and suggestions
- Respect formally and politely
- Negative discussions are OK, so long as they aren't personally directed
- Privately acknowledge them about their thinking
- Focus on how pleased you are with their procedures
- Solicit their insights and suggestions
- Show them by what you do, not what you say



Report for Sample Report
DISC Self

12 Behavioral Tendencies – Details & Graphs

For each of the 12, you will see a graph and personalized statement for your Natural and Adopted style. These scores and statements reveal which of your style combinations are most observable and describe how you express that tendency based on your **D**, **I**, **S**, and **C** blend.

Interpretation Notes:

- Frequency Observed:** The behavioral tendencies are presented in the order from Most Frequently Observed to Least Frequently Observed.
 - HI - Clearly observed in most situations, seen more often
 - HM - Frequently observed in many situations
 - MOD - May or may not be observed depending on the situation
 - LM - Sometimes observed in some situations
 - LO - Absence of the behavior in most situations
- Direction of your score** - As the graph moves to the right or left, it shows how you will likely express the behavior. If the graphs are near the center, the result is a balancing behavioral effect that will depend on the situation.
- General Population Comparison** - The blue box represents the general population in this behavioral tendency. Approximately 68% of people score in this range.

Reasoning

Natural (HI): You often rely on data and evidence to ensure decisions reflect the right thing to do, and will seek verification to make complete and accurate judgments. You are likely think through things with careful and thoughtful consideration, often weighing risks and examining the pros and cons of decisions. Remember, the brain and the heart together make a great team.

Adopted (LO): You often rely on your feelings and interactions with others to make decisions, choosing what is likely to be socially acceptable. You are likely to think things through based on emotions over logic, trusting your gut. Be aware that balanced thinking looks at both the emotions and the logic.

Self-Reliance

Natural (HI): You are quite results driven, focused on accomplishing things quickly and efficiently and are likely to do so mostly independently and directly. You will likely do your best work independently when you can manage your productivity and efficiency autonomously. Be sure you are not distancing yourself too much.

Adopted (LO): You balance results and interaction, getting things done efficiently, but also involving others to get this accomplished as effectively as possible. You are likely to be more active and efficient whether working independently or in collaboration with others, depending on the circumstances and variables of the work.

Intuition-based (I)

Directive (D)

Collaborative (I)

DISC and Coaching

DISC behavioral assessments, Team assessments, and Hiring and Job Fit Assessments



TOP 10 OSHA violations

 01	FALL PROTECTION Standard: 1926.501 Total Violations: 5,260
 06	LOCKOUT/TAGOUT Standard: 1910.147 Total Violations: 1,977
 02	HAZARD COMMUNICATION Standard: 1910.1200 Total Violations: 2,424
 07	POWERED INDUSTRIAL TRUCKS Standard: 1910.178 Total Violations: 1,749
 03	RESPIRATORY PROTECTION Standard: 1910.134 Total Violations: 2,185
 08	FALL PROTECTION - TRAINING Standard: 1926.503 Total Violations: 1,556
 04	LADDERS Standard: 1926.1053 Total Violations: 2,143
 05	SCAFFOLDING Standard: 1926.451 Total Violations: 2,058
 09	PPE - EYE/FACE PROTECTION Standard: 1926.102 Total Violations: 1,401
 10	MACHINE GUARDING Standard: 1910.212 Total Violations: 1,370

*Derived from OSHA's preliminary list of most cited workplace violations of FY 2022

Smith Mason & Co 

Infographics



**Business Case
“STARS”**



PowerPoints



de·fine¹⁴⁴⁰

Training solutions for slowing the spread of infectious diseases in your school community

Our Solutions
Video resources and infographic signage to remind faculty, staff, students, and visitors of the proper precautions to slow the spread of infectious diseases in your school community.

These training resources are designed to provide guidance on:

- Recognizing the threat of COVID in your school
- Understanding infectious agents, how they spread and who is at risk
- Knowing the difference between cleaning, sanitizing, and disinfecting
- Best practices and techniques for a clean, safe school
- Safe use of products, equipment, and necessary precautions

Convenient Delivery Options

- Video link to distribute via email to watch at learner's convenience
- Video download for presenting in an online meeting or school in-service

Customizable Upon Request

- Materials listed here are offered in a standard option, following CDC recommended guidelines for reopening schools
- Custom materials can be created for organization upon request

About Us
Define 1440, LLC is a professional training and development company headquartered in Lafayette, LA. With over 10 years experience in management consulting and professional training and development, owner and principal consultant, Elizabeth Bordelon focuses on solutions to move your organization's culture forward to achieve your goals. With an extensive background in training and development for high-risk situations, we are well positioned to provide solutions designed for today's challenges.

