



**Moral  
Responsibility**



**Continuous  
Evolution**



**WHY**



**"Good" is just not  
good enough**





# Awareness



# Shared Responsibility



# Behavior

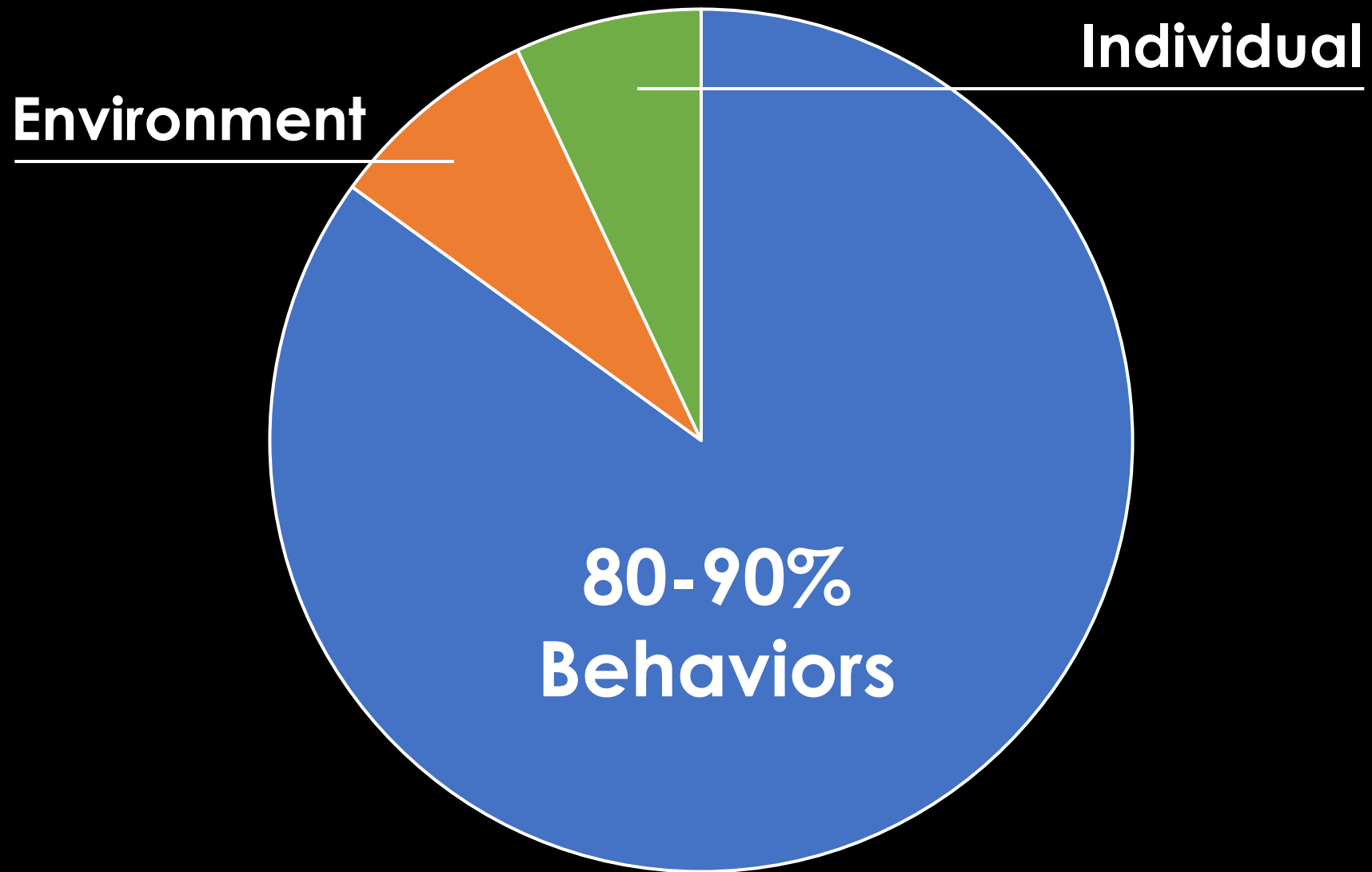


# Positivity



leader

“Safety 360° is about leadership encouraging behavior change.”



