

# League of Champions Welcomes New Executive Director



*The League of Champions*

The next evolution of safety lies in psychology, Brian Leech believes, and as the new executive director of the League of Champions, he believes the League can help bring that evolution about.

The League of Champions is a group of corporate leaders and executives committed to health and safety and to changing safety cultures in their organizations. Membership is focused on the construction industry in Ontario with the majority of members being general contractors. The League hosts live and online events as well as offering tools for companies to measure their safety culture. The League of Champions is a long-time partner of Threads of Life.

Brian took over the role of executive director early in 2025. He “grew up in the trades”, with a father who was a millwright and most of his family working in various construction trades, but his own career began in marketing. Working for a multi national logistics company, he moved into management and was soon asked to take over their health and safety program.

“At first I simply saw this as an opportunity to get an education and grow,” he says, “but what stirred my passion for safety was that you start to see real things happening to real people.” He learned that to improve health and safety, he needed to build trust with employees, and “engage people on a fundamental, human level.”

That experience formed the philosophy he brings to the League of Champions. With years spent in health and safety, management consulting, and working with trades organizations, he wants to see the League continue to grow and to mentor smaller companies and those who are committed to improving their safety culture, but may not yet be seeing strong health and safety performance.

The partnership between League of Champions and Threads of Life is important in part for the stories of those real people affected by tragedy, Brian says. “Your members’ stories are impactful. Leadership can see the consequences when a tragedy happens. Two and two make four,” he says. The missions of the two organizations are aligned, and Threads of Life will be invited to be part of planned League events, including its annual general meeting, young worker events and an injured worker roundtable.

“The League of Champions is honoured to be a partner with Threads of Life,” Brian adds. “We both want to build safety culture, with the result that we reduce these unnecessary injuries and incidents.” He believes “getting between peoples’ ears” and changing beliefs is key to that.

“The League of Champions tries to engage leadership to become champions in their own organizations,” he says.

*“We want to be on the cutting edge of health and safety.”*