

***Integrating Safety into Overall Business
Goals and Objectives***

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Agenda

- **About the Presenter**
- **Business Acumen**
- **Building the Culture**
- **Building the Workplace**
- **Building the Goals**

About the Presenter

- **1 Daughter**
- **2 Parishes (in Barbados)**
- **3 Countries**
- **7 States (in USA)**
- **9 Airplanes (6 Actual & 4 Sim)**
- **BS & MS Aeronautics**
- **NASA, FAA, Alaska Airlines, The Boeing Company**

Business Acumen

- ("**Business savvy**" and "**business sense**" are often used as synonyms) is keenness and quickness in understanding and dealing with a "**business situation**" (risks and opportunities) in a manner that is likely to lead to a good outcome.
- As a Safety Professional, do you feel this is important to you?

Business Acumen (Winning in the Marketplace)

- **Product design and manufacturing quality**
- **Product reliability and ease of/lack of maintenance**
- **Product performance against peer companies' offerings**
- **Price flexibility**
- **Delivering on promises**
- **Customer support and service**

Business Acumen (Accountability)

- **Senior Leadership**

- **Senior safety manager reports directly to the company's Chief Executive**
- **Safety performance has to be component of executive compensation**
 - **Productivity, profitability, safety**

Business Acumen (Accountability)

- **All Levels of Management**
 - **Authority to take action**
 - **Stop work for safety**
 - **Purchase power, for safety**
 - **Reward for safety**
 - **Safety performance a component of management compensation**
 - **Develop a standard metric, that managers can have a cause and effect on**

Business Acumen (Accountability)

- **All Departments**
 - **Participate in Safety performance**
 - **Safety performance metrics standardized**
 - **Risk Reducing activities (Proactive & Predicative Safety)**
 - **Injury Reduction activities (Reactive Safety)**

Employee Participation

- **Employees embedded in work groups, who focus on safety**
- **Employee involvement teams**
- **Employees reporting safety concerns**
- **Employees participating in incident/accident investigations**
- **Employees participate in hazard mitigation determination**
- **Employees provide feedback after implementation of corrective plan**