For more information 337.654.2378 - info@define1440.com

BUILD[®]
CONSULTING SERVICES

Improving Communication & Increasing Effectiveness

ABOUT US
Build consulting services provides custom high impact, interactive training, coaching, and consulting services. Through a variety of in-person and virtual offerings, we equip and empower teams to improve communication, strengthen engagement, create strong leaders, and increase effectiveness.

OUR OFFERINGS

- COMMUNICATION TRAINING**
 - Improve interactive communication
 - Learn and apply behavior-based and active listening techniques
 - Discover solutions for conflict management and resolution
 - Create customized communication plans
- LEADERSHIP DEVELOPMENT**
 - Discover your core self and strengthen your interactions with others through the use of personality assessments
 - Improve your foundational skills to become a leader others want to follow
- TEAM ENGAGEMENT**
 - Increase engagement through team building events with a defined purpose
 - Determine areas of competency and opportunities for improvement through the use of 360 assessments
- STRATEGIC COACHING**
 - Discover opportunities to eliminate waste and redundancy
 - Improve team effectiveness through a collaborative process to define and align roles, responsibilities, and goals with your team's unique deliverables
 - Identify future leaders, minimize recruitment costs, and identify gaps in competency with succession planning for transitioning owners and key personnel

www.buildcs.net 863-800-9658 brianb@buildcs.net

STRATEGY 365 CONSULTING

Employment Strategies
Identifying Employment Obstacles

Our Focus

- Incorporating Persons with Disabilities into the Workforce**
Evaluation of processes with employees and employers on a return-to-work plan (\$300 hourly/minimum 5000 total cost will be paid open need)
- Employee Education**
Outreach designed to assist employees in understanding disabilities. Topics based on need (\$200 per hour/one-hour presentation)
- Case Management for Injured Workers**
Assistance on an injury for a worker who may have difficulty navigating the medical maze towards recovery or rehabilitation (\$30 per 60-minute billing 1-hour segment if need)
- Workplace Adjustment for Those Suffering Traumatic Brain Injury**
Job analysis for work duties, interview with the employee as an employee, review of medical records, and return-to-work recommendations (\$30 per 60-minute billing 1-hour segment if need)
- Strategies**
Vocational Evaluation, Public & Government Services - Vocational interview, testing, and report for those experiencing difficulty returning to work due to disability (\$750 minimum interview, testing and report)
- Vocational Evaluation (child & youth report)**
Evaluation, complete with modified testing to incorporate needs due to blindness or visual impairment (\$300 minimum for child and report)

Find out more at www.strategy365consulting.com

scott@strategy365.com 337-501-2104 www.strategy365consulting.com

Flyers / One Sheets

Smith Mason & Co
DISC: Powering Smarter Teams


DISC reveals how people behave, but its true impact is in teams. When individuals understand their style and others', communication sharpens, collaboration deepens, and performance soars. One person with insight is powerful. A team with insight is unstoppable.

Visualize your team's behavioral makeup
Using the DISC Team Wheel, you'll see where each team member naturally operates, great for spotting strengths, potential blind spots, and gaps in style diversity.

Understand Team Dynamics
Team reports include detailed breakdowns of individual tendencies, ideal environments, motivators, and communication preferences, as well as collaboration reports that compare two team members' working styles side by side.

Optimize Collaboration
Each report highlights how team members: communicate under stress, approach decision-making, prefer to give/receive direction, and navigate change. With this knowledge, leaders can guide their team to adapt more effectively and avoid unnecessary friction.

DISC Team is a powerful next step after RigLEAD. This team experience brings the language of behavior into the organization—deepening communication, accountability, and leadership alignment.

Better Teams Start with Better Insight
Where self-awareness meets team performance.

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 Lafayette, LA  www.smithmasonco.com  training@smithmasonco.com

Career Awareness and Safety Orientation

Introduce Students to Safe, High-Demand Careers in Construction, Energy, and Skilled Trades.

ABOUT OUR OFFERINGS
Introduce students to the world of high-demand, high-skill careers with foundational safety training that meets real-world expectations of industry professionals.

Our courses offer flexible, online learning pathways that introduce students to essential safety concepts used across industries, including oil & gas, construction, HVAC, and electrical trades.

CUSTOM PACKAGES
We partner with schools to provide custom packages for training for students in CTE pathways, building confidence and career awareness.

OUR PATHWAYS PROVIDE:

- A strong foundation in safety principles across multiple industries
- Awareness of common workplace hazards, PPE, and safe operating practices
- Credentials recognized by respected industry organizations like IADC and OSHA
- A clear demonstration of commitment to workplace readiness and responsibility



 **FLEXIBLE, ON-DEMAND ACCESS**

 **INDUSTRY-ALIGNED CREDENTIALS**



ENERGY
CONSTRUCTION
SKILLED TRADES

Foundation First LEADERSHIP

Built Tough. Trained Smart.

The Foundation First Leadership Membership equips leaders with the skills, resources, and support to lead with confidence.

