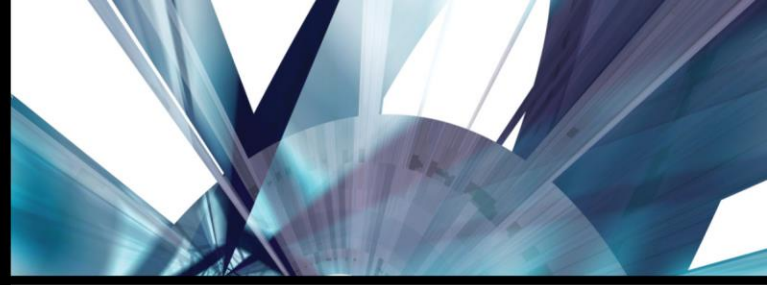
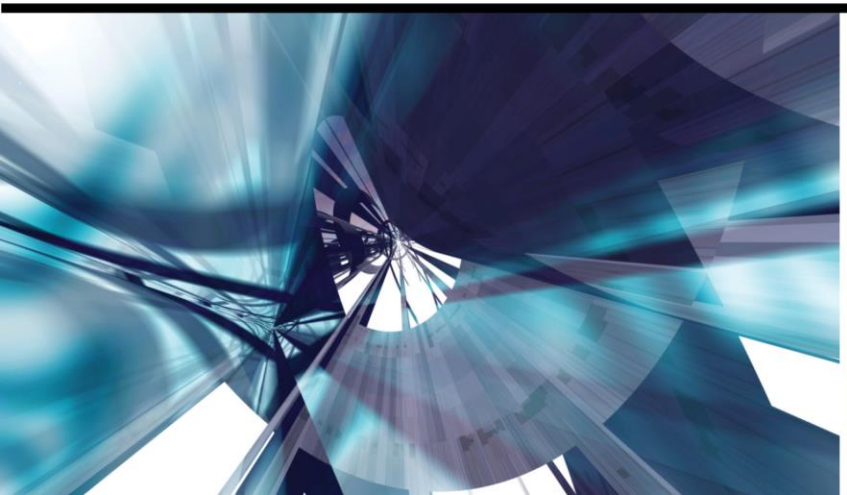
PEOPLE I PROPERTY I REPUTATION



ASSET PROTECTION



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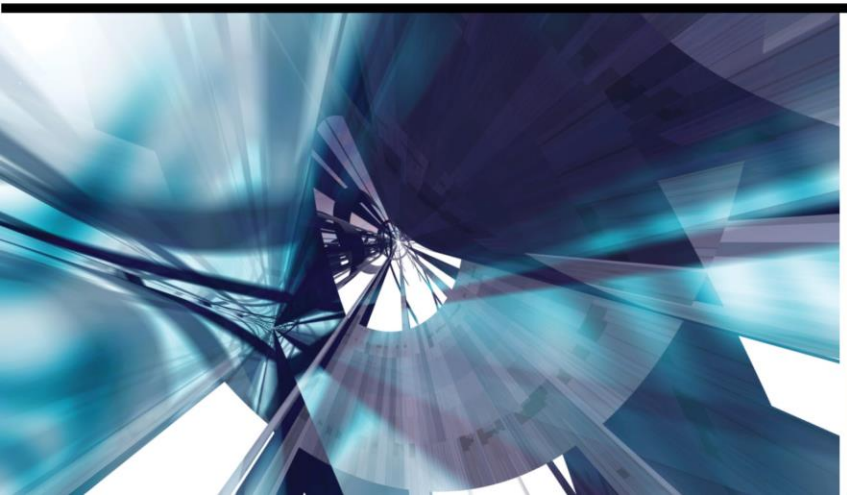
LEADING PEOPLE TO SAFETY

By: Robert Foster, Vice President, Marketing and Communications

TUCKER
SAFETY PRODUCTS INC.



