

Creating & Sustaining Safety Culture Excellence



PPSA 2012 Safety Conference

11 June 2012

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Ownership?

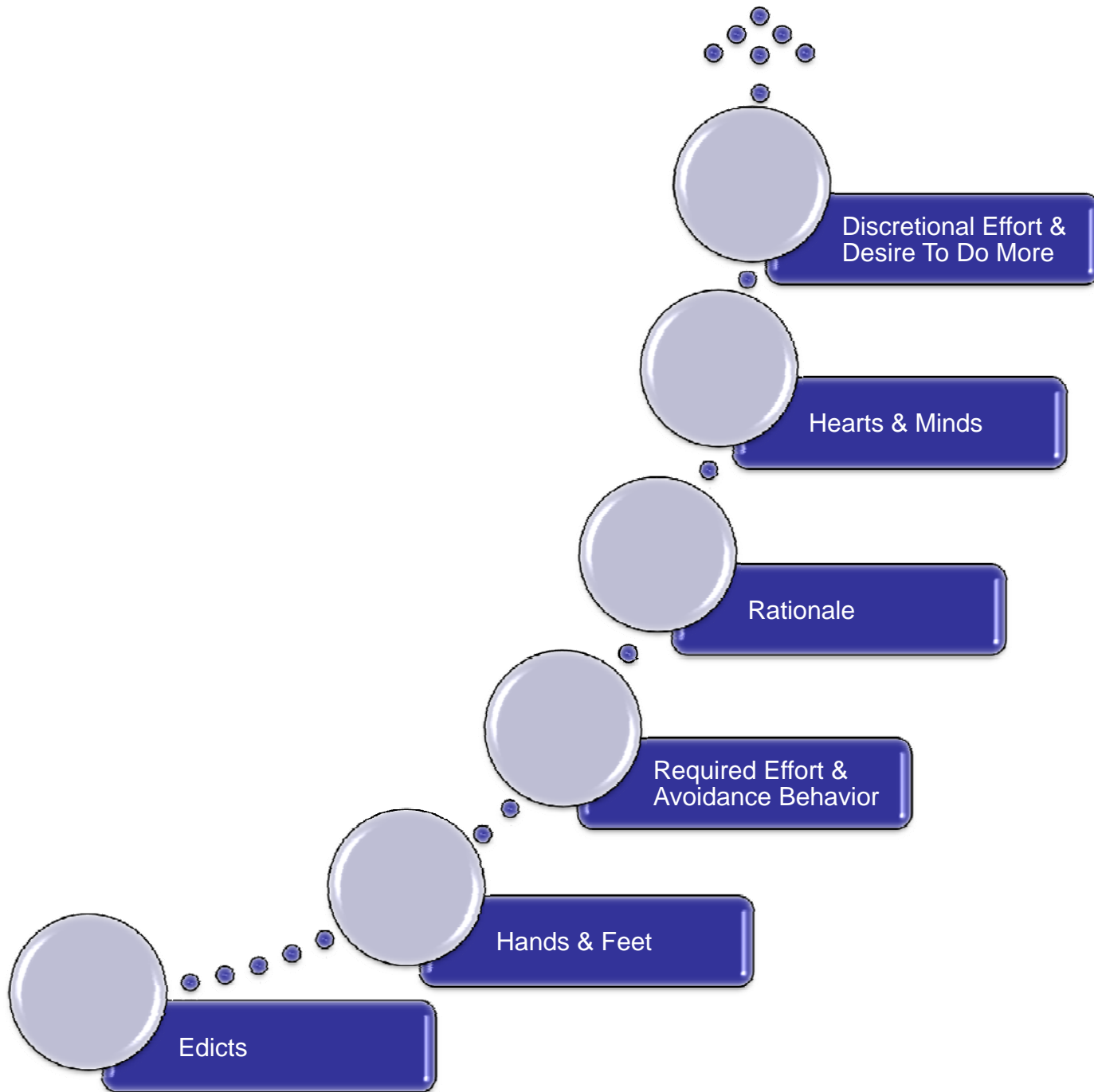
“If you want to build a ship, don’t drum up the men to gather wood, divide the work and give orders.

Instead, teach them to yearn for the vast and endless sea.”

~Antoine de Saint-Exupery

Our Typical Approach





What People Do When...



Influencing Beyond Work...