From jobsite communication to building stronger crews, this membership helps you set the standard for leadership in construction.

- ✓ **Grounded Leadership Skills**
Practical tools to strengthen decision-making and daily leadership on the jobsite.
- ✓ **Proven Communication Strategies**
Confidently handle client conversations, team dynamics, and jobsite challenges.
- ✓ **Culture That Builds Loyalty**
Develop a workplace where people take pride in staying, growing, and contributing.
- ✓ **Next Level Safety Mindsets**
Go beyond compliance—shape a culture that empowers safer choices at every level.
- ✓ **Professionalism in Every Detail**
Lead by example and raise the standard in everything from paperwork to punch lists.

Join a movement that empowers leaders to shape safer jobsites, stronger crews, and a culture of lasting success.

 **JOIN NOW**

Lead with Clarity.
Build with Confidence.

 (863) 800-9658

 Virtual Meetings  www.buildcs.net  brian@buildcs.net



Flyers / One Sheets

**Peace of Mind
For Critical Cases**

When your pet is in critical condition, our team's goal is to get basic vitals such as temperature, pulse, respiratory rate, oxygen levels, blood glucose levels etc., and work as quickly as possible to stabilize the patient first.

Stabilization of critical pets may involve administering IV fluids and IV medications, providing oxygen support, controlling bleeding, controlling pain, controlling seizures etc.

Once your pet is stable, our team will discuss next steps to diagnose the condition and provide necessary treatments. It is important to run diagnostics to identify the cause of the symptoms and treat the disease causing the symptoms rather than the symptoms.



When a pet is admitted in critical condition, our team will ask you to sign an Emergency Treatment Estimate, so we can proceed to provide necessary treatments without delay of care your pet needs.

Scan to learn more or visit our website www.vetcheckpcc.com



**VetCheck®
PET URGENT CARE CENTER**



Urgent Care
When Pets and
Owners Need it Most



Welcome To VetCheck

Thank you for entrusting us with your pet's care.

We operate on the values of compassion, convenience, commitment, and communication.

We also strive to provide an alternative to the high costs and long wait times commonly associated with veterinary emergency hospitals.

At VetCheck, we strongly believe in thorough communication to ensure that you, your pets, and our team are all working together to develop the best treatment plan for you and your pet.

Our Approach

As an urgent care, it is essential for us to prioritize intake of patients based on stability. This does not mean your pet is any less important to us, as we can treat any pet as our own. We appreciate your pet's health, but we are sometimes due to the presence of more critical patients. We assure you that we will address your pet as soon as we can.

Initial Assessment
Our nurses and client service representatives are trained to triage pets on arrival to determine their level of stability.

To first understand your pet's clinical history, our nurses will ask you a series of questions, which will then be relayed to our doctor.

Examination
After the initial assessment, our doctor will perform a physical exam to assess the following:

- Mental/neurological status
- Hydration status
- Pain status
- Eyes, nose, and dental health status
- Lung/Heart health status
- External abdominal health status
- Urogenital health status
- Rectal health status
- Musculoskeletal status/gait assessment (soft tissue/ligamentous injury, lacerations/ puncture wounds)

Based on our doctor's assessment, diagnostics may be recommended to rule out causes for your pet's current or potential future clinical signs. Common diagnostics are listed here. Recommendations will always be based on your pet's physical examination and clinical history.

Common Diagnostics

Bloodwork may be recommended to assess the following:

- Liver, kidney, and pancreatic function
- Clotting function, extent of infection/inflammation, extent of dehydration, or anemia
- Likelihood of hormonal imbalances (e.g. diabetes mellitus, thyroid, or adrenal gland disorders)
- Electrolyte imbalance

X-rays may be recommended to assess the following:

- **Musculoskeletal/Spinal X-rays**
 - Orthopedic injuries, diseases, masses, or spinal injuries
 - Spinal injuries, diseases, or masses
 - Soft tissue injuries or masses
- **Abdomen X-rays**
 - Stomach, small and large intestines (obstruction, inflammation, or masses)
 - Kidneys, bladder, and ureters (obstruction, inflammation, or masses)
 - Liver, spleen (inflammation or masses)
- **Chest X-rays**
 - Heart (enlargement, congenital abnormalities, infection, or masses)
 - Lungs (bronchitis, pneumonia, injury, or masses)
 - Trachea/larynx (tracheitis, collapsing trachea, laryngeal paralysis, injury, or masses)

Urinalysis may be recommended to assess the following:

- Infection/inflammation
- Presence of urinary crystals
- Extent of kidney disease or diabetes mellitus

Wellness Weekly
A Weekly Newsletter from Wellness Central
- Week 1 -



A LOOK INSIDE THIS ISSUE:

Pulse Check
Are you living life or are you **LIVING LIFE?**

Goal Setting
Learn about SMART Goals and how to apply them to many different aspects of life

Culinary Corner
Low Carb Bacon Cheeseburger Casserole

PULSE CHECK

Can you relate?

