

October Advisory Group Meeting Breakout Room Summary

(AI Generated)

Key Themes

1. Adaptability and Culture of Learning

- Adaptability must be ingrained in safety culture—encouraging curiosity, creativity, and openness to change.
- Leadership plays a key role in modeling adaptability and fostering environments that support innovation.
- Emotional intelligence and communication are recurring themes—safety professionals need soft skills to lead through change.

2. Technology, AI, and Future Readiness

- Strong demand for **AI-focused training** and **resources related to robotics, automation, and digital risk assessment**.
- Members want practical **“how-to” tools**, case studies, and examples—not just conceptual guidance.
- ASSP is seen as behind the curve in offering accessible AI and tech-related professional development.
- Members suggested dedicated **AI learning communities, toolkits, and case study-based webinars**.

3. Business Acumen and Financial Literacy

- A significant gap exists in safety professionals’ **financial, ROI, and business communication skills**.
- Members emphasized the need for **MBA-lite programs, ROI calculation training**, and instruction on **presenting safety in business terms**.
- There’s an opportunity to **strengthen leadership certificate programs** with business integration elements.

4. Soft Skills and Leadership Development

- Soft skills (communication, influencing, emotional intelligence, adaptability) are viewed as **core competencies**, not “nice-to-haves.”

- Interest in **role-playing workshops, mock executive presentations, and leadership simulations** at ASSP events (e.g., Shark Tank or hackathon-style learning).
- Mentorship and cross-functional learning were also emphasized as vital to professional growth.

5. Community and Accessibility

- Several members are unaware of how to engage with **ASSP practice specialties, committees, and local chapters**.
- A need for **simplified website navigation** and possibly an **AI-powered chatbot** to guide users to resources.
- Calls for “**phone-a-friend**”–style **networking**, better **promotion of certificate programs**, and **more visibility of ongoing meetings and opportunities**.

6. Emerging Risks and Workforce Change

- New and complex risk areas cited include **mental health, workplace violence, AI ethics, civil unrest, and substance-related safety issues**.
- Suggestions for ASSP to **develop dedicated training or bodies of knowledge** in these emerging areas.
- Concern about **knowledge transfer** as experienced professionals retire—need for mechanisms to preserve institutional knowledge.

7. Engagement, Membership, and Value Proposition

- Decline in membership and unclear value communication were noted.
- Members recommended **free memberships for safety faculty, targeted surveys, and clarified benefits** for different career stages.
- The need for **clearer articulation of ASSP’s offerings** and how they connect to members’ professional goals was stressed.

✂ Action Items & Recommendations

For ASSP Leadership / Staff

- 1. Develop new or expanded AI and technology training programs,** including:
 - AI fundamentals for safety professionals.
 - Robotics and automation risk management.
 - Case studies showing AI applications in real workplaces.
- 2. Strengthen business and financial acumen offerings:**
 - Add ROI, business case development, and “safety as strategy” modules.
 - Integrate financial concepts into leadership and certification programs.
 - Create short “MBA for safety” style courses.
- 3. Enhance soft skill and leadership training:**
 - Introduce scenario-based and role-play workshops at conferences.
 - Provide courses on communication, influence, and change management.
 - Establish mentorship frameworks and peer coaching programs.
- 4. Improve access to resources and community engagement:**
 - Simplify navigation on the ASSP website and launch an AI chatbot.
 - Promote existing certificate programs and learning communities more effectively.
 - Increase visibility of practice specialties and chapter events.
- 5. Address emerging risks and cross-generational collaboration:**
 - Create resources on mental health, civil unrest, AI ethics, and new technologies.
 - Build hybrid learning models for multigenerational engagement.
 - Capture and share institutional knowledge from senior professionals.

6. Reinforce the membership value proposition:

- Offer free or discounted membership for educators.
- Conduct regular surveys to align offerings with member needs.
- Promote success stories that demonstrate the tangible value of membership.