

**Creating Engagement and Ownership of Safety  
at Safety Meetings  
ASSP - NYC Chapter  
August 19, 2020**

  
**Creating Engagement and  
Ownership of Safety  
at Safety Meetings**  
  
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Flourishing Culture Consultants, LLC®

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**Rate your safety meetings.**

  
1      2      3      4      5

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# Creating Engagement and Ownership of Safety at Safety Meetings

## ASSP - NYC Chapter

### August 19, 2020

### Sound Familiar?

Another mandated topic and it's not relevant to what we do.

Safety meetings are just for show. Put a big check in the box.

They say the same things year after year.

They just read from a script. It's so boring!

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### Picture This

- Gets people talking
- Taps into their wisdom
- Moves from theoretical to practical

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### Safety Visioning<sup>®</sup> Exercise

- Visualize a story where the people, the work they are doing and the environment in which they work come together and cause an incident.
- Identify gaps and actions to take to make sure this incident never occurs.

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# Creating Engagement and Ownership of Safety at Safety Meetings ASSP - NYC Chapter August 19, 2020

## Safety Visioning<sup>®</sup> Exercise

**4 Steps**

1. Tell the story
2. Describe injury or damage
3. Go deeper
4. Brainstorm actions

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## Step 1: Tell the story

Who is involved? \_\_\_\_\_

What are they doing? \_\_\_\_\_

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What is the sequence of events that lead up to the incident?

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## Step 2: Describe the Injury or Damage

What's the injury? \_\_\_\_\_

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What's the physical damage? \_\_\_\_\_

\_\_\_\_\_

Who calls the family? How does this incident impact them? \_\_\_\_\_

\_\_\_\_\_

What's the impact on co-workers? \_\_\_\_\_

\_\_\_\_\_

How does this incident affect the company? \_\_\_\_\_

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## Step 3: Go Deeper



**Instructions:** Consider what contributed to the incident happening.

Where are there gaps?

Training \_\_\_\_\_

Engineering \_\_\_\_\_

Policies or procedures \_\_\_\_\_

Leadership \_\_\_\_\_

What cultural norms contributed to the incident?

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## Step 4: Brainstorm Actions



What can the company do differently?

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What can you do differently?

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## What works about Safety Visioning?



Power of Visualization



Taps into our Creativity



Benefits of Storytelling



Cultural Norms



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## Power of Visualization



### Power of Visualization



“Brain doesn’t know the difference between what it is thinking and what it is doing.”

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## Taps into our Creativity



### Taps into our Creativity



Creativity opens people up and gives them an opportunity to develop new ways of thinking and problem-solving.

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## Benefits of Storytelling



### Benefits of Storytelling



“Stories are memory aids, instruction manuals and moral compasses.”

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## Cultural Norms



Norms are unspoken rules that are reinforced by the group.

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## Safety Visioning Example Step 1: Tell the story



**Who is involved?**

Joe, the driver – new employee Sam Bob, on work crew Work Crew Contractors

**What are they doing?.**

Sam Bob is really social. He is making the rounds chatting people up. He's got his ear buds in. He is looking at a drawing so he knows what work needs to be done. The work crew is building a road. There is loads of stone. It's a busy job site with lots of other vehicles and contractors.

**What is the sequence of events that lead up to the incident?**

Joe has to back down the long road. He doesn't wait for a spotter. The job is behind schedule and he is feeling the pressure as a new employee to get the work done.

Sam Bob walks into the truck's blind spot. He is not paying attention because he is looking at the drawing. He can't hear because he has his ear buds on. He does, however, have his vest on.

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## Safety Visioning Example Step 2: Describe the Injury or Damage



**What's the injury?** Sam Bob is run over. The tires eat him up. Went over chest. He is dead.

**What's the physical damage?**

Truck out of commission. State troopers on site. Major clean-up

**Who calls the family? How does this incident impact them?**

Vice President of Safety makes call. The family says, "How could you kill him? What happened?" They say, "They want answers"; and "It's your fault." They suffer financial devastation. The children will never know their father.

**What's the impact on co-workers?** Low morale. Uncertainty. Job shut down. People upset. Joe, the driver, never recovers knowing he killed someone – his life is ruined.

**How does this incident affect the company?** Counseling employees.

Retraining. Production shutdown. Negative media. Lawsuit.

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## Safety Visioning Example Step 3: Go Deeper



**Instructions:** Consider what contributed to the incident happening. Where are there gaps?

**Training** All drivers/pedestrians need spotter training. Training needs to include mechanism to make sure people are really qualified.

**Engineering** Get back-up cameras. Make sure set up job site so people don't have to back up

**Policies or procedures** Need to develop standardized hand signals.

**Leadership** Supervisors need to be onsite enforcing behaviors. There needs to be peer-to-peer reminders.

**What cultural norms contributed to the incident?** Complacency – this won't happen to me. Done it this way for 40 years. Company holds onto hope that this won't happen again. Believe providing training is enough

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## Safety Visioning Example Step 4: Brainstorm Actions



**What can the company do differently?**

*Edit policy, where needed*

*Improve design/planning*

*Create conditions which foster a culture where we are all working together to address safety*

**What can you do differently?**

*We remind others to wear PPE, minimize distractions, make smart choices.*

*We stop our peers before they do something unsafe.*

*We work together with management to make sure safety is truly the top priority.*

*Follow policies and procedures.*

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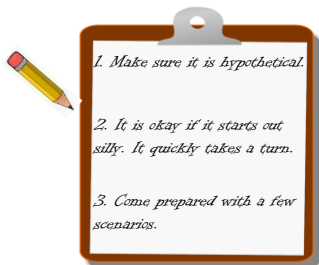
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## Some Tips



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## Applications



Application	Benefit
Conduct Safety Visioning exercise in smaller groups.	More interaction
Add a Safety Visioning exercise after you introduce a new policy or procedure.	Creates real learning. Helps to process information.
Train a group of frontline employees in the use of the tool – let them be the facilitators.	Generates engagement, dialogue and ownership.
Encourage the use of this tool in Safety Committee projects.	Opens the committee up to more possibilities and solutions.

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 Creating cultures where people count

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