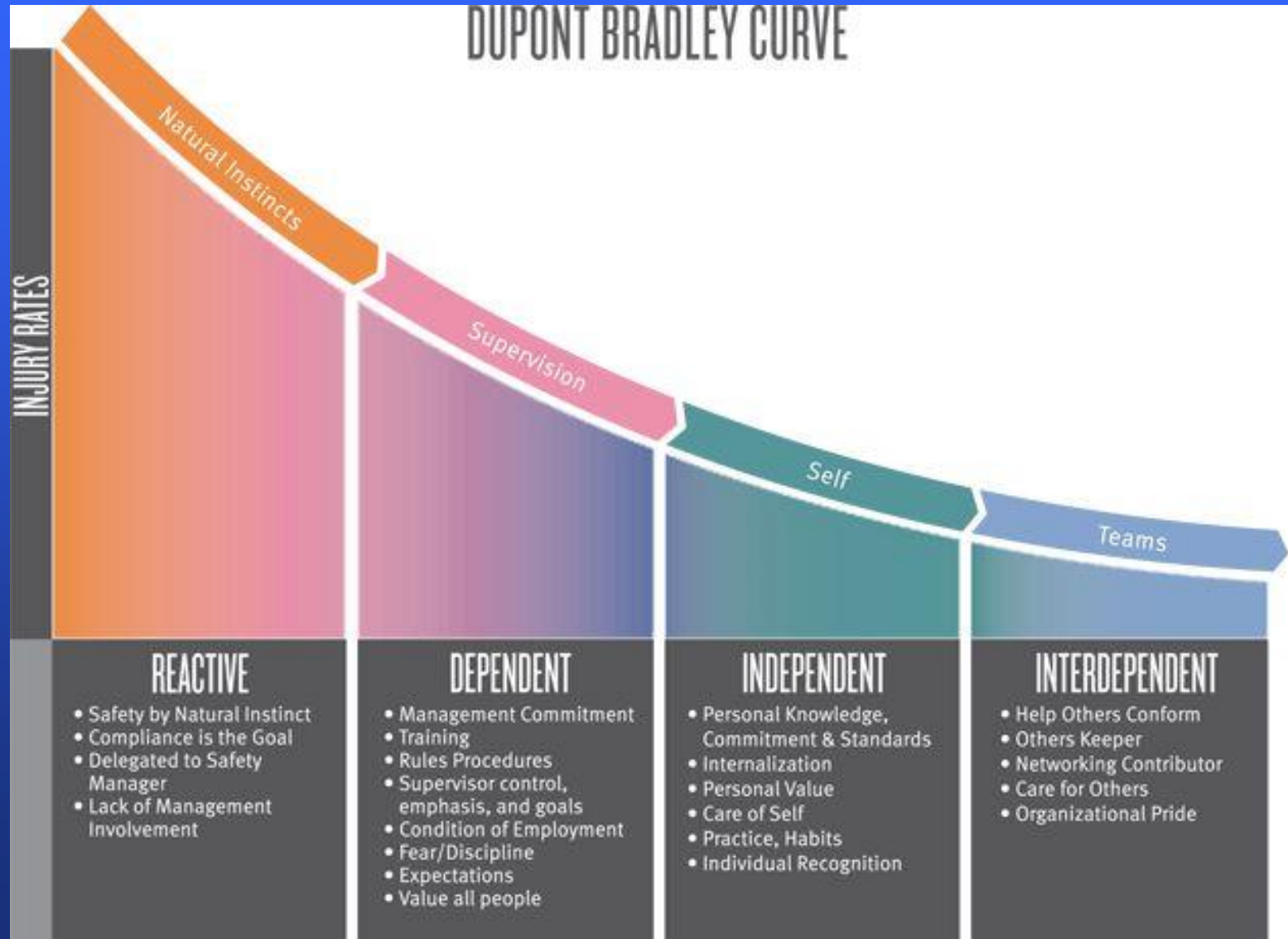
CULTURE

- **Your company already has a culture**
 - **What does the organization believe about the product?**
 - **What does the organization believe about the production system?**
 - **What does the organization believe about safety?**