Padded lampposts for distracted texters being tested in London

By Joshua Topolsky  posted March 6th 2008 5:39AM

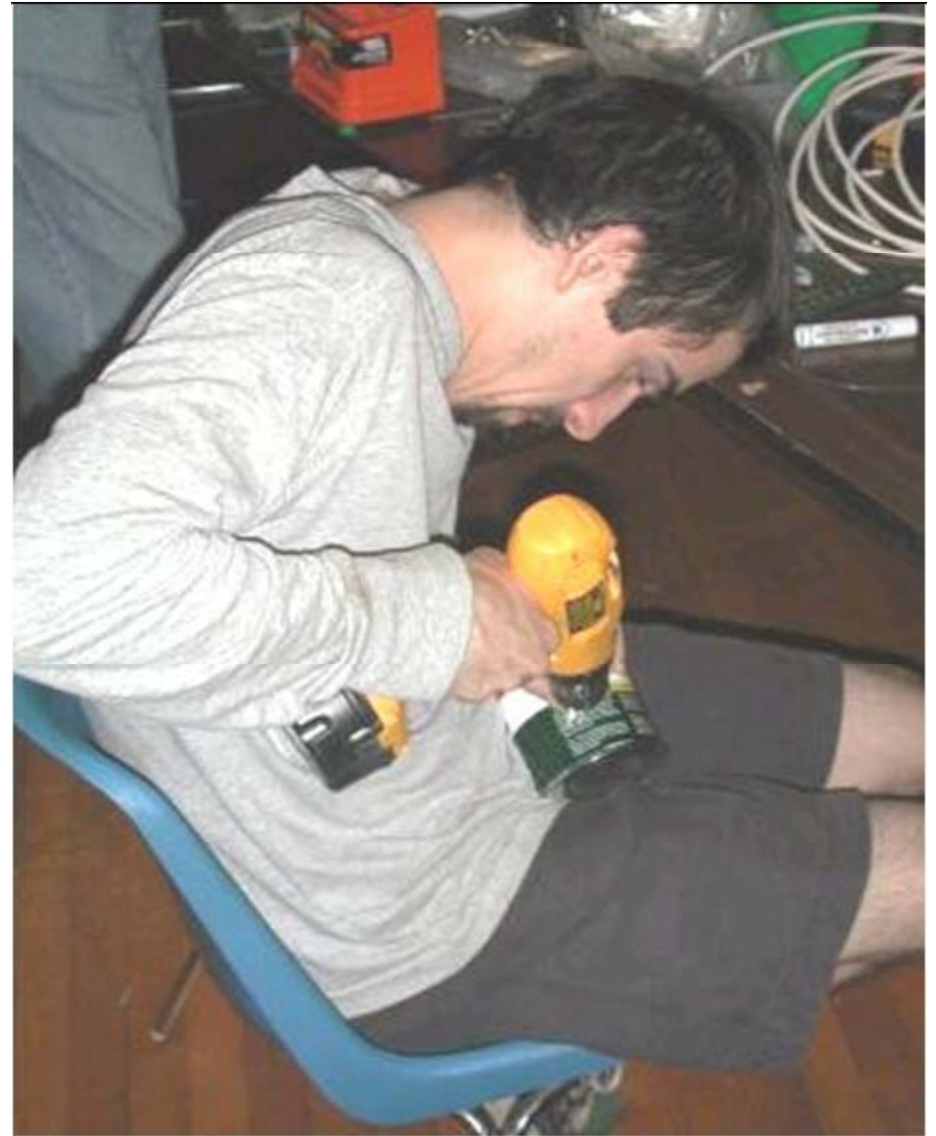




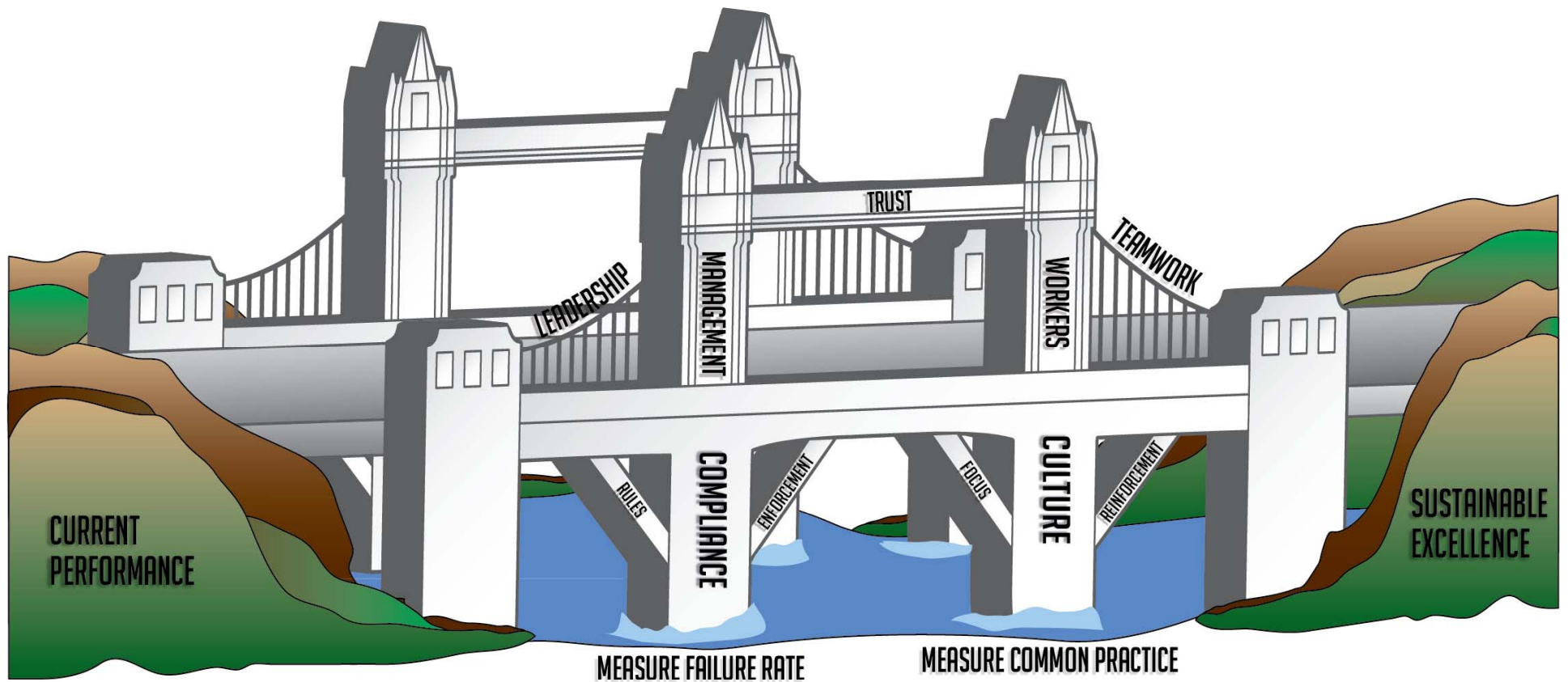
Unfamiliarity



Complacency



The Bridge



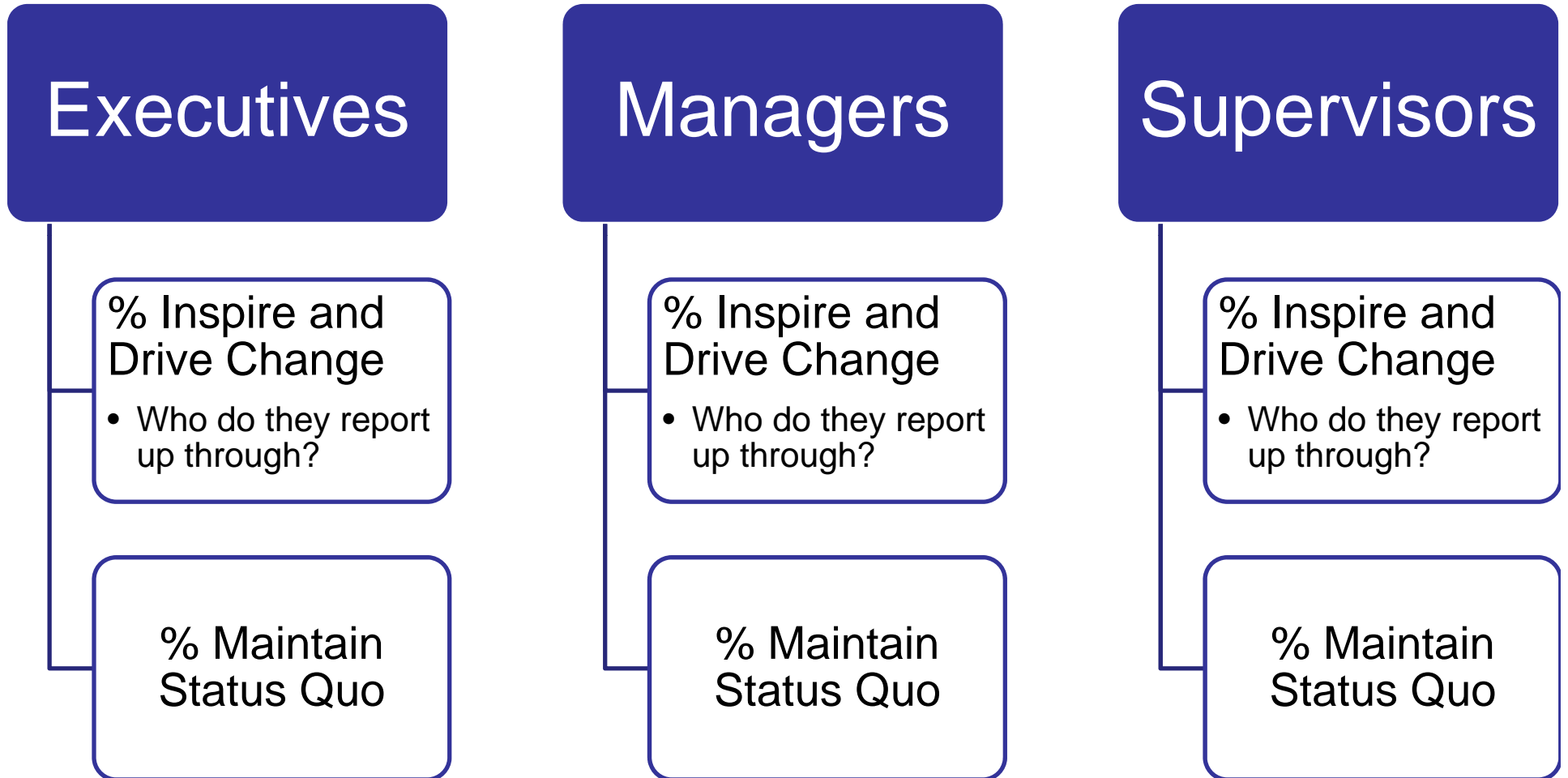
Starting Point?



