



# LOYALTY POINT LEADERSHIP



**Patrick Nelson**  
CEO, Loyalty Point Leadership  
Leadership & Safety Speaker & Consultant

## » SHORT BIO

**Hi, I'm Patrick Nelson.**

As I work with organizations throughout the country, I consistently see the front-line employees who don't feel inspired about their work. As a result, employees often end up doing the bare minimum regarding safety and don't take full ownership of their tasks. Often, safety meetings are uninspiring and people are not engaged.

***One company I worked for experienced a 57% decrease in incidence, which saved them money, but the biggest joy was when a manager told me, "you've saved lives here."***

The 'how' lies in using stories to connect with your frontline and help them draft their own personal safety mission statement for their job. After our meetings, they not only know how to work safer, they become advocates of a safer workplace.

I dropped out of college two days after 9/11 and joined the Army as a paratrooper. I served for nearly 7 years with 3 combat deployments and my military awards include the Bronze Star Medal and the Purple Heart Medal.

During one of my deployments, my failure as a leader led to one of my soldiers being killed in combat, while I was only peppered in the back from shrapnel. This life-changing experience set me on a path to help others not repeat my same mistake. Today my mission is to inspire others and influence the future.

My experiences have shaped how I live and instantly connect with diverse audiences on topics ranging from leadership to overcoming adversity and effective communication.

Today, I help leaders and their frontlines in Fortune 500 and other organizations radically decrease their on-the-job incidents. And in this calling, I also help you build a culture of safety ownership and an inspired workforce that distinguishes your company.



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## » LONG BIO

I bet I know what your employees hate more than anything—boring safety meetings. The prevailing thought is that if you inform people how to work safely, they'll do it, but we all know most of it is forgotten by day's end. I have a different approach with a proven track record of success.

I'm Patrick Nelson, and I radically decrease on the job incidents. One company I worked for experienced a 57% decrease in incidence, which saved them money, but the biggest joy was when a manager told me, "you've saved lives here."

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Off the proverbial leadership field, I serve my community by actively volunteering with Tee It Up for the Troops, a non-profit organization that raises money for wounded veterans. I studied at Minnesota State University and received a Bachelor's Degree graduating Magna Cum Laude and a Master's Degree. I live with my wife Shanna and our beautiful young family in Elk River, Minnesota.