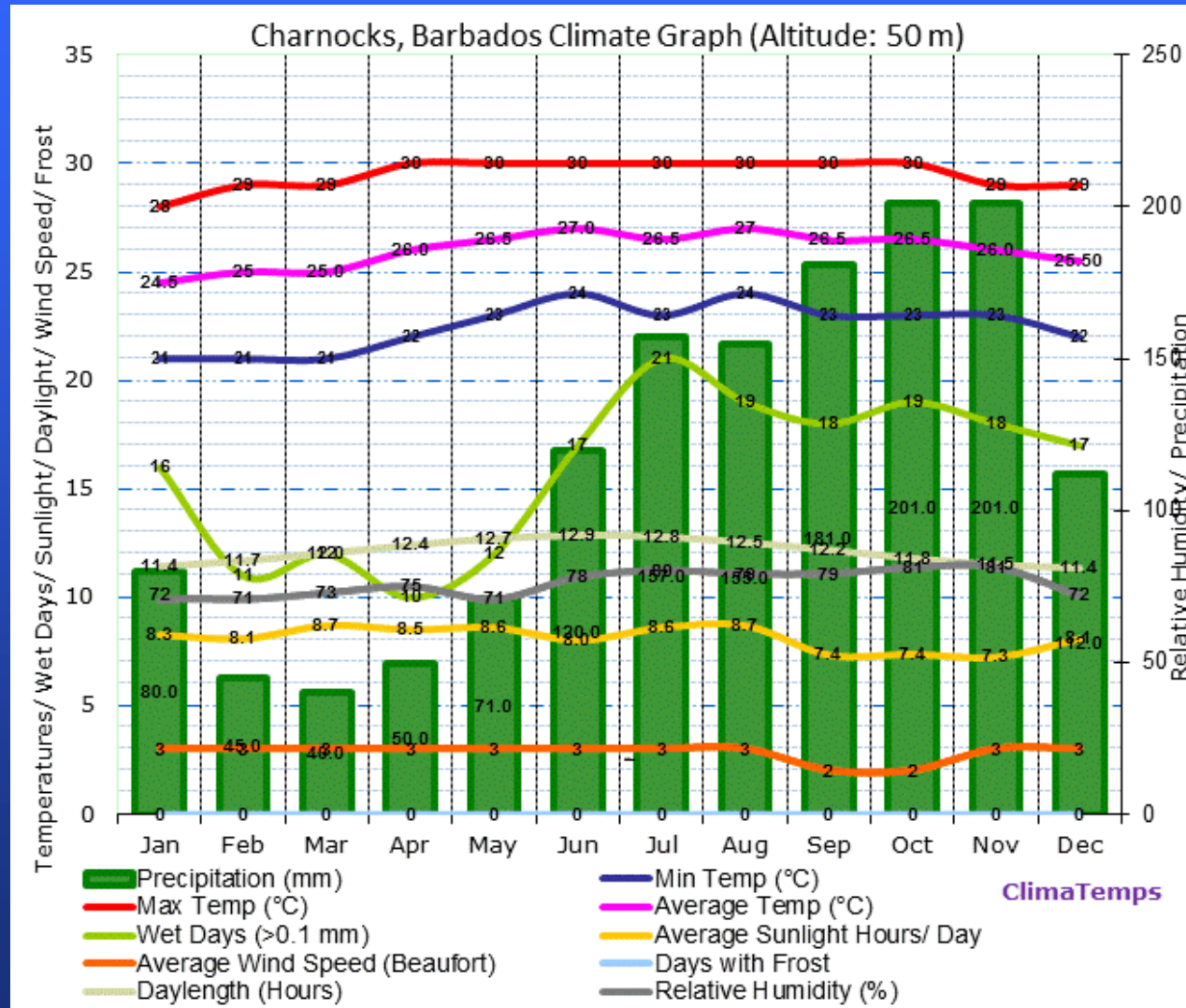
Culture

- **What is your organization's safety culture?**
 - **Heroes and legends**
 - **Safety Cops**
 - **Accountable (Plural)**