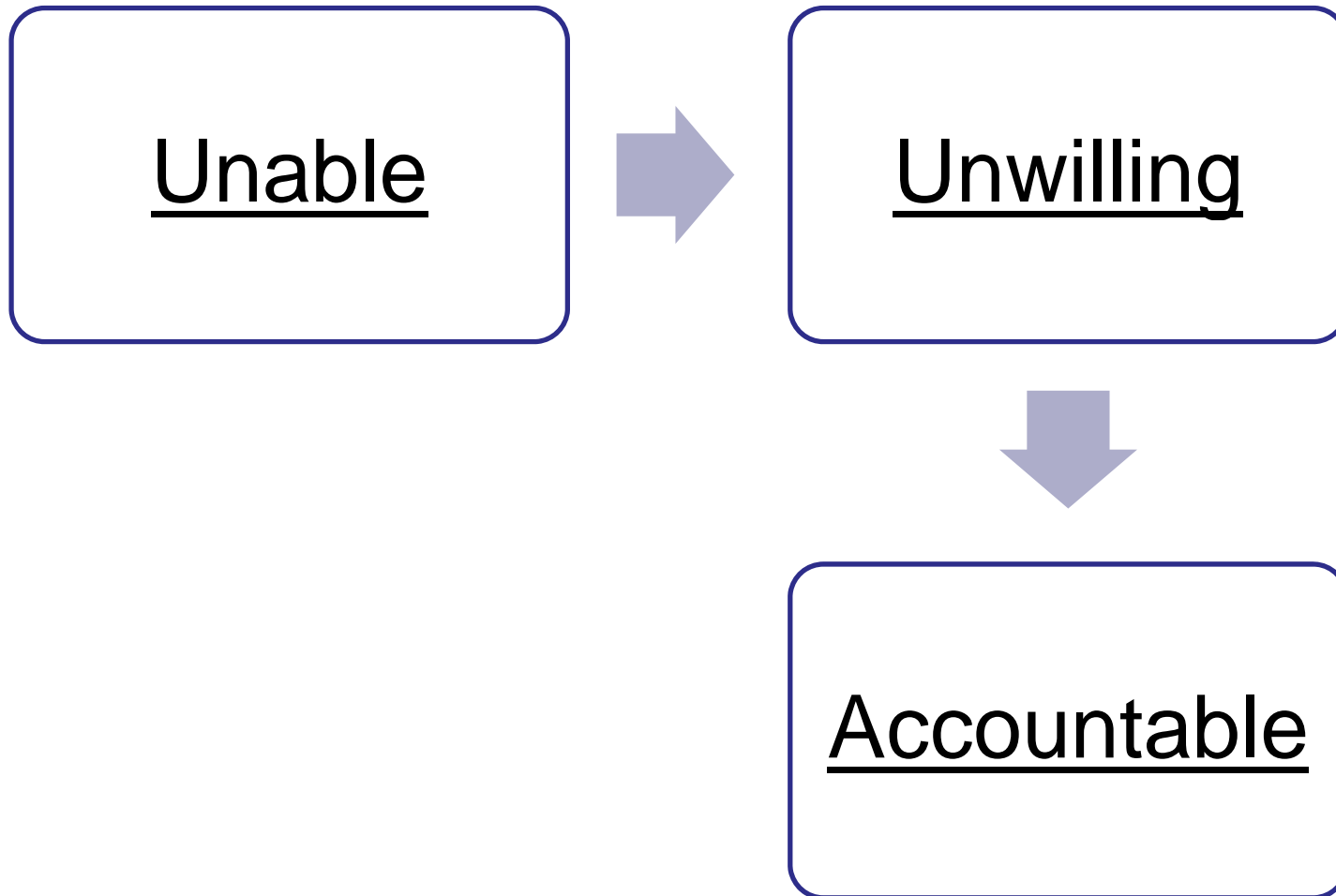
LEADERS

LEADERS ARE LIKE EAGLES. WE DON'T HAVE EITHER OF THEM HERE.

Starting Point?

