Safety is the Backbone of Every Business

Presented by Tom Drucker
President of Consultants in Corporate Innovation
Overview of Presentation

- Why should safety be an important corporate concern today?
- Examples of why traditional safety trainings often fail
- What is a “safety mindset”?
  - An example from the Alcoa Corporation and lessons learned
- A deeper dive into a unique safety training program that works
- Additional benefits to Creating a Culture of Safety
- Conclusion and questions
Today Safety Is A Major Corporate Concern

• Safety is more of an issue today because rising insurance costs are causing profits to fall
  • Front page LA times feature Sunday June 15, 2018
• A new employee unconsciously and often consciously asks:
  • “how safe or dangerous will I be in this workplace”?
• This question is being asked today by blue, gray and white collar employees
• Remember Maslow’s “Hierarchy of Needs”?
  • Safety is a basic human need and is the foundation of all our basic and higher order needs
Safety Programs Often Fail to Improve Safety

- Imposing safety standards requires consistent monitoring
- Reporting unsafe conditions my result in the employee being viewed as a trouble maker or pointing out someone’s mistake
- Typical safety trainings are frequently viewed as boring or wasted time with no tangible benefits to individuals, so they are not taken seriously
- Everyone forgets information they learned but they do not use on a regular basis
- Workers have been known to file false claims and this erodes the morale of ethical employees
- "I could go on and on"
What is a Safety Mindset?

• A mindset is a mental filter:
  • That can enhance self-awareness and self-management
• A mindset often requires new habits to be developed in the service of some specific outcome
• A mindset need structures and repetition to be sustained
• A safety mindset can impact employee retention and engagement
  • An example from the Alcoa Corporation
A Program that Improves Safety & Creates a Culture of Accountability

- Safety can not be imposed, employees need to become owners of THEIR safety program.
- Imagine a meeting more like a game show than a training.
  - A safety trained comedian facilitates team learning and friendly competition for acknowledgement and cash awards – Their applied knowledge and creative safety suggestions combine to consistently improve safety awareness and safe workplace behavior.
- Safety meetings can become opportunities for acknowledgment, fun and ever cash rewards.
- Employee retention, engagement and job satisfaction improve, reported accidents are dramatically reduced as are the company’s insurance costs.

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Benefits to Creating and Sustaining a Safety Culture

- Workers take less risks
- People start looking out for each other
- There is an increased awareness of the potential dangers of their job
- Safer behavior always leads to fewer injuries
- A reduction in fraudulent claims saves “serious money”
- Elevating safety to one of the most important parts of a job, is a change in the culture that will keep providing a win, win, win
  - Fewer workers suffering injuries
  - Better morale from working for a company that truly cares about their people
  - Tremendous savings that result from fewer claims
Questions and Comments

Thanks for your participation

Stay Safe!