You fall into bed at the end of a long, brutal day only to have trouble sleeping because you have a million things on your mind. You finally fall asleep, only to hear your alarm way too early and hit snooze over and over, until you finally drag yourself out of bed to do it all over again. This is being an adult and this is life, right? WRONG!! The difference is in being alive and truly living!

If you are reading this newsletter, congratulations! You have taken the first step in finding out that there is more to life than left and right hooks that come at you at every angle. You can **LIVE** a joyful, fulfilled life. **Invest in yourself - It pays the best interest!**

Amy@wellnesscentral.com www.wellnesscentral.com

SMART
Specific Attainable
Measurable Relevant
Timely

SETTING SMART GOALS

When we set goals or think of setting goals they are often unrealistic. For example, "I want to lose 60 pounds." The fact is that 60 pounds is a lot of weight to lose and before we are able to settle in and start working on it, we become overwhelmed by the loftiness of the goal and lose sight of it altogether. When we apply these specific, measurable, attainable, relevant time-based parameters, also called "SMART" goals, it looks more like this: "I will replace 1 of the 5 soft drinks a day that I drink with a glass of water for the next 7 days."

When we use this technique to set specific, achievable goals, we are much more likely to be successful, which gives us the motivation to keep going. I used this example in weight loss or working toward optimal health and wellness; however, if you really think about it, it can be used in all aspects of life including work-life balance, financial freedom and so much more.

I look forward to working with you and helping you set these goals for yourself!



BEFORE OUR FIRST SESSION ...
Brainstorm SMART goals for yourself

CULINARY CORNER

Bacon Cheeseburger Casserole
Low-Carb
Cook Time: 55 minutes
Prep Time: 15 minutes
Servings: 12

Nutrition Info: 594 calories, 38 g protein, 2 g carbohydrates, 47.5 g fat, 268.6 mg cholesterol, 1242 mg sodium



1. Preheat oven to 350 degrees and grease a 9x13 baking dish.
2. Brown Ground Beef over medium heat, drain grease.
3. Return to heat, add onion and garlic and cook for 5-7 minutes.
4. Spread beef in bottom of baking dish, top with bacon pieces.
5. Whisk eggs, heavy cream, salt and pepper in a medium bowl until well combined and mix with 6 oz of cheese.
6. Pour over egg mixture and top with remaining cheese.
7. Bake for 30-35 minutes or until golden brown.

Brochures/ Newsletters



Are there stipulations for transfers or exit of the VetCheck Entrepreneurship Program?

Members are not permitted to assign, sell, or transfer their units without the consent of the other member. However, if Dr. Nalabotu arranges for the sale of the company to a third-party purchaser, then the managing DVM would be required to participate in such sale alongside Dr. Nalabotu.



LAMY

Happy National Fountain Pen Day!

Introducing: The new LAMY safari special edition, inspired by the 90s.

SPECIAL EDITION



UPCOMING Well Control Classes
TEXAS 

Reserve your spot today

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Smith Mason&Co 

WELL CONTROL

 **Houston**
Drilling or
Drilling/Completions/Workover
 09/9/2024 - 9/13/24

 **Tyler**
Drilling Surface Only
 09/18/2024 - 9/21/24
09/25/2024 - 9/28/24

 **Midland**
Drilling Surface Only
 09/4/2024 - 9/7/24
09/11/2024 - 9/14/24



VetCheck®
PET URGENT CARE CENTER

How are the VetCheck Entrepreneurship Program Salaries and Benefits Structured?

Each managing DVM receives a minimum annual salary with a production bonus in excess of the base salary. All year-end profits will be shared according to the managing DVMs common units.

The managing DVM also receives benefits such as student loan reimbursement (up to the IRS limits), 401k with a match, health insurance allowance, 100% paid CE, 100% paid DEA and licensing fee, 50% of cell phone bill as reimbursement and paid mileage + travel for any required company travel.

NEXT 

Social Media Content

NEXT



On The Geaux TRAVEL

Reminders

» If your passport expires within the next six months, consider renewing it now.

» Many countries require passports to have at least SIX months validity remaining in order to enter

» Check travel.state.gov/destination to see what your destination requires.



Easter Egg Drop

Surprise your little ones with their very own egg hunt

Morning of Saturday, April 19th

Sign up through our online form and our HOA will take care of the rest



One client's journey to enhance leadership, safety, and operational excellence >>>

2019: New Hire Assessments

2025: Well Control Training

Field Audits

Custom eLearning

Site Leadership Training

Hazard Identification Training

One size DOES NOT fit all.
Let us customize a solution for you today.