Building a Culture



Culture is like the Weather



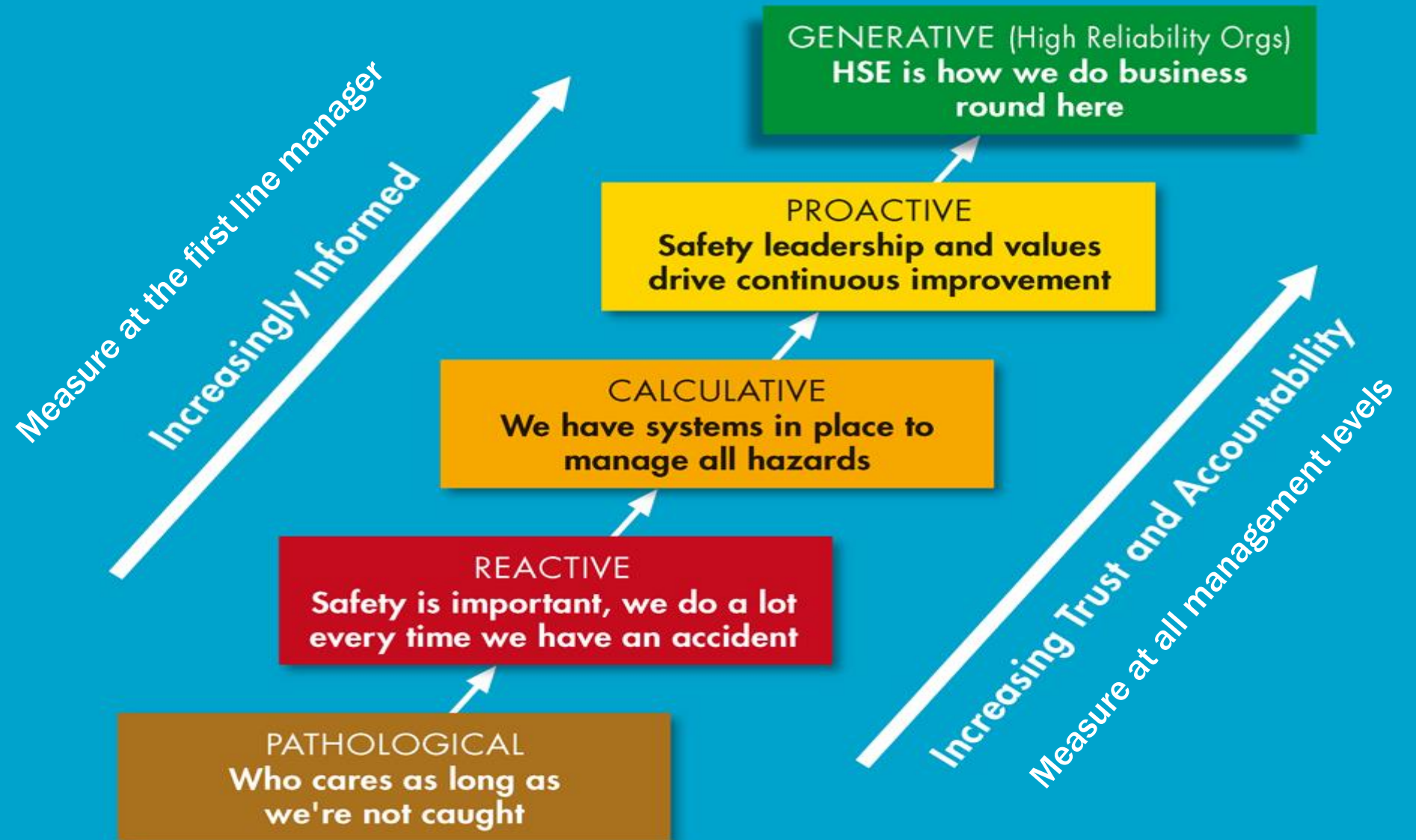
Measuring Culture



Measure what you can see:
SAFETY CLIMATE

To determine what you can't:
SAFETY CULTURE

Safety Climate



Moving the Culture Needle

- **Build safety into your standard operating cadence**
 - **Develop resources your managers can use for well being/safety in the workplace**
 - **Recognize safe behavior**
 - **Integrate safety readiness into daily production readiness reports**
 - **Incentivize proactive safety activities**

Building the Workplace

- **Do you really know what your company is doing?**
- **Do you have a Job Hazard Analysis(JHA/JSA) for each job?**
- **Do you have a detailed risk assessment of the work area?**
- **Do you have historical near miss data?**
- **Do you have historical injury data?**

Getting the Ball Rolling

- **Change in regulatory requirements**
- **Compliance Inspection**
- **Major Spill**
- **Major Incident that could have lead to loss of life**
- **Major Accident that lead to a loss of life**

Safety First

- You need a quick SAFETY win
- Safety is complex
- This is a cultural event
- Unsustainable over the long run

Safety First

- **When you have a problem but not a plan**
 - **Major accident or multiple high hazard incidents**
- **Quality & productivity are usually also suffering**
- **No delivery discipline**
 - **Schedule is more of a suggestion and less of a plan**