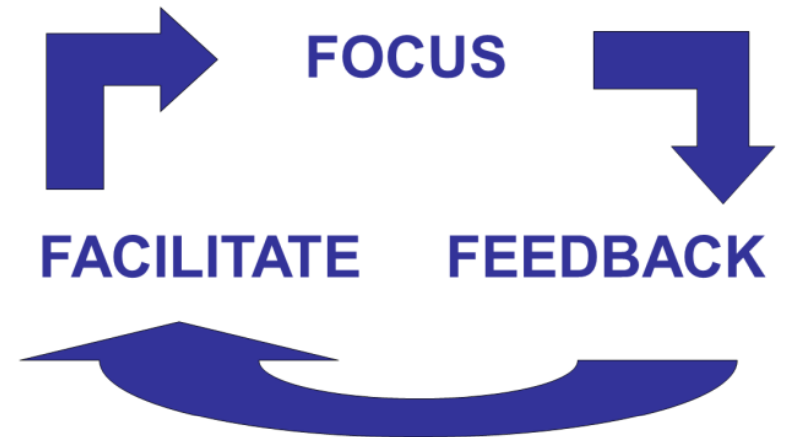
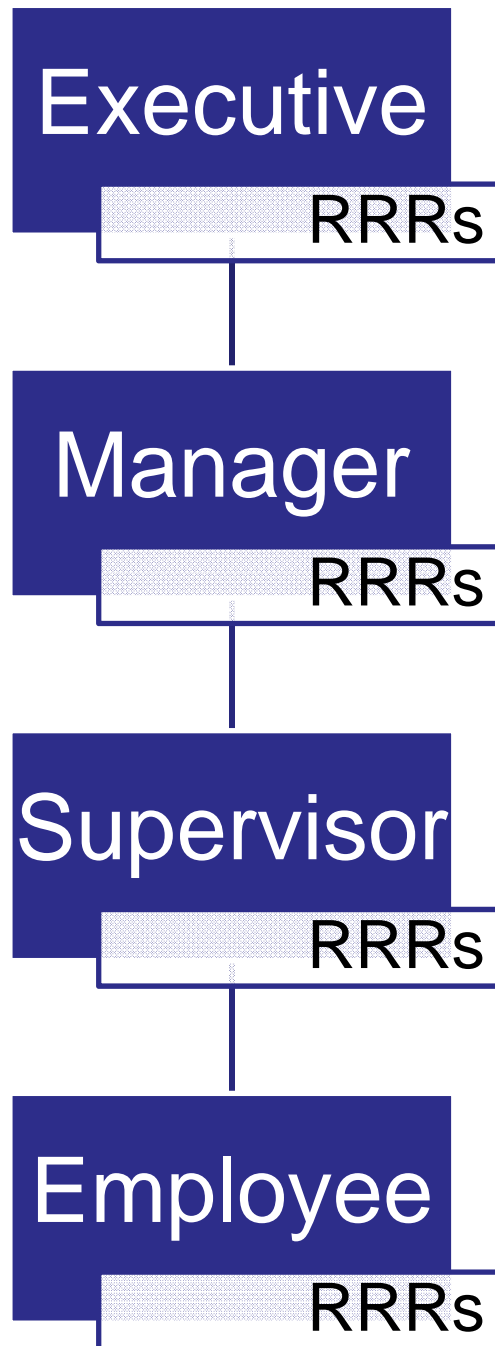