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Leading People To Safety

- *Don't Get Stuck in the Past*
- *Make Your Aim Execution*
- *Design your Safety and Asset Protection Platform as a Blueprint for Evolution*

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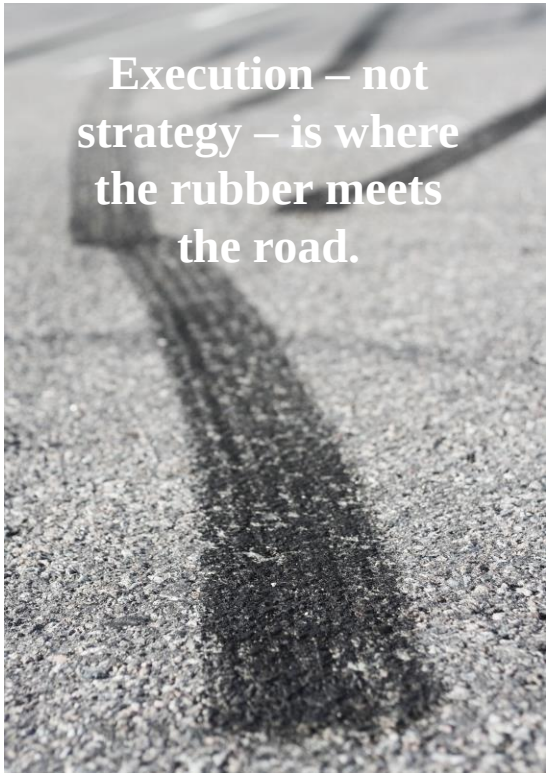
Don't Get Stuck in the Past

- *Think differently* inside the box!
- Don't be *chained to historical rules* of safety
- Safety Strategy needs to be *Disruptive and Adaptive*
- Long-term *value* is not created in straight lines

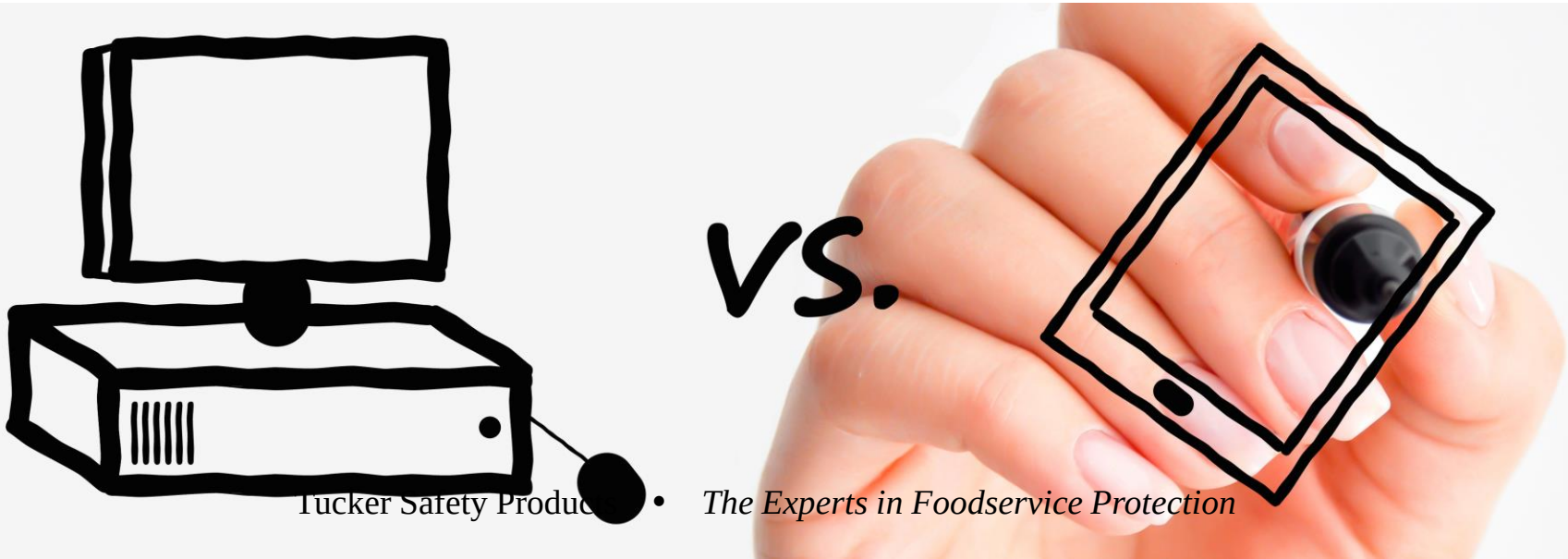
Execution - Getting It Done

- Safety and asset protection efforts *get real* when the aim is execution
- Execution is about *exposing reality and acting on it!*
- Historical safety programs *have little to do* with the reality of execution.



Blueprint for Evolution

- Don't paint yourself *into a corner*
- A place to "launch for *consistent interpretation*"
- Well-designed safety *platforms evolve and grow*



How can you achieve This?