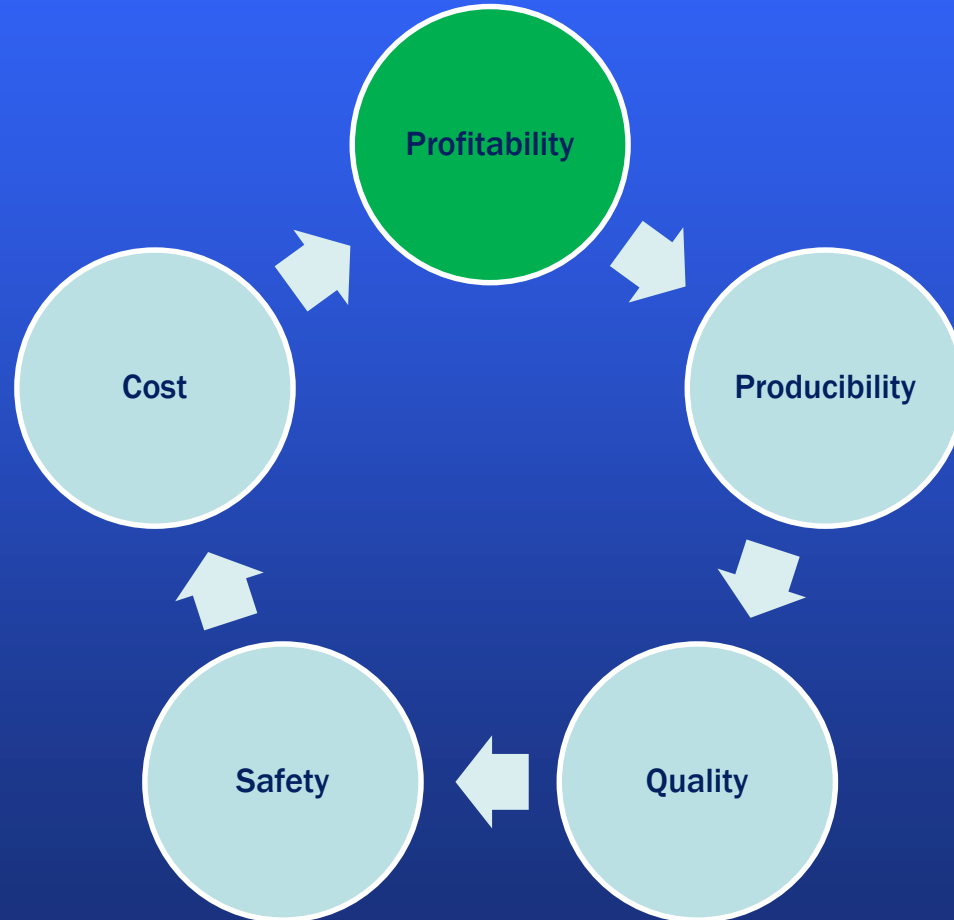
Safety First

- **Goal**
 - Reduce something (LWDC, Recordable)
- **Start a Reactive Safety Culture**
 - Increase your minor incident reporting
 - Change the conversation around reporting
 - Grow your near miss reporting
- **Progress to a Proactive Safety Culture**
 - Hazard identification prior to an event
 - Hazard mitigation prior to an event