Performance Progression

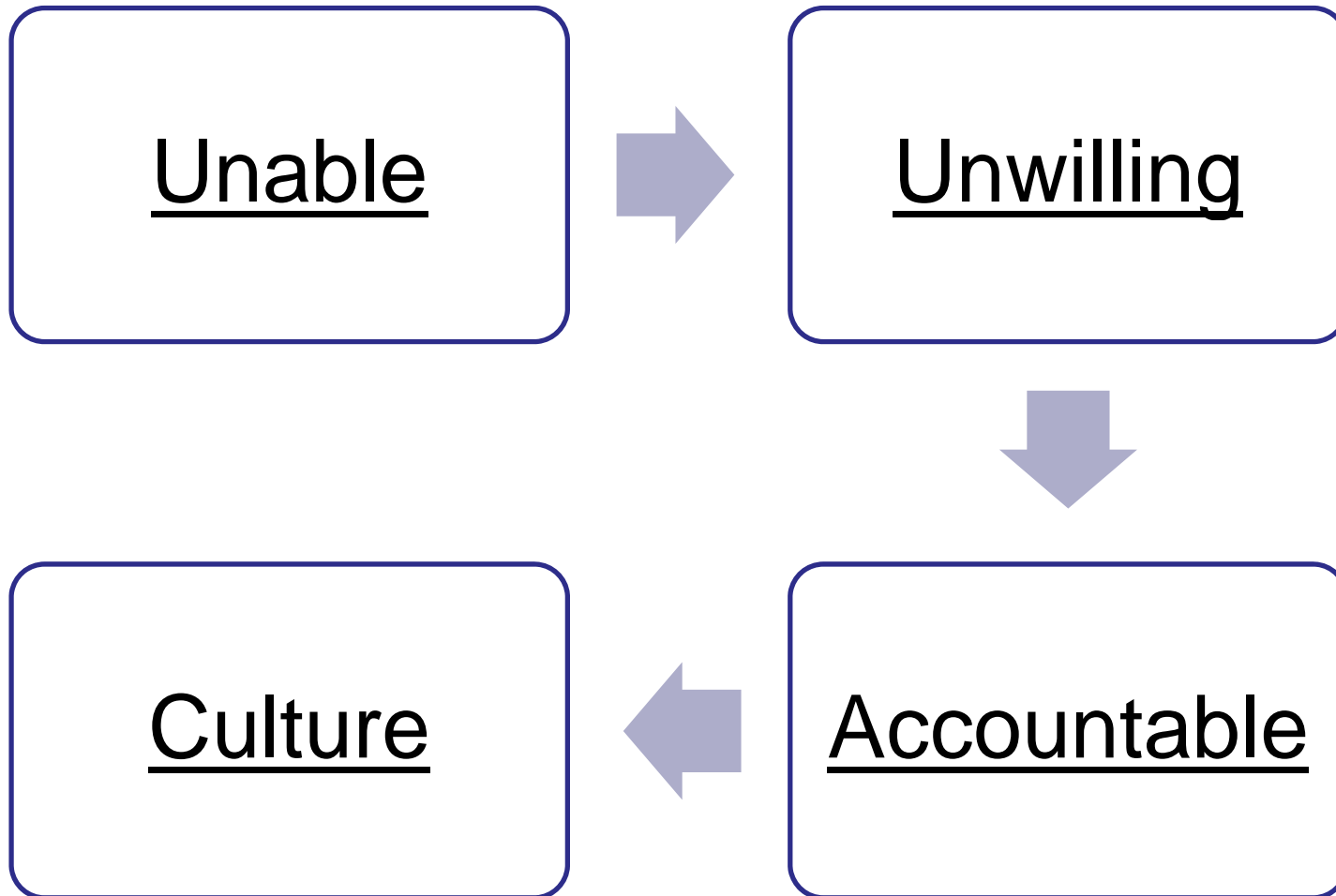


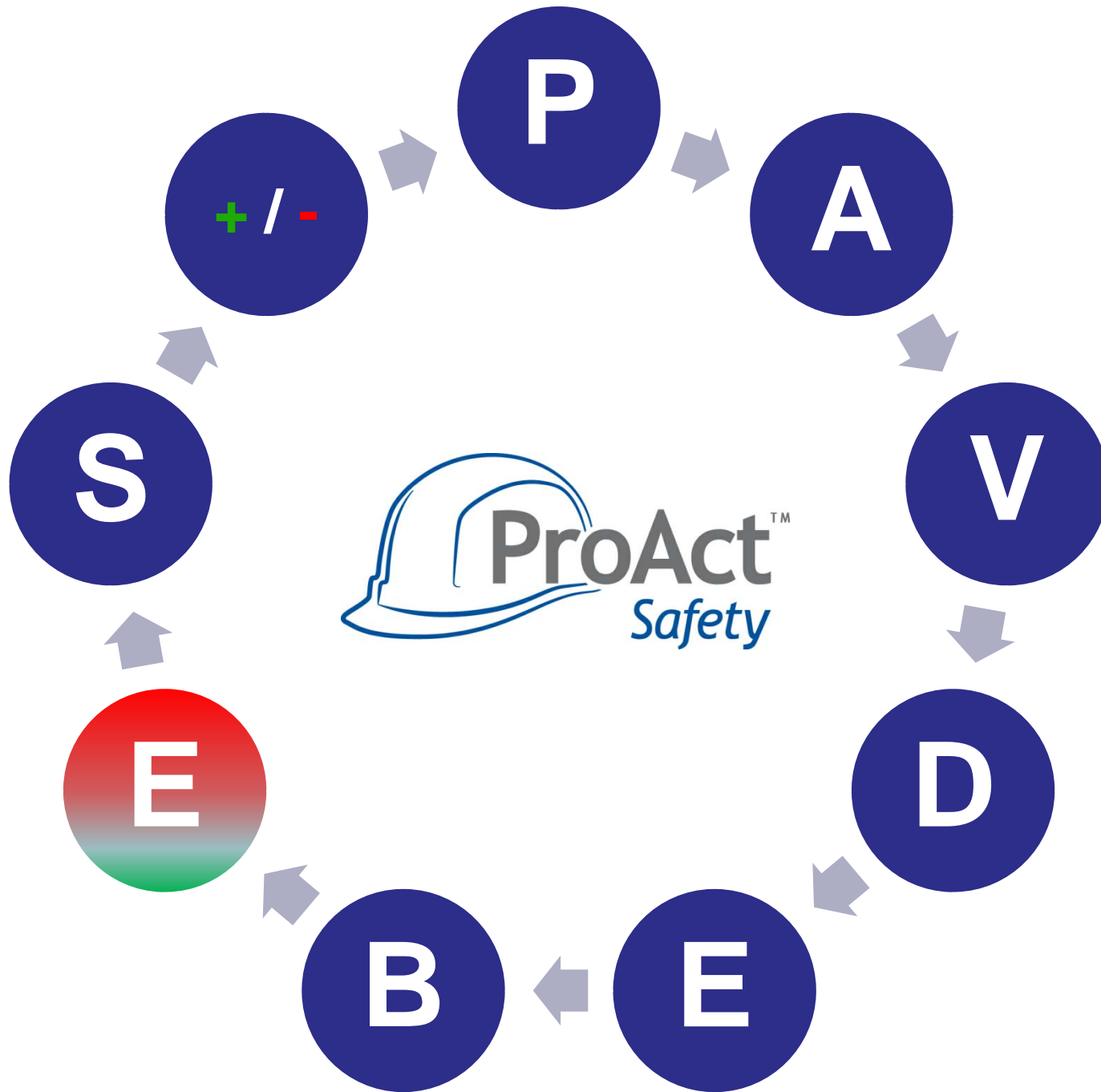
Accountabalism





Performance Progression





Perceptual Barriers to Safety Excellence

! DANGER

○ Zero Isn't Possible

○ We're Already Good

