

BILL SIMS, JR.  
GLOBAL KEYNOTE SPEAKER



# BEYOND ZERO INJURIES

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For years, safety leaders have been challenged with hitting the goal of ZERO injuries.

Millions of dollars are spent in search of Zero Injuries, the "Holy Grail" of safety. Many of these efforts have proved beneficial, and yet many others must be questioned.

Some of the finest safety cultures meet the goal of Zero Injuries, only to find that a tragic event shatters Zero, leaving it a hollow memory of what was, but no longer is.

Why does this happen?

**Is Zero the right goal or is there a better one that will drive continuous safety improvement?**

Join me at this session and learn what lies Beyond Zero, and how this is the goal your culture must strive for to not only survive, but thrive in today's competitive landscape.

My session scores 4.9 out of 5 with attendees and many vote it "Best of NSC!"

To bring a keynote or workshop to your company or association contact:

**Bill Sims, Jr.**  
803.600.8325

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Session  
Evaluation Scores:



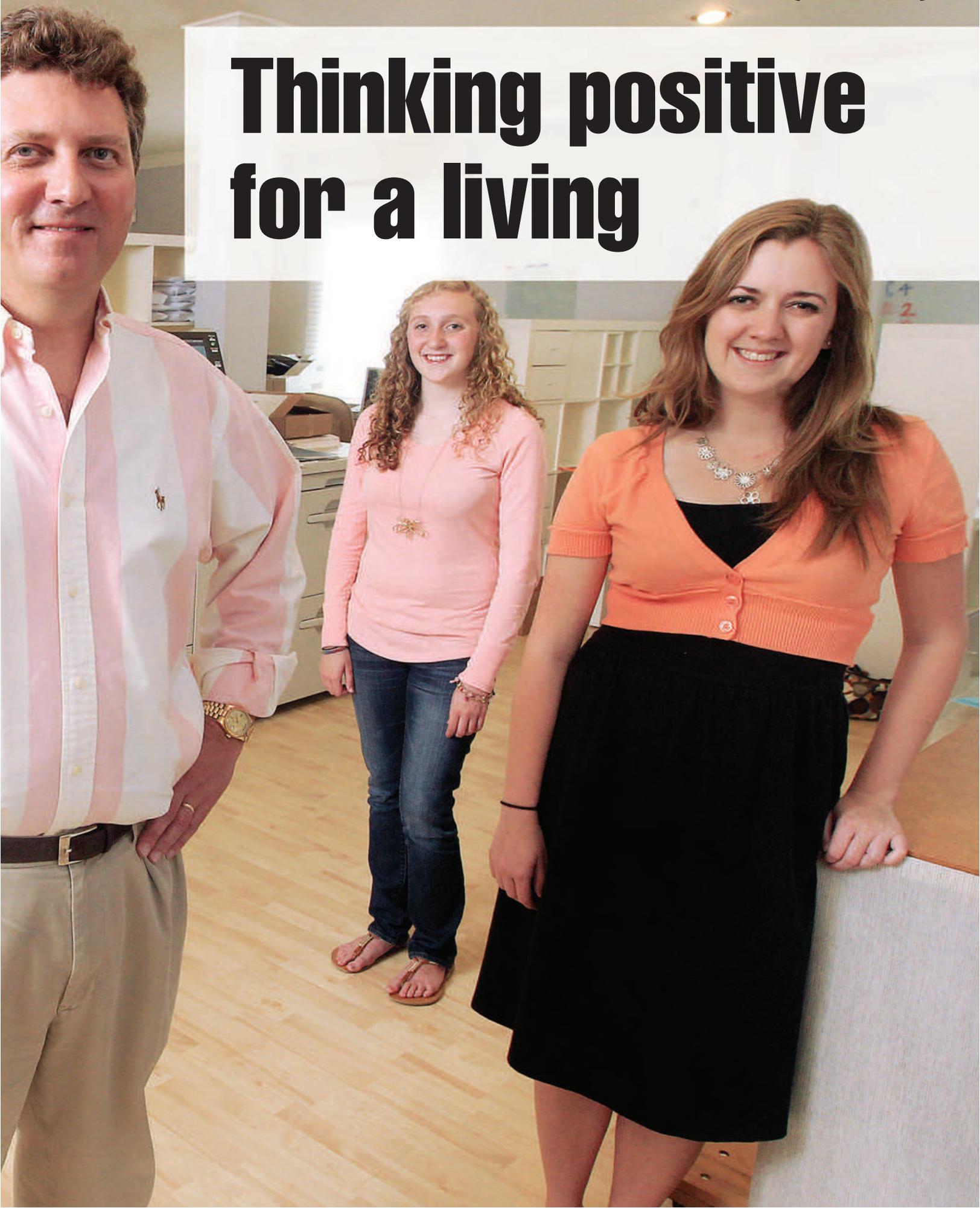
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at numerous  
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# Thinking positive for a living