Safety Fourth

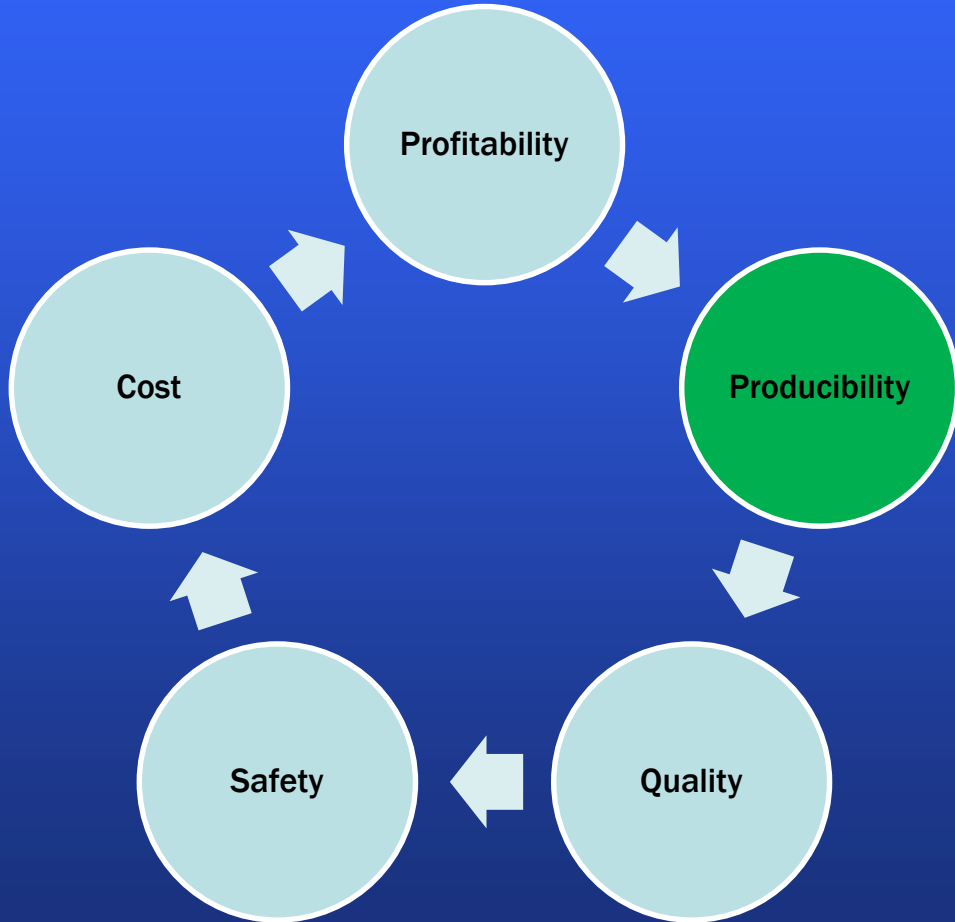


The Right Offerings



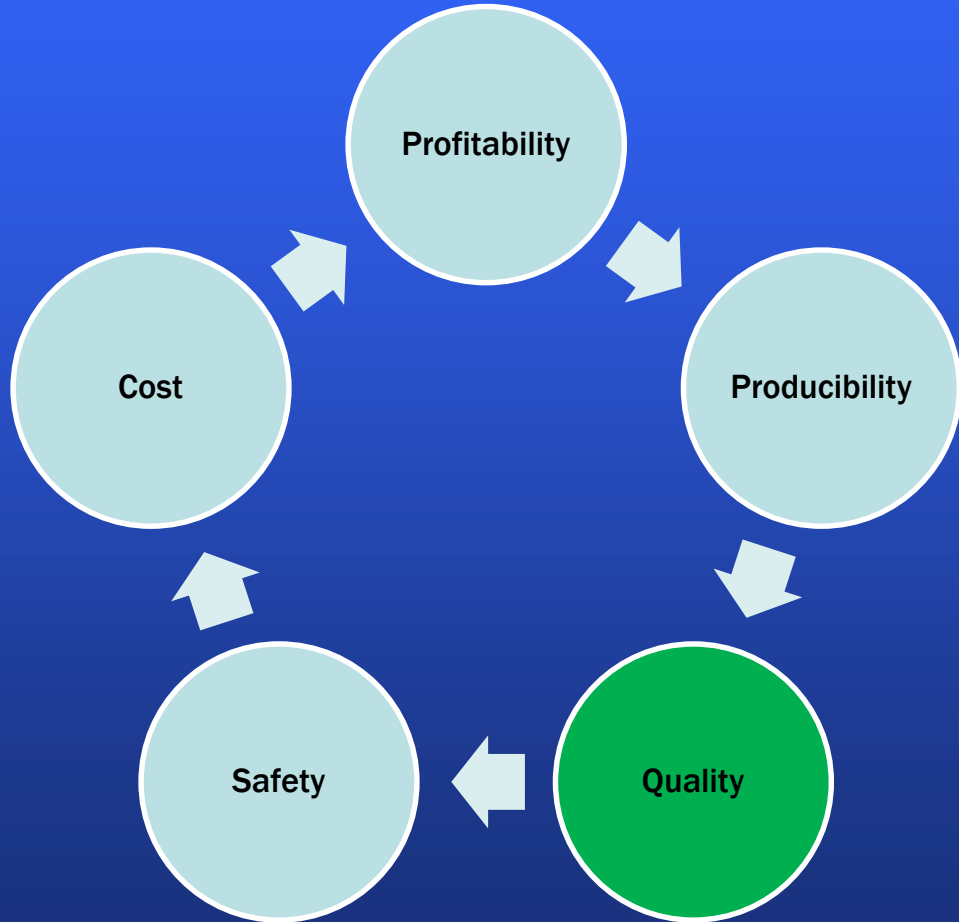
- The right product offering
- Well positioned in the market
- Price Flexibility

Manufacturing Excellences



- Ability to build as designed
- Ease of manufacturing
- Rate flexibility
- Standardized build processes
- Delivery Discipline