○ Not My Job

○ Won't Happen To Me

○ Safety Means Not Getting Hurt



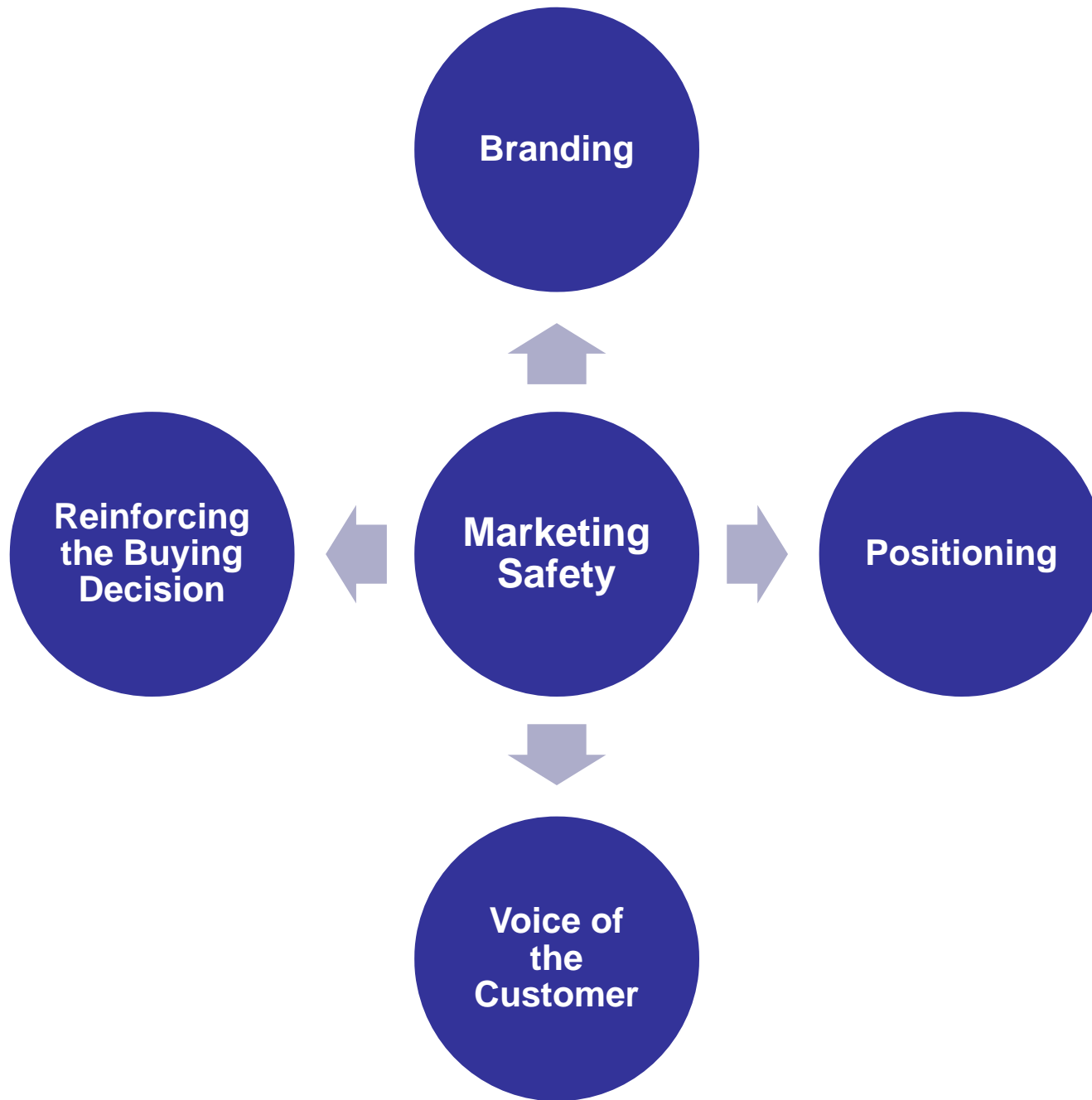
Strategic Direction



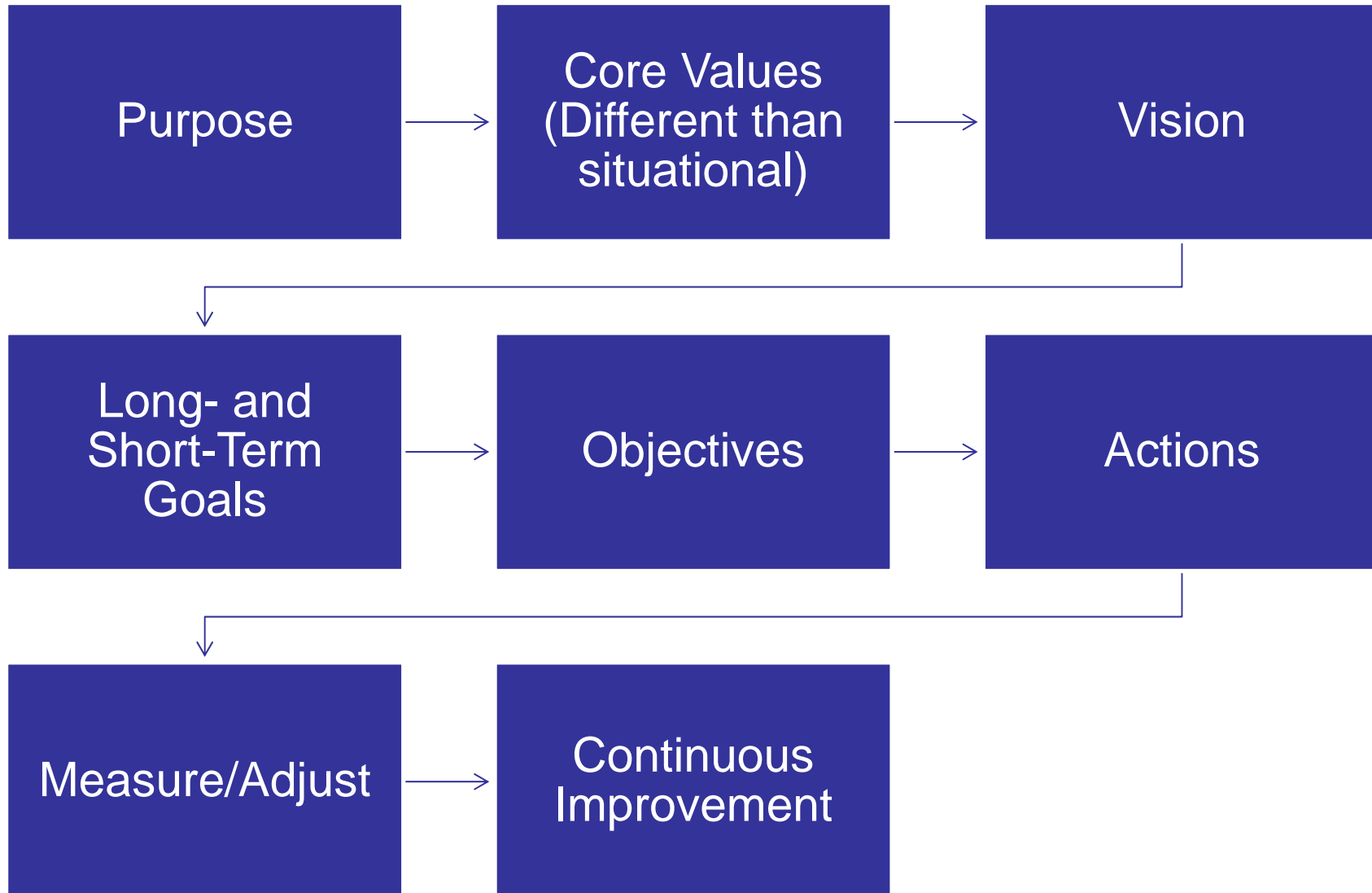
We are all in agreement then.

Business Strategy to Dominate Market Share?