- *Make it matter*
- *Make it simple*
- *Make it stick*
- *Make it Pay*

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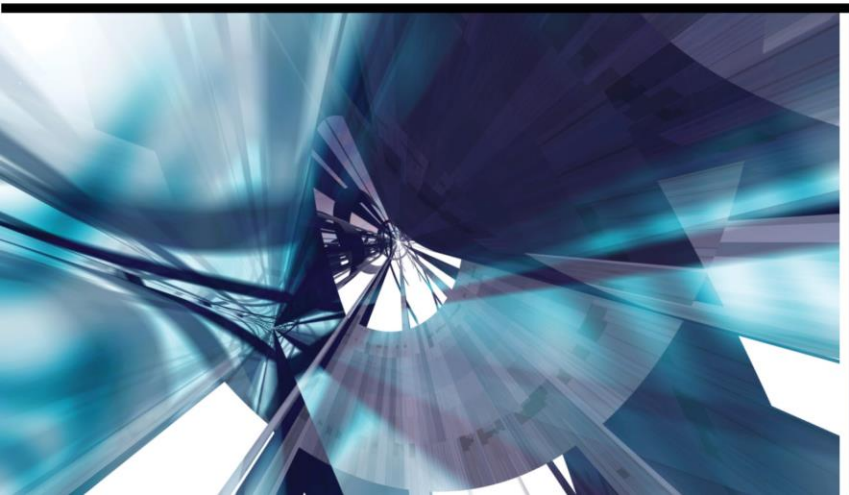
Make it Matter…



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Make it Matter

- Engage entire organization – top to bottom
- Don’t just copy other safety programs
- Avoid Safety Roulette
- Create a sense of winning!

Don’t fall into the trap that safety doesn’t matter until it does!

MAKE IT MATTER
ENGAGEMENT

- Share information freely
- Nothing is secretive when it comes to protecting people and your business
- Pull people in – you know, the actual people doing the work!

Make it Matter
Don't Copy, Lead!

- Off-the-shelf programs *rarely work!*
- When you copy other safety programs *you skip understanding* how safety / asset protection should work for *YOUR* organization
- When you copy, you are always in the passive position, *you never lead*.

Make it Matter
Avoid Safety Roulette

- *Safety is #1* – or is it profit? Your employees? Your Customers?
- Safety…
  - *is customer service*
  - *is profitability*
  - *is a business priority*

Make it Matter
Winning at Safety

- Winning *is not* the absence of failure; safety and asset protection *is not* the absence of injury or loss.
- Determine *what winning looks like* in safety and asset protection in your organization
- Create a *sense of winning* beyond zero injuries / loss
- *Change* people's idea of what they can do as an individual, as a company, and their idea of themselves.

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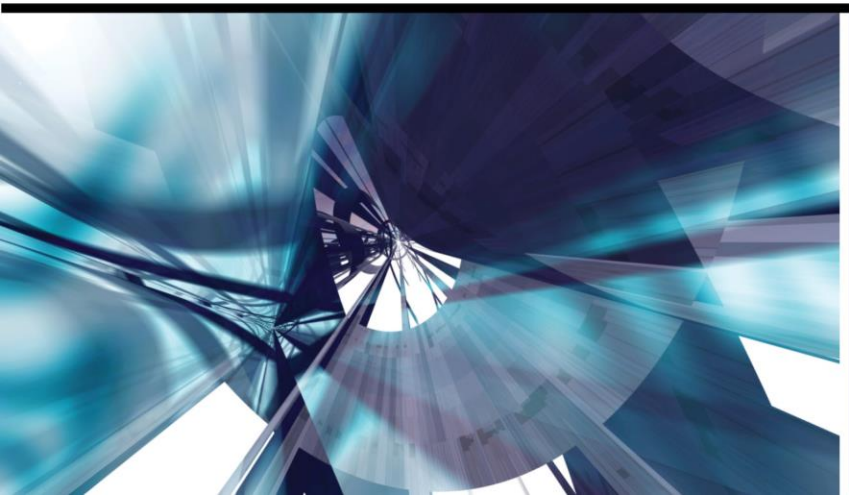
Make it Simple…



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Make it Simple

- Integrated *(where it makes sense)*
- Put safety / asset protection platform *in operational terms*
- Get *rid* of things that don't work
- Smart *design!*

MAKE IT SIMPLE
INTEGRATION / SYSTEM-BASED

- A healthy and safe work environment must be *incorporated into the fabric* of daily operations.
  - *Safety / AP needs to join quality, productivity, customer focus and profitability as "the way business is done"*
- Adopt a *systematic/system-based approach* to safety and asset protection
- Safety / AP Platform *must reflect* fundamental belief that *keeping team members safe from injury* is not negotiable.