# Causes of Safety issues



# Causes of Accidents

## Job factors

- **Conditions**

- Equipment
- Materials
- Tools

## Organizational factors

- **Systems**

- Management Systems
- Policy/procedures
- Hiring
- Orientation and training
- Supervision
- Compliance
- Competencies
- Resources
- Design/planning

## Human factors

- **People/Culture**

- Leadership
- Beliefs
- Perceptions
- Norms
- Social Pressures
- Recognition
- Stress/Fatigue
- Team Work
- Credibility/Trust

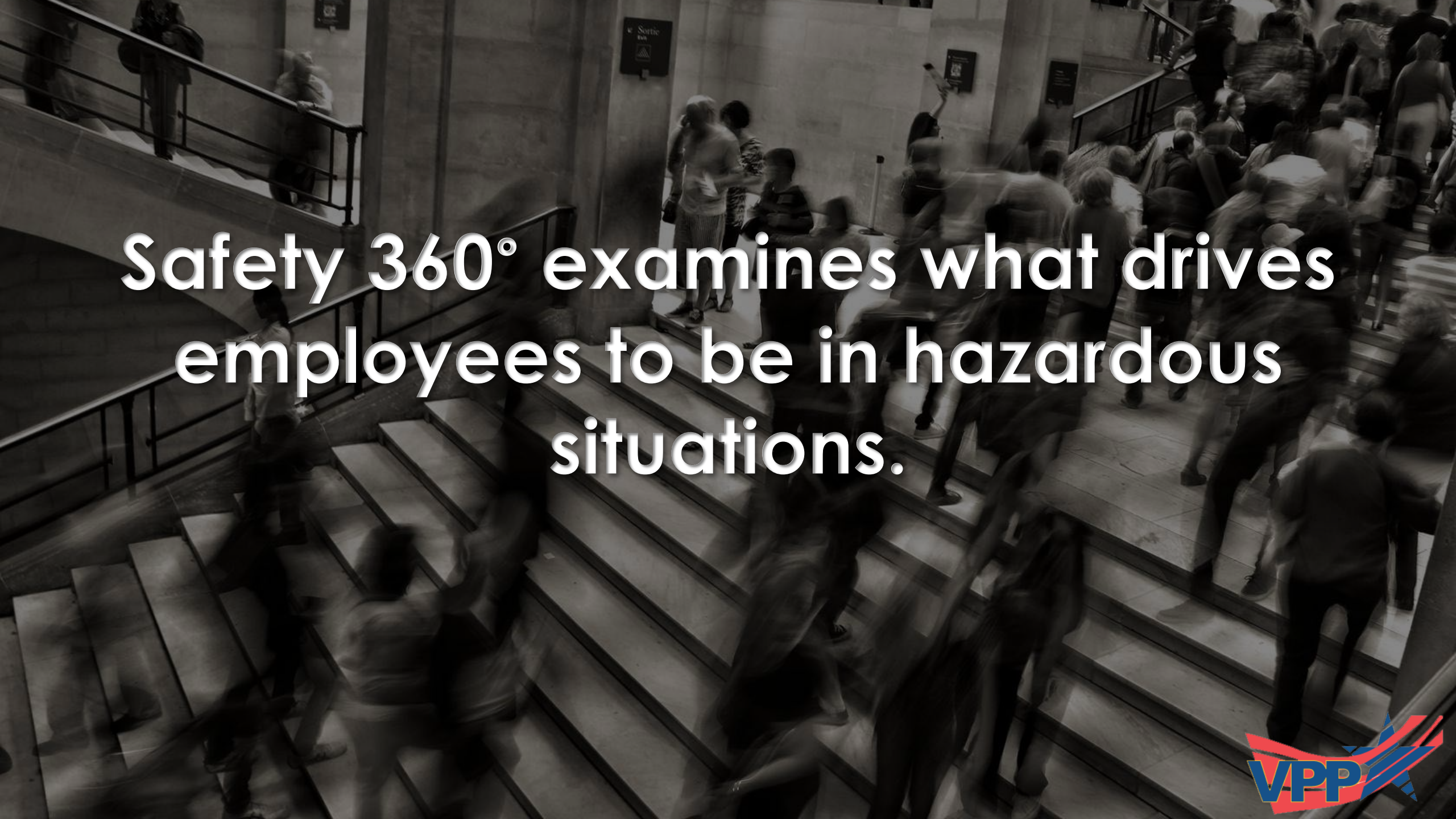
Represent  
80%  
of effort

Represent  
80%  
of **cause**

# Culture Vs Climate



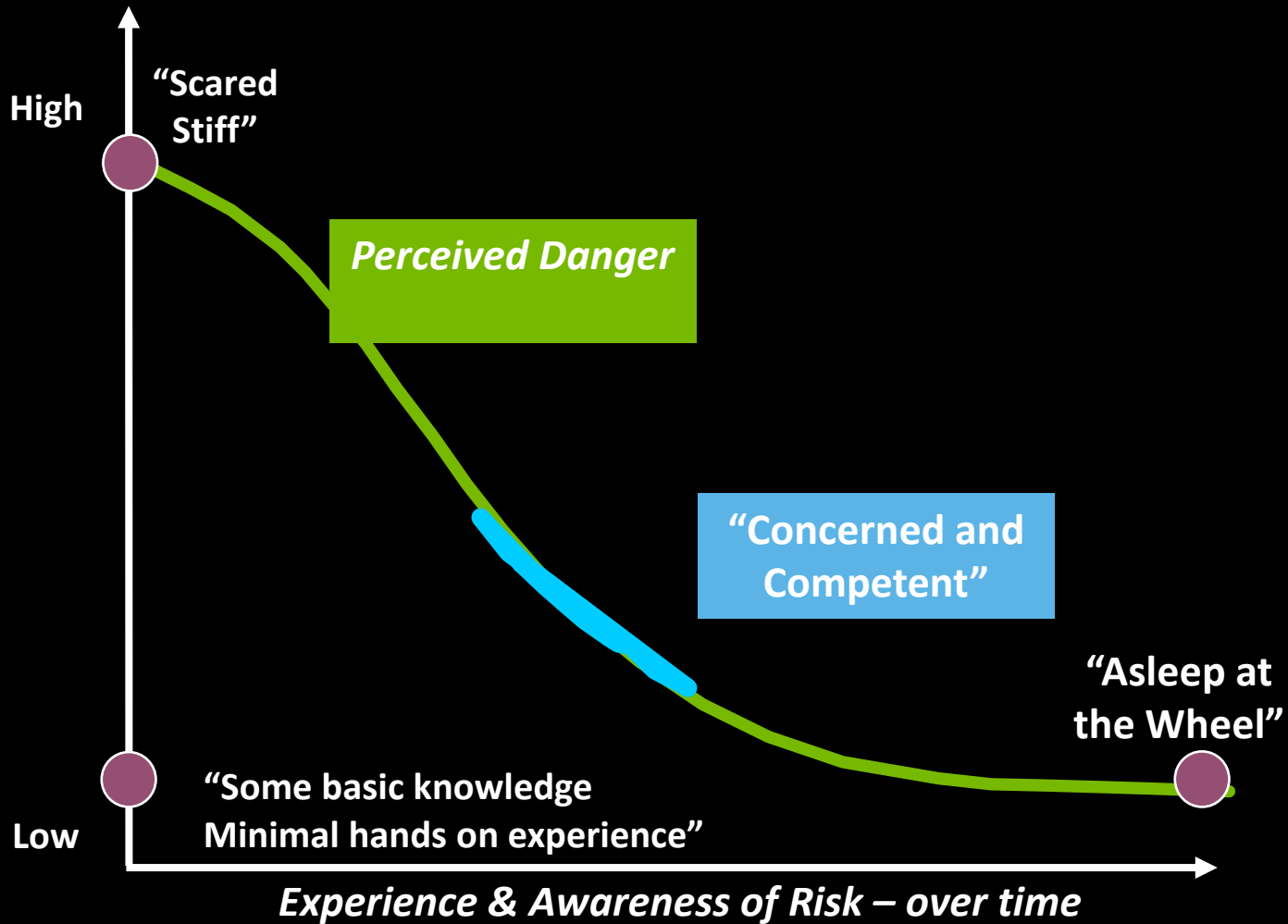