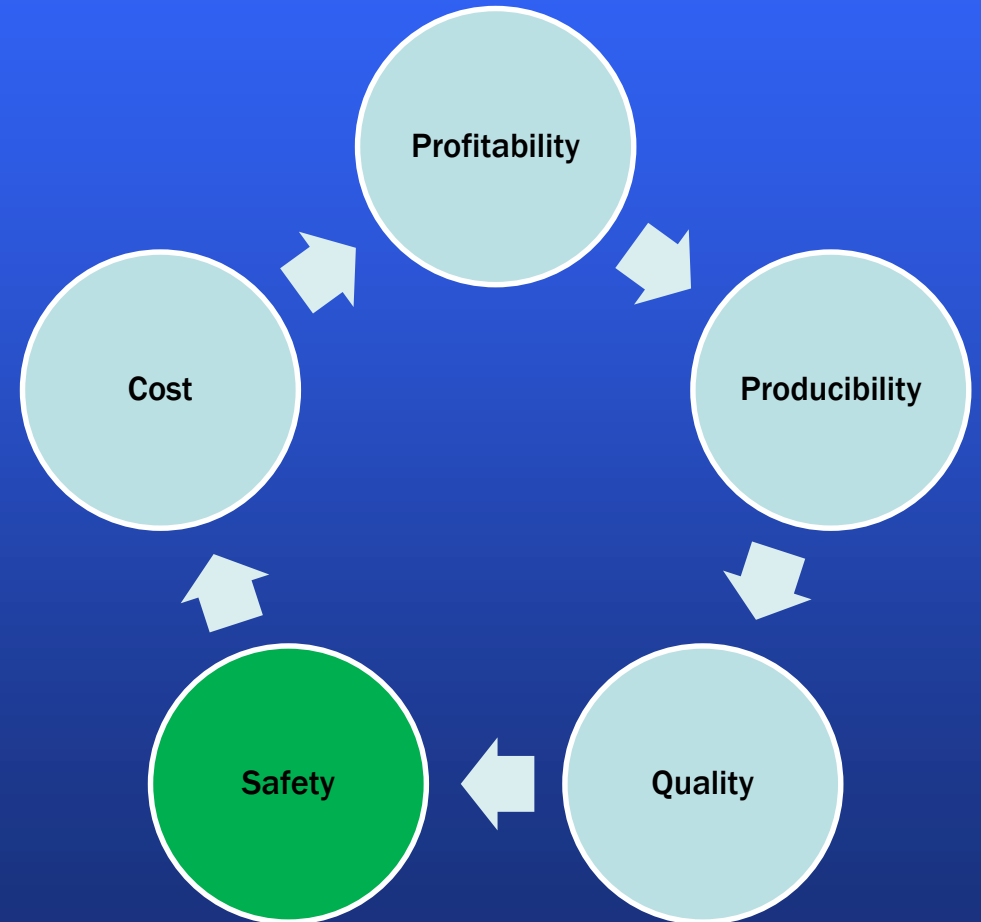
Peace of Mind



- 1st time quality
- Rate flexibility
- Eliminate rework
- Delivery discipline
- Customer value

Competitive Advantage

- Engineered out hazards
- Residual hazards identified
- Predictive safety
- Rate flexibility
- Reduced training



It all Adds Up

- Easy to produce
- 1st time quality
- Reduced injury
- Reduced safety training
- Increased productivity



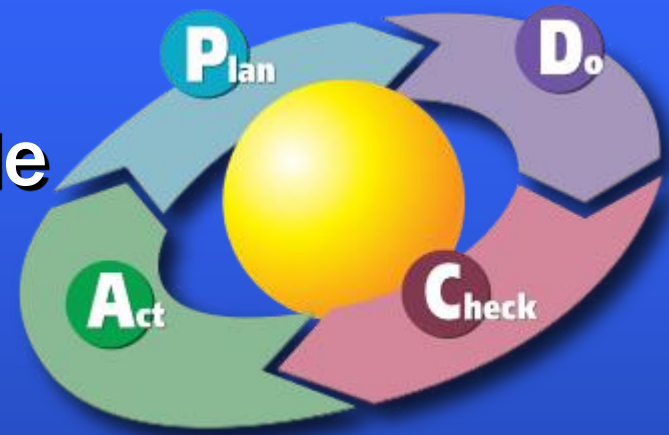
Growth

- Increased market share
- Stakeholder value
- Customer focused
- Delivery discipline
- Defend against competitors



Why Safety Fourth

- Its part of the PDCA management cycle
- Safety is key
 - Safety is not the business we're in
 - Military, Police, Fire Fighters, Manufacturing



From Safety 1st to Safety 4th

- **Safety 1st is an awakening**
 - No longer placing self above others
 - No longer accepting that hazards are the status quo
 - No longer believing that someone else is going to fix it
- **Safety 4th plan for success**
 - Build on the successes of a culture change
 - Building connections between hazards and the design
 - Use the wealth of data created by Safety 1st to predict hazards
 - Design solutions that remove the choice between productivity, quality & safety
 - Design intuitive solutions that require less training with multiple applications

Building the Goals

- **Improve overall Safety Culture**
- **Reduce Recordable Injury Rate**
- **Reduce Lost Work Day Cases**
- **Increase near miss reporting**
- **Complete (x) number of safety improvement projects**
- **Review effectiveness of safety improvements**

Building the Goals

- A “pinch” of culture
- A “dash” improving safe working conditions
- A “splash” demonstrating improved safety performance

Building the Goals



Building the Goals



Q & A