Make it Simple
Put in Operational Terms

- The working environment is *complex, dynamic and demanding*; Your teams are making decisions constantly.
- Translate your Safety / AP platform into operational terms or *it won't get done!*

> "What one does easily, one does well."
>
> - *Andrew Carnegie*

Make it Simple
Get Rid of Things That Don't Work

- What you *need* versus what you you *want*
  - # of checklists
  - Content / Materials
  - Required forms / documentation
  - # of steps
- Keep it *simple* to achieve execution!
- Increase *effectiveness and knowledge* – not steps or SOPs.

MAKE IT SIMPLE
SMART DESIGN

- *Informed* decision making / *knowledge* of risks
- Build Safety / AP platform to be *relevant to* business and team members' *desires and needs*.
- Every organization *is different*; A *one-size-fits-all* approach is simply *ineffective.*
- Do not lose sight of what your Safety / AP Platform will be like – *experientially, aesthetically, visually and functionally.*

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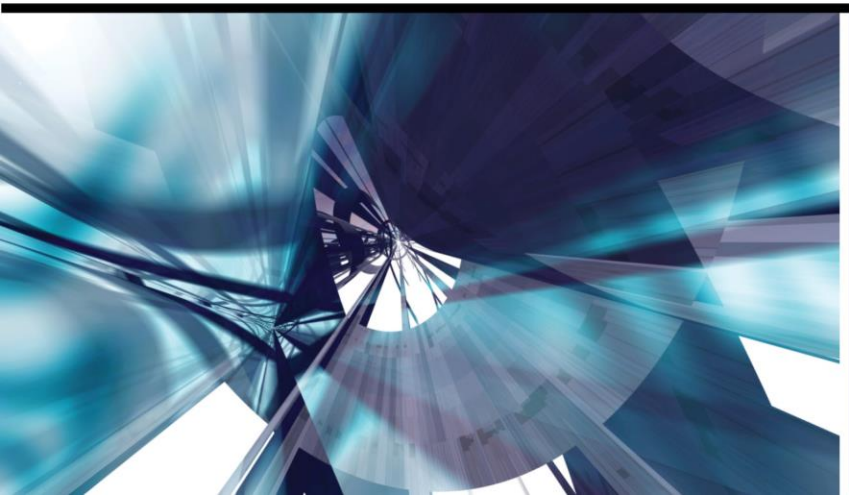
Make it Stick…



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Make it Stick

- Safety *Effort + Supportive* Communication
- Keep it *interesting!*
- Telling *isn't* training
- *Habitual* Safety

The first requirement of effective communication is getting attention, the second is keeping it. [Made to Stick, Dan Heath]

Make it Stick
Supportive Communication

- Both parties *enhanced* by the exchange
- People identify themselves as *part of the solution*, not the source of the problem
- Communicating knowledge *is a greater challenge* then possessing knowledge
- Take an *inclusive* approach
- Aim is *productive* dialogue / communication

Three types of conversations: everyone talks and nobody listens - one person talks and others listen - no one talks and everyone listens.

Make it Stick
Keep It Interesting

- Interest *keeps* attention!
- Place an idea or thought at the front of a person's mind by *making the concern active.*
- Common sense is the *enemy* of sticky messages
  - *People won't obsess over remembering something they intuitively already get*
- Fire people up! *Engage them* – let them in.

Make it Stick
Telling Isn't Training

- Telling is *not the same* as actually training
- Provide rationale – knowing *why I should learn about safety / AP* and valuing it increases the probability of real learning.
- Can't just add water to your Safety / AP platform: Training is not only necessary, it *creates options.*
- Train to ensure safety practices and understanding of risks *stays with people* no matter where they go in the organization.

Make it Stick
Habitual Safety

- It's personal!
  - *Taking personal responsibility has a stronger impact on safety performance*
- Involve your team *in their own* safety management
  - *Best way to ensure rules / steps are ignored is to leave your team out of the process*
- We're creatures of habit – fill the day with *positive safety habits* or negative ones creep in.