Smith Mason&Co
Well Control, Safety, & Leadership



MARCH IS BRAIN INJURY AWARENESS MONTH

Slips, trips, falls, and line-of-fire hazards are the leading causes of traumatic brain injuries in the workplace.

Smith Mason&Co
Well Control, Safety, & Leadership

Proactive Hazard Identification

Safety Leadership Training

Custom Programs & Resources

PRIORITIZE SAFETY. PROTECT YOUR TEAM.

Let us help training@smithmasonco.com



Social Media Content (continued)

TODAY ONLY

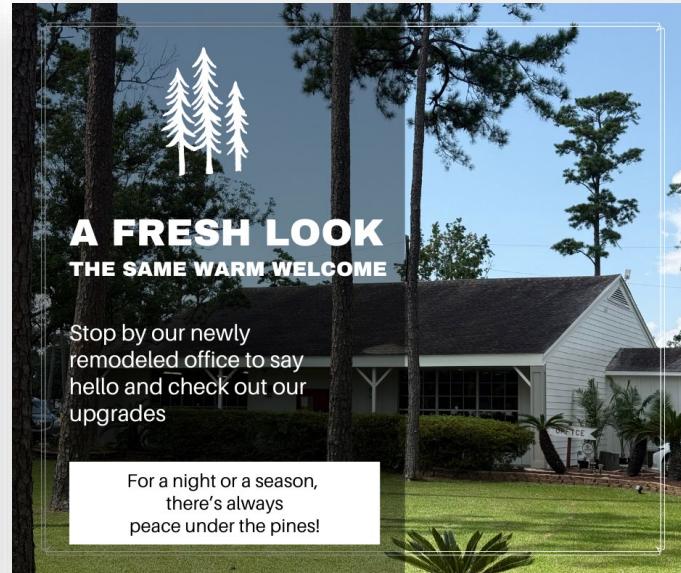
Taste this RY3 Store Pick

Marcello's Wine Market
2800 Johnston Street

5-7 PM
Thursday, August 14

Tell them the Krewe of
Implicit Bias sent you

As heard
about on
Implicit Bias



NEXT



Social Media Content (continued)



EMOTIONAL AND MENTAL READINESS FOR WORK OR EDUCATION SCALE

INTRODUCTION / ABOUT

Returning to work or school after a break, whether it's a short hiatus or an extended one, entails more than simply dipping back into familiar routines. It's a journey of self-discovery, a process that requires a deep understanding of one's mental and emotional state. This is where the "Mental Readiness to Return to Work or Education Scale" comes into play, meticulously designed to gauge an individual's mental readiness and fortitude as they prepare to re-enter the realms of education or the workforce. This tool offers comprehensive insights, proving invaluable to professionals such as psychologists, educators, social workers, and rehabilitation counselors.

The "Mental Readiness" Instrument serves a dual purpose. It not only evaluates an individual's mental preparedness for the journey ahead but also acts as a guiding roadmap, illuminating the path forward for both the individual and the professionals involved. While it can be explored in a single session, its true depth is often revealed through multiple engagements. It transcends the mere act of checking boxes, integrating a diverse array of assessment methods to ignite crucial conversations, stimulate profound introspection, and lay the groundwork for focused planning and decisive action.

In today's intricate landscape of work and education, tools like the "Mental Readiness to Return to Work or Education Scale" aren't merely beneficial; they have become indispensable. The decision to employ such an instrument is a testament to the commitment and foresight of both the evaluator and the referral source. By opting for this scale, you are placing a premium on acquiring a comprehensive understanding of mental readiness, ensuring that re-entry into work or education is not just a return but a revitalized beginning. Your collaborative effort in embarking on this journey showcases a profound dedication to individual success and well-being. I commend your proactive approach, and your choice paves the way for meaningful transitions and establishes the foundation for a successful future.

For further information about the scale and access to reporting templates, please visit www.syracusetesting.com.

Sincerely,
T. Scott Smith, PhD
President/Owner
Syracuse Testing Systems



Name: _____
Date: _____

Coaching

What words come to mind when you think of **coaching**?

Role of a Coach

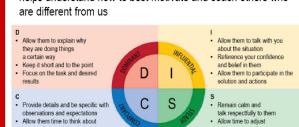
- Follow up on **Commitment Forms** to ensure meetings have been scheduled and commitment forms have been submitted
- Follow up to ensure commitments are being implemented and provide coaching to assist in the implementation
- Facilitate one-to-one coaching sessions to provide support, guidance and leadership feedback
- Fully support all **Safety and Respectful Workplace processes**
- Support and facilitate respectful engagement
- Coach leaders with best practices regarding conflict situations
- Coach leaders in building team performance, enhancing communications and connecting with their teams