Story by **Erin Shaw** Special to Lake Murray and Northeast magazines • Photographs by **Kim Kim Foster-Tobin**

**All in the family.** From left: Bonnie Sims, sister, COO/head of operations, with Annie the dog; employee Katey Smith, production; Bill Sims, motivational speaker and consultant; daughter Carli Sims, graphic design, and daughter Daphne Sims, customer service



**Caught in the office.** Bill Sims is a motivational speaker and consultant. He believes in positive reinforcement and has developed a program for businesses built around positive reinforcement and rewards. He has recently finished writing a book, "Green Beans & Ice Cream".

**B**ill Sims Jr. makes a living by being positive.

The Chapin resident has a whole business based on the knowledge that a simple “thank you” at work has the power to move mountains.

As a motivational speaker, businessman and — most recently — author, Sims understands that in today’s working world, leaders need to know how to use positive reinforcement in their companies to enhance performance.

In fact, his entire family is in on it. Bill Sims Co. was started by his father, Bill Sims Sr. His mother, Edna, was the first employee. Today, a trip to company headquarters in Irmo feels more like a family dinner party than a typical day at the office. To Sims, it’s normal to have his mother, father, siblings and children working beside him. Even the family dog, Annie, is a regular fixture.

“Family business is interesting,” Sims says. “Everybody brings a lot to the table, but it’s been an enjoyable, fun way to work.”

The elder Sims is the head coach of the team. And at 85, he’s a verifiable “Yoda” of positive reinforcement, the younger Sims says.

While the younger Sims travels nationally and internationally to speak at conferences and lure business, his brother, David, and sister, Bonnie, take care of clients and operations. His two daughters, Daphne and Carli, help with business logistics.

As the company’s current president, Sims is the picture of a Southern businessman. Outgoing and talkative, he could befriend a wall if he stood in one place long enough. But because of his near-constant coffee-drinking habits and busy schedule, he’s always on the move.

Twenty years ago, a younger, equally restless Sims left the University of South Carolina while studying psychology to join the family business.

Many trials and tribulations later, after working to help companies like Disney, Coca-Cola and Norfolk Southern improve employee performance, Sims decided to write down his stories and experiences. The result, after five years of effort, was “Green Beans & Ice Cream: The Remarkable Power of Positive Reinforcement.”

“I didn’t realize how hard it would be,” says Sims, who admits to often biting off more than he can chew with big projects. He had multiple family members comb through the book during the editing process until it was perfect.

The book itself is an easy read heavy on anecdotes and light on academic jargon. Its essential message can be summed up

by the first story Sims tells: How do you get children to eat green beans? Reward them when they finish their vegetables. In Sims' case, it was with ice cream. But the concept of changing behavior with positive reinforcement can be applied to anything.

"We do a really good job of telling people what they do wrong and a really bad job telling people what they do right," Sims says. "The idea is that when we start focusing on what people do right, then performance goes off the charts."

In the workplace, this is more than a supervisor simply telling an employee, "good job." Sims says well-delivered positive reinforcement is "positive, specific and personal." And it should be tracked.