**Safety 360° examines what drives employees to be in hazardous situations.**



# Competency and Risk



## Risk is Personal

### Research tells us that:

- Workers are more likely to make bad decisions about risk if they have done the job many times before.
- Workers can become convinced that the “correct” way may often be different from proper work procedures.
- Workers can be persuaded to engage in unsafe behavior if “everyone else is doing it”.
- Studies have shown that safety climate highly correlates with worker compliance of safety rules.

An aerial photograph of a vast, rugged mountain range under a clear sky. The mountains are covered in patches of snow and are bathed in a golden light, suggesting either sunrise or sunset. A helicopter is seen in flight, positioned on the left side of the frame, flying towards the right. The overall scene conveys a sense of high altitude and military readiness.

# AIM HIGH

PAID FOR BY THE U.S. AIR FORCE



# Safety Moment



# 5 - ALIVE

*(Formerly 5 Guys for 5 Guys)*

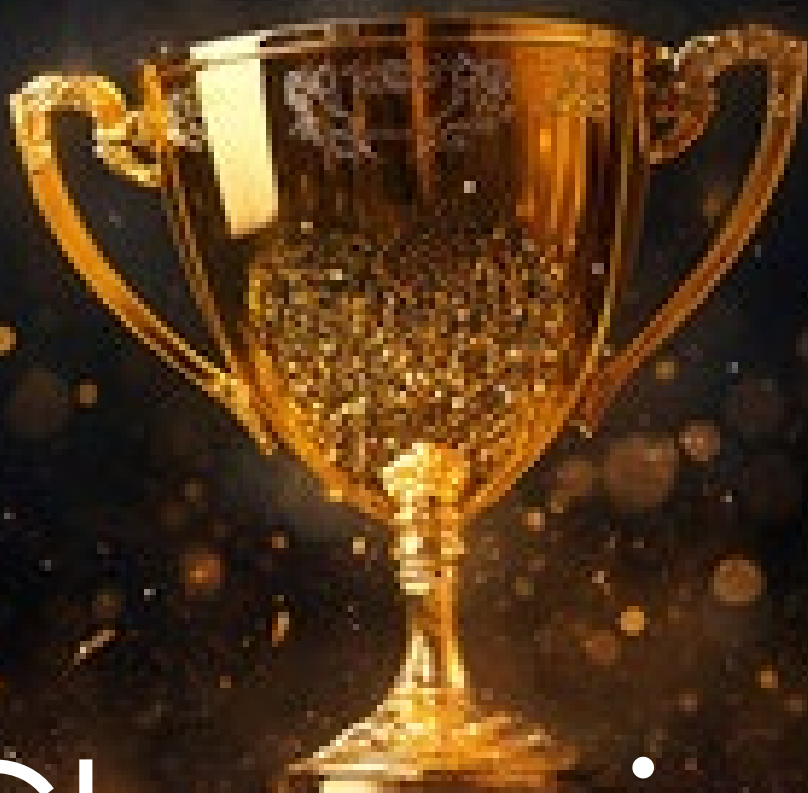
Ask – Listen – Include – Visualize – Execute



# Safety Rhythm







# Safety Champion of the Month





A person's name is the sweetest and most important sound in any language

-Dale Carnegie



# Fueled by Coaching



## Consider...

*Enthusiasm is contagious*

*Observed behavior more important than stats*

*Make it personal, care about others*

*Be a coach*

*People want input into things that affect them*

*People may forget what you said, but not how you  
made them feel!*



# Q & A