



KEEP SAFETY SIMPLE

Carl Potter, CSP, CMC

Many complex safety concepts have been developed by many well-meaning people. Some of these have evolved into laborious safety management systems that produce reports that when printed deforest hundreds of acres of trees. Most of these reports are not read and nobody really cares about them. While these reports are being presented at safety meetings participants are looking at their phones, or their eyes have glazed over from information overload. Safety professionals and supervisors spend thousands of manhours collecting data that is analyzed to make decisions that should have been taken care of on the job site.



Most of your workforce, frontline leaders, and management know and understand that they have a responsibility to be engaged in the safety process. The issue is that day in and day out work is done to keep the organization profitable and on track to satisfy the owners, stockholders, members, or whomever has a financial stake in the organization. This in itself creates an insidious hazard placing the focus on “getting the job done” versus “getting the job done safely.” The answer is that you must continually have messages that reduce the complacency and bring awareness back to a level where everyone takes action to reduce the risk of injury.

For over three decades, Carl Potter has consulted with executives, operational leaders and safety professionals who have told him that they are faced with the choice of getting in the field to observe and work with the workforce or stay behind in the office with the burden of collecting, inputting, and analyzing data only to have no time left to implement the changes suggested by the data. Front-line leaders are faced with increasing production demands, decreasing workforces, and increasing data collection activities that decrease their ability do what is important. That is why Carl developed his message Keep Safety Simple and offers it to your organization.

OBJECTIVES OF KEEP SAFETY SIMPLE™ PRESENTATION

This message focuses on improving safety efficiency and effectiveness though:

- > **Improving Attitudes Toward Taking Action to Reduce Risk**
- > **Increasing Desire to Take Action to Mitigate Observed Hazards**
- > **Accelerating Buy-in for Following Safety Procedures**
- > **Promoting Wearing of Proper PPE**

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While safety data can help to drive overall continuous improvement of a safety culture, it is the individual commitment for safety by every employee, at every level of the organization that makes the biggest impact for preventing workplace injuries.

To teach, motivate, inspire, and encourage everyone to have a positive attitude for safety concepts, that is what safety leadership is and always will be.

— Carl Potter

When every person in the workplace who observes an unsafe condition or behavior that introduces a risk of injury, takes action to reduce the risk, that is the most effective and efficient safety management system. When creating a zero-injury workplace is the goal of every person, the organization will find the complex safety management system becoming more effective as well. The goal of the organization should be a network of committed individuals who want to create a workplace where it is difficult to get hurt. This means that every individual must be willing and able to learn, understand, and take action to mitigate. This is what it means to Keep Safety Simple.



ABOUT CARL POTTER, CSP, CMC



Carl Potter works with organizations that want to create workplaces where it's difficult to get hurt and with workers who want to go home every day without injury. He presents to, trains, and consults to leaders at all levels of organizations in high-risk industries such as electric utilities, petrochem, oil and gas, and manufacturing.

Since 1992 Carl has owned his own company and has worked with organization throughout the U.S., Canada, and the uttermost parts of the world, using his experience and education to help leaders build, sustain, and maintain safety cultures where everyone is more involved in the safety process, more disciplined to behave safely, and more committed to a zero-injury workplace.

Carl is a certified safety professional (CSP) and certified management consultant (CMC). He worked 17 years in field operations for one of largest electric utilities in the country and holds a Bachelor of Science in Technical Management. Carl has authored 13 books, including the best seller *Who is Responsible for Safety?*

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