That's the Bill Sims Co. focus: helping other companies track and manage who is giving and receiving positive reinforcement and its effect on performance.

As a frequent traveler with too many passport stamps to count, Sims knows that positive reinforcement works anywhere you go in the world. Australia, Greece, Scotland, South Africa, Qatar



**Talking points.** Sims' monthly newsletters are personalized to the businesses that he works with and include valuable information and affirmations.

and Saudi Arabia are just some of the places he's visited to give keynote speeches and leadership workshops.

Traveling gives Sims a chance to

connect with potential clients. And it provides endless fodder for stories, like the time he unknowingly met a Saudi prince at a conference, or when he gave a speech in Kuwait one night and was in Charlotte the next morning to give another. Sims said it required copious amounts of coffee and energy drinks. But it can be done.

His wife, Margie, a stay-at-home-mom, will also accompany him on his travels now and then.

Lately, though, Sims has dialed back the traveling, or at least contained it to trips within the U.S. He readily admits that there are more important things in life than work.

"I spend as much time with my daughters and my wife as I can," Sims says. The family goes boating on Lake Murray often and is active in church activities.

"That's what it's all about," he says. "Connecting with people and letting them know you care about them."

*Erin Shaw is a freelance writer who works in the Midlands*

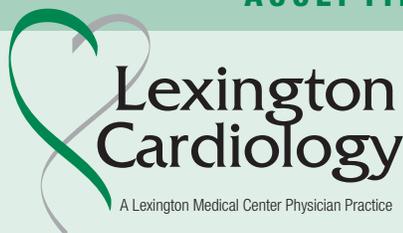
## New heart specialist brings even more expertise to Lexington Medical Center.

Lexington Cardiology  
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to its growing team of  
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Dr. Brabham, the top graduate of his class at the Medical University of South Carolina, earned board certification in internal medicine at Duke University Medical Center in Durham, NC, and returned to MUSC to complete fellowships in cardiovascular disease and cardiac electrophysiology. A member of the American College of Cardiology and American Medical Association, Dr. Brabham proudly joins the physicians of the Lexington Medical Center Network of Care.



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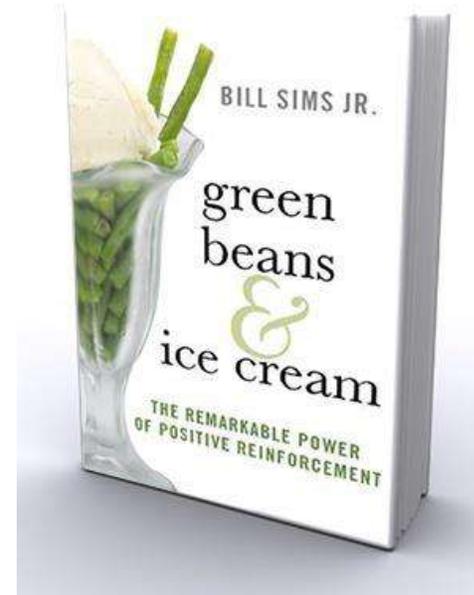
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# Three Rocks to Look Under

1. Why?  
Book/Keynote

2. How?  
Workshops  
Blueprint Session

3. What?  
Smartcard  
Tool-set



*When you can measure R+,  
you can manage it...*

**1.**

**Keynotes & Web Keynotes**

## **Keynotes & Web Keynotes**



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Evaluation Scores: 4.9 out of 5**