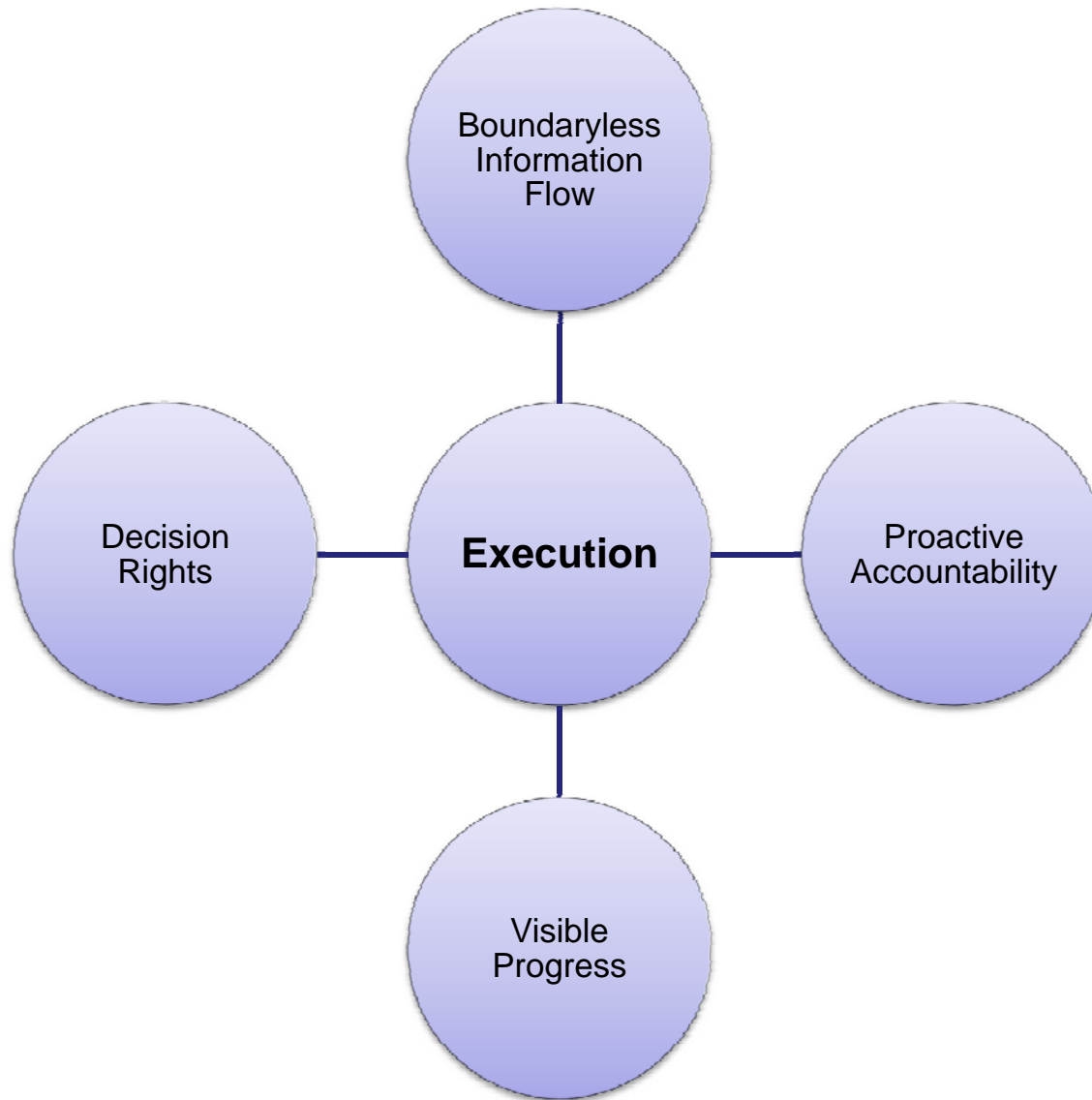




Typical Strategy Pathway



If You Get These Right...



Developing the Plan

- What Are We Trying To Accomplish?
- What Will It Look Like When We Arrive?
- How Will We Know We Are On The Right Path?
- How Will We Sustain the Results?
- How Will We Keep Improving?

Setting Goals

Results, Motivational, Performance-Based?

Destination: Negative or Positive?

- Achieving Success or Avoiding Failure?

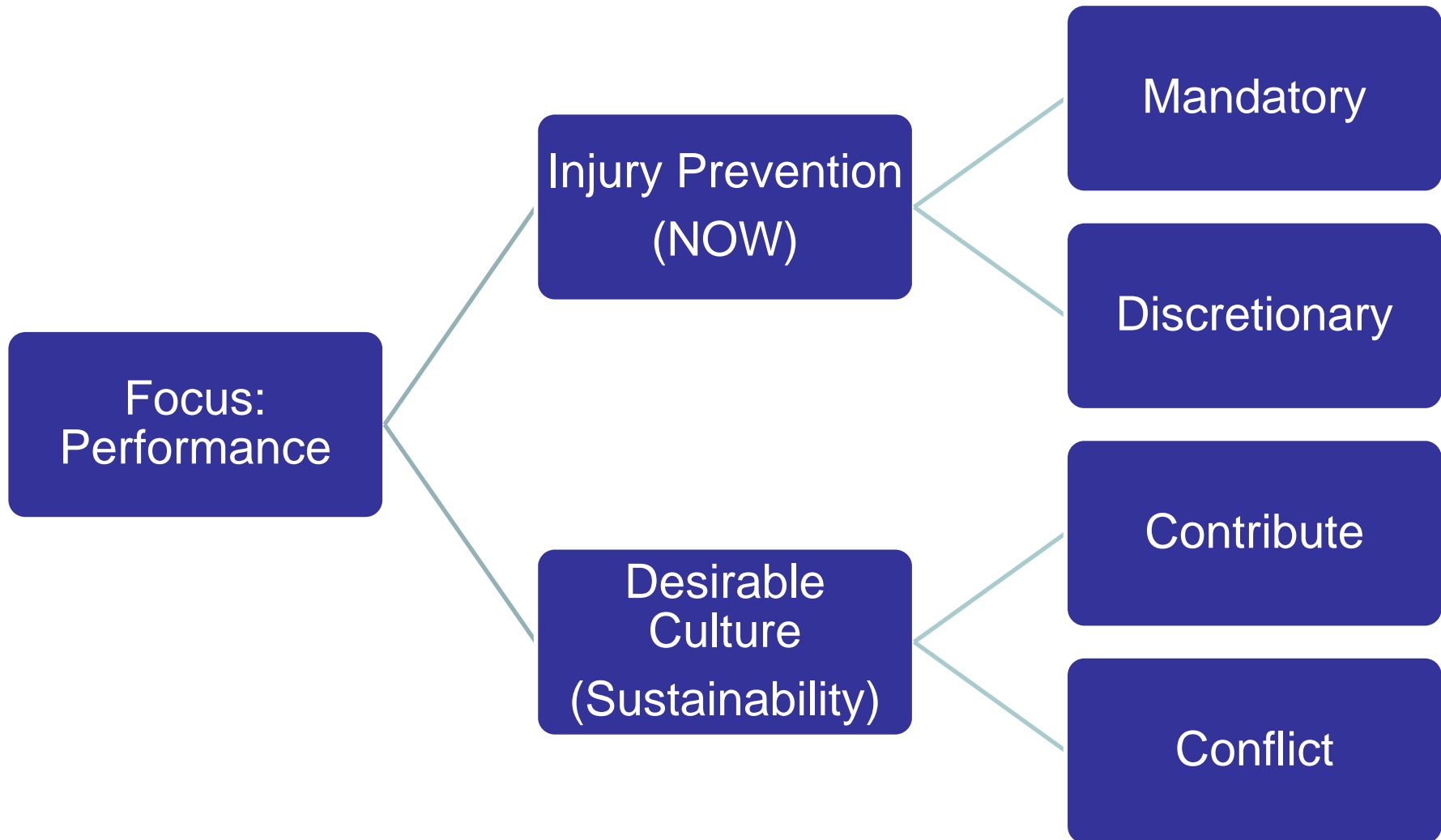
How many people can recite it?

How many people believe in it?