Coaching Characteristics

- Keen self-awareness
- Ability to communicate, connect and foster trusting relationships
- Desire to help and grow others
- Ability to mediate challenging situations, difficult people and manage conflict
- Ability to critically think and problem solve
- Keen safety awareness and ability to intervene without hesitation where necessary (and help others do the same)
- Ability to respect diversity and leverage strengths of our differences
- Ability to cast vision and understand how each role contributes to the whole of BIM

Remember

DISC helps us understand our natural behavioral style and helps understand how to best motivate and coach others who are different from us



DISC Style	Associated Behaviors	Coaching Tips
D (Dominance)	Ability to explain things they are doing things in a certain way	Allow them to talk with you about the situation
I (Influence)	Ability to talk to the point, focus on the task and desired results	Raise your confidence level and be positive
S (Steadiness)	Provide details and be specific with instructions and expectations	Allow them to participate in the solutions and actions
C (Conscientiousness)	Ability to process information and come back with answers	Remain calm and talk respectfully to them like a coach

Conflict Resolutions

Seek to

Avoid or reduce absolute language. *Never, always, no one, everyone, none, etc.*

What are some alternate ways to say something without using absolutes?

- Always assume positive intent
- When listening to someone, try to believe their intent is positive. Give them the benefit of the doubt that their intentions are positive. Use the 3-part communication and clarifying questions to better understand their intent.
- Avoid trigger words. Different personality types have different trigger words.

What are some leading phrases which set the tone for conflict?

I gave her a piece of my _____
I don't take _____ from anyone

Discussion is an exchange of knowledge;
an argument is an exchange of ignorance

Robert Quiller

7

Workbooks



Messaging Matters



As the leaders who drive safety messaging, the success of our NO HARM culture depends on what we say, or don't say, and what we do, or don't do.

84% of employees say they don't get enough information from management.

74% of employees say they rely on immediate supervisors for this information.

Communication...

- what is said: 10%
- what we hear: 20%
- what we see: 70%

Studies show that people give **75% more** attention to **visual** information vs. verbal information... Knowing this, how can we challenge ourselves to communicate better?




**HEALTH
SAFETY AND
ENVIRONMENTAL**

MANAGEMENT PLAN

HSE - MP



LIFE COACHING
To Become a Leader of Your Life

Welcome Coaching Package

Melahni Ake
Everyday Leaders
Professional Coaching

Welcome



Congratulations on making the best investment you could make – *an investment in yourself*. There is no better person in which to invest. We are confident this will be a transformational process for you.

 **SUCCESS**

It is critically important to be intentional about your growth. No successful person has ever reached success by chance. It takes hard work, persistence and an investment in yourself. You have made that decision today.

Whether you work in corporate America, are a business owner, an educator, a care giver, a community leader, a volunteer or a parent/student, this process works. In John Maxwell's book, 13 Invaluable Laws of Growth, he speaks about the importance of your environment. If you want to rise, surround yourself with people who are rising. If others who are investing in themselves as well. In this process, you will learn, share and grow with other growth minded people striving for their own personal success.

We are happy to have you.

Success is within your reach...

-  Stay Engaged
-  Give your Best
-  Make this a Way of Life

Our hope is to inspire, challenge and equip you with the necessary life skills and growth principles to enhance your level of success and fulfillment. Regardless who you are, you can learn and you can grow.

Booklets/ Guidebooks



REPORT
April 6, 2022

Ridesharing and Rider Safety in Louisiana: Analysis of Current Trends in 2022

T. Scott Smith, PhD
Research Contractor

Center for Analytics and Research in Transportation Safety
Louisiana State University

ICD West Texas Assessment
Smith Mason and Company

Executive Summary

The process of interviewing the rig managers, superintendents, and crews has been completed. Assessing the strengths and opportunities related to the crews of the West Texas rigs, ICD's overall assessment focus will be used for ICD moving forward including addressing turnover, recruiting, hiring, and promotion, training, competency, and retention, and employee relations and strengthening culture.

Turnover

As a general observation, the issue of turnover remains an issue for ICD and the industry. Despite ICD's efforts to bring rigs online, getting a full crew and keeping crews remains a challenge. Discussions with rig managers and superintendents regarding the cost of turnover per employee was a definite eye-opener and helped to quantify what the real cost of turnover means for overall operations.

The perception of reasons for turnover included:

- Place of work versus crew size. This is the one area where 100% consensus of crews was found.
- Experienced hands over worked with expectations that things get worst when the weather gets hot.
- Selection process: driller would like to resume interviewing new hires.
- Not sure they were prepared for "rig life".
- Growing frustration within experienced employees over turnover and reoccurring of training new folks.
- Cost of living from the company: some employees
- Tired of living with Syrian crews
- Expectations of some of our customers
- Unfairness in promotions or transfers
- Expectations from RM and behavior when expectations are not met

Recruiting, Hiring, and Promotion

Most of the rig managers are guarded when responding to current recruiting and hiring processes. It would be beneficial to get input from the field on recruitment processes so there is greater confidence in the process of recruiting and referring potential employees.

