

Safety is the Backbone of Every Business

Presented by Tom Drucker
President of Consultants in Corporate Innovation

**Featured Guest:**

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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

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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



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Safety Programs Often Fail to Improve Safety

- Imposing safety standards requires consistent monitoring
- Reporting unsafe conditions may 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"



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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

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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 behaviors
- 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



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Questions and Comments

Thanks for your participation
Stay Safe!

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