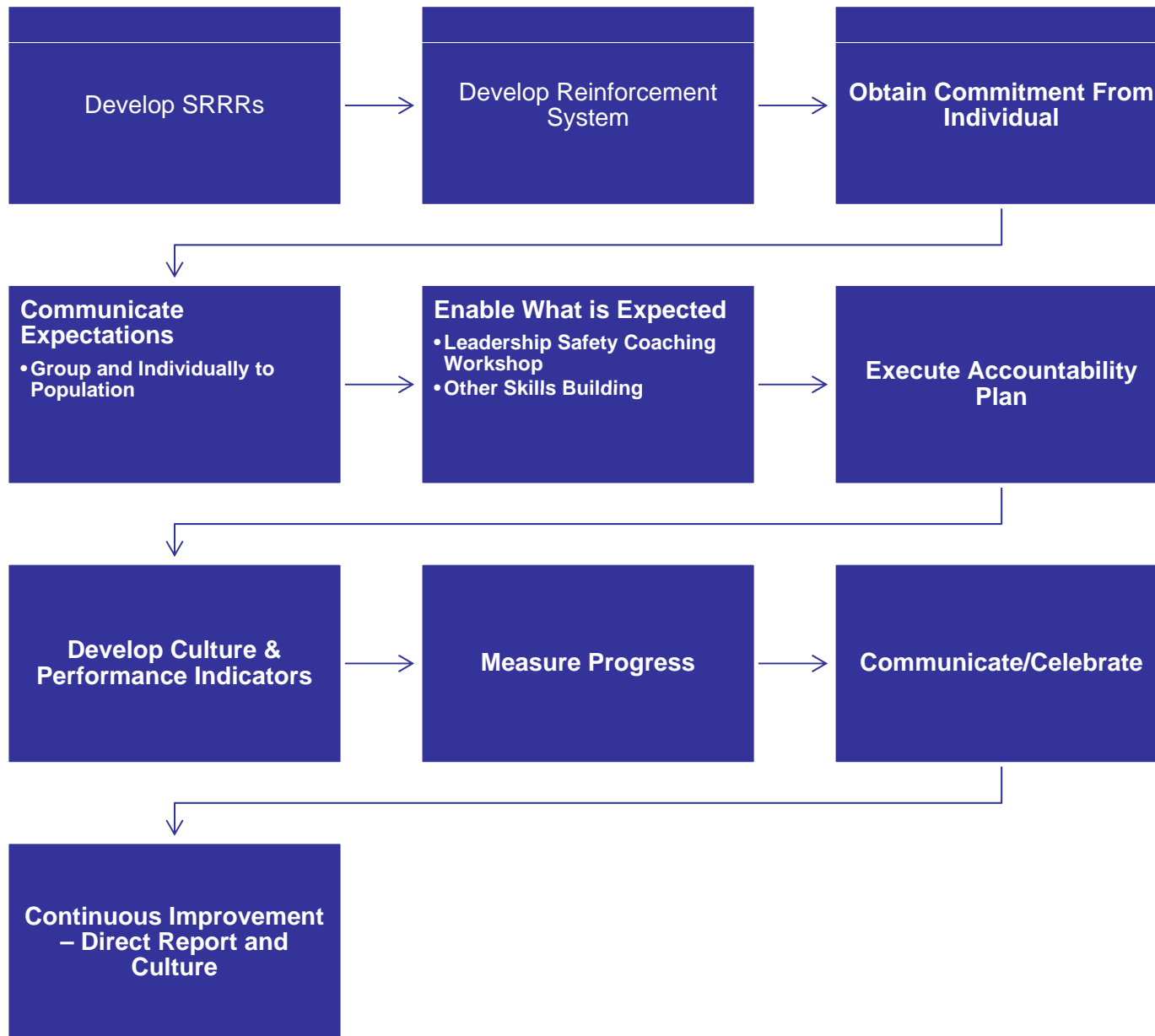
How many people know the role they play in accomplishing it?

- How are you measuring this is happening?
- What are you rewarding?

Finding a Focus



Managing Expectations: Performance Not Just Results



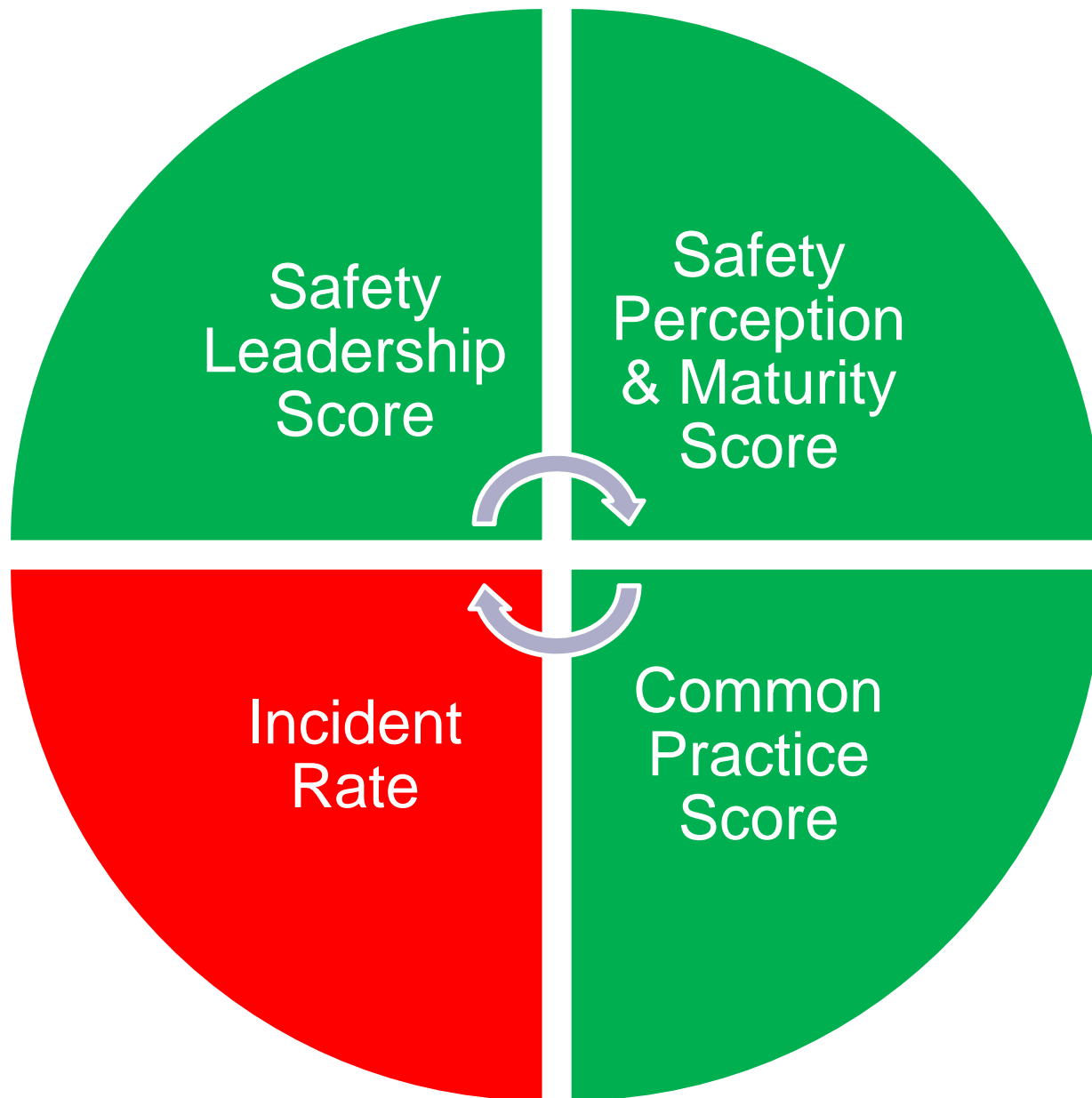
1 Leading
Indicator

BALANCED
SCORECARDS FOR SAFETY

1 Lagging
Indicator

Measurement: What We Want vs. What We Don't





Hiring In or Promoting Safety, or Risk?





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