

A PROGRAM FOR FOOD SAFETY LEADERS

# Fostering a Food Safety Culture



## Food safety is on every executive's radar

Senior leaders need to assess, manage, and communicate food safety risks and foster a strong food safety culture at their companies. The GMA Science and Education Foundation, Alchemy Systems, and Cultivate have partnered to offer a comprehensive executive education program developed for food industry senior leaders who have limited time, yet recognize the importance of food safety.

### UNDERSTAND

possible food safety consequences both to your company and to you individually

### NETWORK

with industry leaders

### DISCOVER

tools to strengthen your food safety culture

### ENGAGE

in virtual coaching sessions

The program is facilitated by a cross-disciplinary team of industry authorities, academic researchers, and consulting experts and includes three elements:

#### 1 E-LEARNING

##### 20-MINUTE ONLINE MODULE

- Learn about the consequences of food safety errors
- See how organizational culture affects food safety
- Understand the impacts upon departments and roles

#### 2 IN-PERSON SEMINAR

##### 1-DAY SEMINAR WITH YOUR INDUSTRY PEERS

- Understand the impact of organizational structures on food safety
- Develop tools to evaluate the impact of food safety risks to your bottom line
- Learn to assess food safety risks and the potential for personal liability
- Understand implementation systems and structures for managing risk
- Discover methods for communicating risks and mitigation tactics to ensure company-wide alignment

#### 3 VIRTUAL CONSULTING

##### THREE COACHING SESSIONS

- Devise a plan for implementing food safety culture at your company

# Coaches: a cross-disciplinary team from industry, academia, and technology



**SCOTT BROOKS**  
 PRESIDENT, RIVER RUN CONSULTING  
 Former SVP for Quality and Food Safety, Kraft Foods  
 Industry expert in food quality, safety, and regulatory leadership



**DAN DENISON, PH.D.**  
 CHAIRMAN, DENISON CONSULTING  
 Professor of Management and Organization at IMD in Lausanne, Switzerland  
 Associate Professor of Organizational Behavior and Human Resource Management at the University of Michigan Business School



**LINDA SMITH**  
 PRESIDENT, SMITHCOM COMMUNICATIONS  
 Former Communications Strategist and Spokesperson for Maple Leaf Foods  
 Expert in corporate affairs, issues management and crisis communications



**LONE JESPERSEN**  
 PRINCIPAL, CULTIVATE FOOD SAFETY  
 Former Director of Food Safety, Maple Leaf Foods  
 Recognized leader in food safety, quality, and continuous improvement at large, complex organizations

## Program calendar

E-LEARNING	IN-PERSON SEMINAR	VIRTUAL CONSULTING
AT YOUR CONVENIENCE	MINNEAPOLIS, MN • APRIL 13, 2017 AUSTIN, TX • SEPTEMBER 19, 2017	THREE 1-HOUR SESSIONS AFTER SEMINAR COMPLETION

## Fees

E-LEARNING + IN-PERSON SEMINAR + VIRTUAL CONSULTING .....	\$1,295
E-LEARNING + IN-PERSON SEMINAR + VIRTUAL CONSULTING + ALCHEMY CONFERENCE (Sept 18-20, 2017) ... SAVE \$200 ...	\$1,695

CLICK TO REGISTER	FOR MORE INFORMATION CONTACT
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**GMA SEF:** AKHILA VASAN [avasan@gmaonline.org](mailto:avasan@gmaonline.org)  
**CULTIVATE:** LONE JESPERSEN [lone@cultivatefoodsafety.com](mailto:lone@cultivatefoodsafety.com)  
**ALCHEMY:** LAURA NELSON [laura.nelson@alchemysystems.com](mailto:laura.nelson@alchemysystems.com)