Regarding hiring, there is a desire to return to the process of having rig managers or driller interview candidates before hiring and placement decisions are made.

Page | 2

Well Control Assessment

Prepared for:
Independence Contract Drillers,
Rig 227

Smith Mason & Co

Appendix A – Summary of Interaction With / Observation of Crew

Name	Test Driller										
Position	Driller										
Well Control School	Smith Mason & Co										
Certified As	Supervisor										
Years Experience	15										
Rating	Poor	Fair	3	4	Good	5	6	Very Good	7	8	Excellent
Procedures											6
Equipment											8
Well Control											6
Responsibilities											8

Assessor Comments

He is an experienced driller and pays attention to detail. His well control knowledge is good, he was able to answer most of my questions. He knows the BOP stack and describes it well. He was able to describe the meaning of the warning signs of kicks and the sensors that detect them on the rig floor. He was able to describe the difference between ballooning and a kick. He wasn't sure of the procedures for a FIT test and was not familiar with the procedures to blow out a hole. He could not say what the difference was between a VGR and a VBR. He was not sure what the difference was between a VGR and a VBR. His well control certificate was not posted with the others in the rig manager's office, but he had it in his truck.

Name	Test Driller 2										
Position	Driller										
Well Control School	Wild Well Control, Inc										
Certified As	Supervisor										
Years Experience	12										
Rating	Poor	Fair	3	4	Good	5	6	Very Good	7	8	Excellent
Procedures											7
Equipment											9
Well Control											8
Responsibilities											8

Assessor Comments

He is a confident driller and has good knowledge of well control. His communication skills are good, and he understands his responsibilities. He was able to answer most of the questions from the Well Control Job Skills Interview. He was able to describe bringing the well on choke and knew kick causes and warning signs. Like most drillers in the Permian Basin, he was not able to describe the difference between ballooning and a kick. He was not able to describe the pressure ratings of all parts of the BOP stack and was not positive about the range of pipe sizes the VGR rams would seal on. Trenton was not able to describe the difference between ballooning and a kick. His certification was not on file at the rig, but he had it stored on his phone.

Page 4 of 10

Report Consult/ Formatting

NEXT



ARENA
PROJECTS

[Project Name]

Lessons Learned

Project Contact Name:
Project Contact Phone/E-mail:
Location:
Project Type:

Lessons Learned Purpose and Objectives:
Lessons are learned and opportunities for improvement are discovered in every project. Documenting these lessons and opportunities helps project teams discover the root causes of any challenges they faced and avoid them on future projects. Documenting lessons learned is part of a continual improvement process.

Please use this template to document lessons you have learned on your project and then use this document's findings to complete the final report and the leadership summary slides (both using the templates provided).

Project Team:

Team Member	Role

Lessons Learned Team:

Team Member	Role

Lessons Learned Template for Gathering Data

1

**Project
Proposal**



317-556-7781
make@everydayleaders.com
www.everydayleaders.com

Discover your WHY.
Get clear with your goals.
Connect to your purpose.
Make a bigger impact in the world.

Consulting Statement of Work

ORGANIZATION

CLIENT NAME	
CLIENT PHONE	
CLIENT EMAIL	
CLIENT MAILING ADDRESS	
CONTACT NAME	
CONTACT PHONE	
CONTACT EMAIL	
DISPATCH MAILING ADDRESS	
DATE	AUTHORIZED BY

PROJECT

PROJECT NAME	
CLIENT	
BRAND	
PRODUCT	
DESCRIPTION	

DELIVERABLES & DELIVERY SCHEDULE
Printed page and end dates, approximate delivery of major events.

DELIVERABLE DATE	DELIVERABLE DESCRIPTION LEADER PROCESS outlined in Proposal

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make@everydayleaders.com
317-556-7781

Templates

Click here to view an:

NEXT



[Example of an animated video message](#)

[Example of an animated training segment](#)

[Example of a video training module](#)

[Example of an eLearning module](#)

[Example of a course promotion video](#)



Videos

Created to showcase a concept, deliver training, or deliver messages

Available EHS Training Topics

- please note base content for these topics are available, specific CBT/ILT development of topics is customized per client and therefore lead time is quoted per project

