# 5 WAYS TO ENSURE SAFETY AT WORK

LOYALTY POINT LEADERSHIP

# SAFETY LEADERSHIP

A worker is injured on the job every 7 seconds. On average, it costs $39,000 for every incident that requires medical consultation from a workplace safety incident.

These two statistics alone make the business case for investing in safety training clear; however, for businesses to achieve a return on investment, training must go beyond the traditional focus on compliance and regulation. Organizations need to start developing cultures where safety is more than just a value listed on a website or on a poster in the break room. It needs to be embedded in the behaviors of all employees.

Through our research, we found a positive correlation between Safety Leadership training and Total Recordable Incident Rate (TRIR) reduction along with best practices you can start implementing at work to achieve your safety goals.

**Case Study**

In early 2018, a Safety Leadership Program was developed as part of client's efforts to demonstrate the company's commitment to safe work practices, improve demonstration of safety behaviors on the job, and reduce safety related incidents. The program consisted of one 3-hour in-person, instructor-led workshop, offered at a variety of field locations. Each workshop concluded with every participant crafting and sharing a personal safety message with their peers.
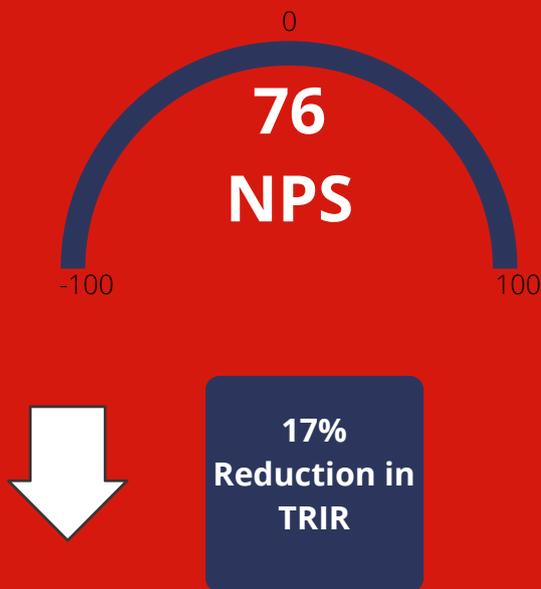
## Reaction Data (5 point scale)

**76**
**NPS**

0

-100          100

**4.76**

The seminar was valuable for my development

**4.83**

The seminar content was relevant to my job

**17% Reduction in TRIR**

**4.82**

I am confident in my ability to apply the knowledge/skills learned from this seminar

**4.87**

I intend to apply what I learned when I am back at my job

*Net Promoter Score measures how likely a participant is to recommend this training to a colleague. The Net Promoter Score is calculated as the difference between the percentage of Promoters and Detractors. The NPS is not expressed as a percentage but as an absolute number lying between -100 and +100.For instance, if you have 25% Promoters, 55% Passives and 20% Detractors, the NPS will be +5. A positive NPS (>0) is generally considered as good. average American company scores less than +10 on the NPS, while the highest performing organizations are situated between +50 and +80.

In total, 561 people attended the workshops over a two-month period. Post-seminar feedback was collected immediately after each session.529 participants completed evaluations, achieving a 94% response rate. The overall feedback from participants was extremely positive. Participants described the seminars as powerful, relevant, interactive, and personal. The workshops had a total average Net Promoter Score* of 76. Below are some examples of comments received from participants.

In addition to the strong post-program comments immediately following the workshops, the tangible value would be realized months following the training. The 2017 TRIR for this client was 0.71, higher than the industry average.

Following the Safety Leadership workshops in 2018, the client saw a 17% reduction in TRIR at 0.57 – well below the industry average.

**What Participants Said**

"I appreciate the ability to listen and share experiences with my fellow coworkers. Not many trainings incorporate this. Thanks."

"Very good class. Strong impressions and valuable information learned. Was hard not to tear up on others' stories and it makes you think a little more when you think, What if that was me? Outstanding experience."

"It was an eye opener on how I can become a better leader and do better on communicating so that my thoughts and words can become safe actions."

The value and impact of the training can not be understated. We are proud to share these best practices to help you ensure a better safety culture at work.

**Invest in relationships.**

Research has shown that the more you know someone at work, the more likely you are to make sure they are safe (and vice versa). In fact, the <u>research shows</u> that having a trusted friend at work leads to better business outcomes; specifically 36% fewer safety incidents. However, even in the fast-paced digital age we are in, the level of personal connection in the workplace has decreased. The action here is to encourage people to get to know each other on a personal level. Break space from work and grab lunch together. Listen and share.

**Share your story.**

Everyone has a personal connection to safety either through an event they were part of or witnessed, or they are passionate about a certain safety topic because of their role. To start out, think of what you care about and think of a story that relates to the message you want to share. Be brief. Some of the most impactful stories we heard in our workshop were around one minute. They were personal and to the point. We also found huge value in being able to tell a compelling and succinct story and recommend people to write it out and practice. The only way to get better at something is to practice.

**Meet the needs of others.**

A safety leader understands it's their inherent responsibility to meet the needs of others. Whether that's making

sure they are equipped to do a job safely, or have the proper training needed. These leaders also recognize the importance of coaching and mentoring others around them to help them develop their safety leadership skills. They take time to reward and recognize positive behavior and efforts. For example, if you have a relatively new employee that stops the job but it wasn't necessary, a true safety leader will positively recognize that behavior because you don't want anyone to be confused on what the task is or the proper procedure and you know those are opportunities for you to continue to coach and mentor.

**Forward looking accountability.**

We all know what accountability is and what it looks like but it's important to take it deeper and move past the traditional notion that accountability is all about someone getting in trouble for something they did wrong. That's backwards accountability. We found possessing a forward-looking accountability mindset helps promote others to be proactive in their safety leadership behaviors. This is a mindset where instead of first trying to figure out who did something wrong – you put your number one focus on finding what went wrong and immediately taking steps to prevent it from happening again. To develop this mindset, we must take the fear of reprisal out of the minds of the leaders we have on the ground and empower them to make decisions based on their perspective and judgement.

**Model the behavior.**

We've repeatedly seen and heard that anyone can stop the job when they think something is unsafe. The truth is that regardless of how many times a person is told, not everyone feels 100% supported in that decision. One of those reasons is fear. Based on the way operations happened in the past and rogue organizations punishing people for stopping the job, this fear is present and very real. People are also hesitant to stop the job because they have the misconception that it involves hitting the big red button and shutting everything down. That is not the case – it could be taking a pause, stepping back, asking a question for clarity and getting back to work. To combat this, leaders must get out there and stop the job. We need to model the behavior for others to see. And we must also support and recognize others when they stop the job –even if there was no risk found – because that is what we want.

The fundamentals that drive good safety leadership behaviors are not a surprise; however, organizations need to invest in development opportunities for employees in order to continue to shift towards a mature, proactive safety culture.

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We are proud of the impactful Safety Leadership training we deliver. If you are interested in exploring opportunities to bring us in, please reach out to Patrick Nelson at patrick@loyaltypointleadership.com or give him a call at 507-828-8696.