**2.**

**Greenbean Leadership Workshops**

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# AUDIENCE FEEDBACK

# National Safety Council

## Congress & Expo 2018 Session Evaluation

Session: 119 - Green Beans and Ice Cream: Beyond Zero Injuries

Instructor(s): Bill Sims

<b>Session Evaluation:</b>	<b>Strongly</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly</b>	<b>No Opinion</b>
	<b>Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Disagree</b>	<b>or N/A</b>
1. Provided me with new information and skills	21 75.00%	7 25.00%	0 0.00%	0 0.00%	0 0.00%
2. Was pertinent to my needs and interests	22 78.57%	6 21.43%	0 0.00%	0 0.00%	0 0.00%
3. Will help me perform my job more effectively	21 75.00%	6 21.43%	0 0.00%	0 0.00%	1 3.57%
4. Was the right level of complexity	21 75.00%	7 25.00%	0 0.00%	0 0.00%	0 0.00%
<b>Overall Speaker Evaluation:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>No Opinion</b>
5. speaker1	25 89.29%	1 3.57%	0 0.00%	0 0.00%	2 7.14%
6. speaker2	0 0.00%	0 0.00%	1 3.57%	0 0.00%	27 96.43%
7. speaker3	0 0.00%	0 0.00%	0 0.00%	0 0.00%	28 100.00%
8. speaker4	0 0.00%	0 0.00%	1 3.57%	0 0.00%	27 96.43%
9. speaker5	0 0.00%	0 0.00%	0 0.00%	0 0.00%	28 100.00%
		<b>Yes</b>	<b>No</b>	<b>Undecided</b>	<b>No Opinion</b>
10. Did this session meet your expectations?		23 82.14%	0 0.00%	0 0.00%	5 17.86%
		<b>Speaker</b>	<b>Content</b>	<b>Undecided</b>	<b>No Opinion</b>
11. If no, was it due to:		0 0.00%	0 0.00%	0 0.00%	28 100.00%

Recent feedback from a one hour session for Papa John's....

I will start by saying I highly recommend Bill and the information he provides during his presentation. I have about 28 years in HSE and have spent the majority of that time implementing behavioral safety processes. The method that Bill provides and the benefits to hearing his presentation is that he has real world experiences that utilize BBS in a more modern methodology. I have heard his presentation 6-7 times at different conferences and every time I come away with something new. He is very energetic and has a way of making everyone from C-level to supervisors understand his material. I recently had him join us at a meeting in Atlanta with all our Ops Directors and VP. Again, I left with a new learning and the group has sent multiple request asking to have him return for the workshop. You will definitely come away with a learning if you decide to bring him in. Feel free to call me if you have any questions or want to talk further.

Everyone stay safe and have a great rest of your day,

***Sammy Davis, MSc., CSP, Gr.IOSH***  
***Director of Safety***

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### Feedback from GE Appliances leader Alan Pridemore...

Bill, First let me say I thoroughly enjoyed the 4 session with you on Wednesday afternoon. I have had nothing but positive reviews to give with my reports and peers since the class. I have offered your name up as well as the Green Bean & Ice Cream book in our building production meeting.

I had dinner with my daughter and her husband last night and was telling her about the class. When I told them the story of the make a difference ribbon her eyes swelled with tears. She was recently promoted to office manager, she just turned 25 last Thursday. I had a discussion with her when she first told me about the position about being a humble leader and remembering her raising when dealing with people and she would be just fine. I gave her my copy of your book to read last night and told her “the sky’s the limit if she follows the path of positive reinforcement”.

Tim Dismore, one of my supervisor I had attend with me, discussed the class the following morning. He swore I had been through it before because I was trying to instill in them a lot of what you covered. I used that as a spring board to give him advice. Recently he had an employee that had requested insoles for their shoes. A week had passed and he had not followed up. He told me yesterday he understood those were the “little things” I was always talking about. I told him exactly, I know it is hard to do but when you don’t always put production first and you learn to put the little things like that first your team will begin to handle the production part for you.

I want to end with saying **THANK YOU** for mentioning my participation and story sharing to the Senior Leaders you met with yesterday. I was on a conference call yesterday with our HR Manager for Appliances – Eric Leef, his staff, and the other Operations Leaders in the park. Shortly after the meeting began he said he wanted to go off topic for a second, he recognized me, thanked me, and told me I won the award for participation in your class. I told him I appreciated the recognition and Thanked him for it.

Hope you had safe travels back to your family.

Thanks again.

Alan Pridemore