Accident Prevention and Investigation (Signs, tags, signals)	Flammable Liquids	PPE - General
ADA Prevention and Investigation	Foot Protection	Process Safety Management
Aerial Lifts	Forklifts	Recordkeeping
Air / Air Contaminants – General awareness and safety	Hand and Power Tools	Recycling
Alcohol & Drugs – General and for DOT	Hand Safety	Respiratory Protection
Asbestos	Hazard Communication (GHS and Labels and SDS)	Risk Management
Audits	Hazardous Waste – General awareness and storage	Safety – General / Safety Culture / Safety Leadership / Belief-based
Back Safety	HazMat Transportation	Scaffolding
Bloodborne Pathogens	HAZWOPER	Security
Chemicals and Chemical Hazards	Head Protection	Shift Work
Combustibles	Health - General	Silica
Community/Stakeholder Notification	Healthcare Safety	Slips and Falls / Slips, Trips and Falls
Compressed Gases	Heat and Cold (Extreme temps)	Solid Waste and Solid Waste Transportation
Confined Spaces	Housekeeping	Spill Prevention and SPCC Plans
Construction Safety	Injury and Illness Records (OSHA 300)	Stormwater
Containers	Inspections	Temporary Workers
Conveyors	Job Hazard Analysis / Job Safety Analysis	Toxic and Hazardous Substances
Corrosives and Battery Safety	Laboratory Safety	Trenching
Cranes and Derricks (Construction) / Cranes and Slings	Ladder Safety	Underground Storage Tanks
Dipping and Coating	Lead Safety and Awareness	Universal Wastes
Driving Safely (commercial/non-commercial)	Lockout/Tagout	Used Oil Management
EHS General (Metrics/Approach)	Machine Guarding / Machine Safety	Ventilation
Electric Power Generation	Manifests	Violence in the Workplace
Electrical Safety	Material Handling - General	Water
Emergency - Action Plans; Planning and Response; Preparedness	Medical Waste	Welding, Cutting, and Brazing (Hot Work)
Environment - General	New Employee Orientation (generic or custom)	Wellness
Ergonomics	Noise	Workers' Compensation
Exit Routes	Office Safety	
Explosives	OSHA Compliance	
Eye and Face Protection	Painting and Spraying	
Fall Protection	Pesticides	
Fire – Prevention / Safety / Fire Extinguishers	Pharmaceutical Waste	
First Aid	Powered Platforms	

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Available HR/Mgmt Training Topics

- please note base content for these topics are available, specific CBT/ILT development of topics is customized per client and therefore lead time is quoted per project

ADA--What Supervisors Need to Know	Handling Employee Complaints	Sales and Customer Service
Affordable Care Act: What You Need to Know	HAZCOM and GHS--What Employees Need to Know	Shiftwork Safety
All About Nutrition	Healthy Aging	Slips, Trips, and Falls
Attendance Management--What Supervisors Need to Know	Hiring Legally	State-of-the-Art Classroom Training
Avoiding Exposure to Bloodborne Pathogens	Home Safety	Strategies for Legally Avoiding Unions
Back Safety	How to Manage Challenging Employees	Stress Management
Business Ethics--What Employees Need to Know	How to Manage Downsizing and Layoffs	Substance Abuse in the Workplace
Business Writing for Employees, Supervisors, and Managers	Interrupting Unconscious Bias for Supervisors	Supervising Alternative Work Arrangements
Coaching for Superior Performance	Interviewing Skills for Supervisors	Supervising Various Generations
Communication Skills for Employees	Introduction to OSHA and the General Duty Clause	Teambuilding for Employees and Supervisors
Conflict Resolution and Consensus Building	Job Descriptions--How to Write Them Effectively	Temporary Employees and Independent Contractors
Coping with Downsizing and Layoffs	Leadership Skills for Supervisors and Managers	Terminating Employees--The Process
Creative Problem-Solving	Measuring Job Performance--What Supervisors Need to Know	Time Management for Supervisors and Employees
Customer Service Skills--How We Can All Improve	Motivating Employees--Tips and Tactics for Supervisors	Violence in the Workplace – Preventing
Dealing with Challenging Employees	Negotiation Skills	Workplace Ethics for Supervisors
Dealing with Change--How Supervisors Can Help	New Employee Orientation--"How To" for Supervisors	Workplace Harassment
Delegation Techniques	New Employee Safety Orientation	Workplace Privacy, Safety, and Security
Diversity Fundamentals	New Supervisors' Guide to Effective Supervision	
Effective Communication for Supervisors	Office Hazards	
Effective Decision-Making Strategies	Organizing and Planning for Success--What Employees Need to Know	
Effective Meetings --How to for Supervisors	Pandemic Flu--How to Prevent and Respond	
E-Mail Best Practices for All Employees	Performance Appraisals--How to Conduct Effectively	
Employee Benefits --What Supervisors Need to Know	Performance Goals--Manage Employees More Effectively	
Encouraging Employee Input	Planning and Organizational Skills	
Enhancing Professional Development of Employees	Preventing Discrimination In the Workplace	
Essential HR--For Those Who Have Recently Assumed HR Responsibilities	Preventing Sexual Harassment: A Guide for Supervisors	
Fire Safety	Preventing Workplace Violence	
FMLA for Supervisors	Problem Solving	
Generational Diversity	Professional Behavior	
Good Housekeeping	Progressive Discipline	
Grounds for Termination – What You Should Know	Project Management	

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