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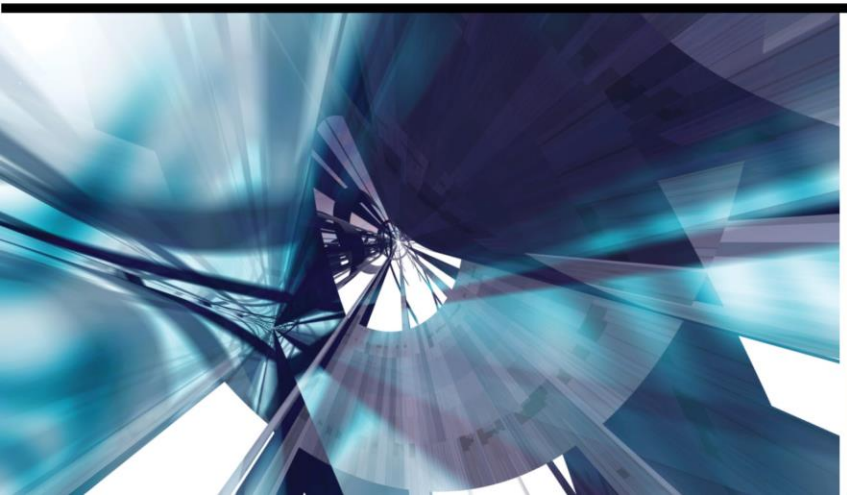
Make it Pay…



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Make it Pay

- Invest in people and safety!
- Stop doing things that don't work
- Get Trendy [data trendy]

What would it mean to your bottom line if you reduced safety-related / AP-related losses by 20%, 30%, 40% or more?

MAKE IT PAY
INVEST IN PEOPLE AND SAFETY

It's not only the right thing to do, it's the profitable thing to do.

- Safety / AP *impact the bottom line*. Period.
- You can actually *cut costs by investing* in people and safety!
- Are you *investing* in Safety / AP or just *spending* money?
- Safety / AP *cannot be separated* from productivity and cost.

MAKE IT PAY
PAY YOURSELF FIRST!

- Taking risks is a business necessity; but taking risks with the safety and health of your team *is not worth the gamble.*
- Injuries are *preventable*; for every dollar spent on prevention, you can expect *up to six times ROI* (OSHA)
- Direct *correlation between* a company's performance in safety and its productivity and profits.
- Safety / AP platform promotes positive brand image and helps *retain talent.*

MAKE IT PAY
GET TRENDY!

- Simply observing and correcting is a *Band-Aid solution* that won't address root causes.
- Dedicated *smart analysis* can be like looking into your Safety / AP crystal ball.
- Use *data trends* to determine where you are today, where you want to be, and how you will get there.
  - *Key: data to insights, but more importantly – insights to action!*
- *Communicating safety / AP data and insights* is just as important as collecting it!

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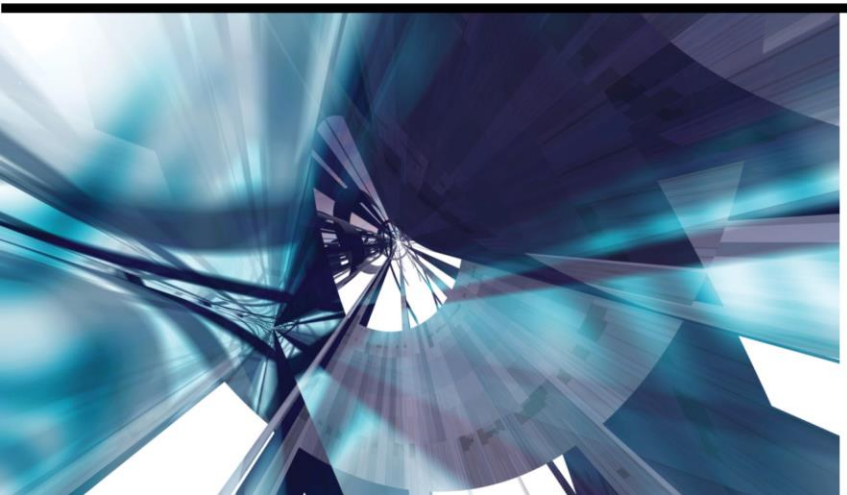
C.A.R.E.



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Show Real Caring…

- Connect
- Appreciate
- Respect
- Everyone

C.A.R.E.
Because it is the Right Thing To Do

- There is a link between "satisfied workers" and satisfied customers:
  - *They are not mutually exclusive*
- The customer experience will never exceed that of the employee experience.
- If you disregard the *importance of connecting* with your teams, you lose the benefit of a dedicated, long-term team.
- *Higher engagement ➔ More Focus ➔ Fewer Mistakes ➔ Better Safety Outcomes*

"…in one company, engaged employees were five times less likely to have a safety incident and seven times less likely to have a safety incident involving lost time.

--- SHRM Foundation

Thank You!

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