# Troy Clark Insight

AUTHOR | SPEAKER | CONSTRUCTION LEADERSHIP



# Stop selling safety.
## Start selling what safety delivers.

Troy Clark helps construction owners, operations leaders and safety professionals connect workforce development and field leadership to the results that matter: safer work, better quality, stronger productivity and fewer avoidable disruptions.

**PRESENTATION FORMATS** 45-60 min keynotes | 1-8 hour presentations | Seminars

SIGNATURE KEYNOTE

## Stop Selling Safety.
## Start Selling What Safety Delivers.

Safety is often presented as a compliance issue. Troy makes the business case for developing capable people and supporting supervisors so organizations improve how work gets done. Audiences leave with practical ways to earn buy-in and make safety part of operational success.

ADDITIONAL PRESENTATION TOPICS

### Stop Being the Safety Cop

Build influence and credibility without taking over the responsibilities of foremen and superintendents.

### Safety Is the Byproduct

Develop stronger workers and field leaders so better decisions and more consistent performance follow.

### Make Them Look Good

Help safety and operations work together, with leadership owning the job and safety helping the team succeed.

ABOUT TROY

Author of Stop Being the Safety Cop with more than three decades in construction safety, leadership and workforce development.

FEATURED ENGAGEMENT

AGC Winter 2027
Closing General Session
January 22, 2027 | San Diego

**BRING A DIFFERENT SAFETY CONVERSATION TO YOUR EVENT.**

**45-60 minute keynotes | 1-8 hour presentations | Seminars**

Custom durations and programs for safety and operations leaders

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