Changing Your Safety Culture to Prevent Accidents and Injuries
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Human Factors

95% or more accidents and injuries are related to human factors.
Primary Causes of Accidents:

- Half of injuries are caused by a loss of focus.
- Half of injuries are caused by the mindset “it won’t happen to me.”
Conventional Approach

- PPE
- SOPs
- OSHA Training
- Audits & Inspection
- Observation
Conventional Approach

Can take 5 – 10 years to produce significant change
Culture Change

Can produce significant change in 1 – 2 years
Culture Change

- Approximately 50% reduction in recordables in 1 year
- Approximately 80-90% reduction in recordables in 5 years
Culture Change

Save up to twice your annual w/c payment over 5 years.
The Mind

Wear your PPE

“It won’t happen to me”
“Human beings can alter their lives by altering their attitudes and mind.”

William James
Treat Employees Well

You have to recognize that people are still most important.

Herb Kelleher, CEO Southwest Airlines
Focus on People

In order for Alcoa to be a world-class company, it first had to be the safest.

Paul O’Neill, (Retired) CEO, ALCOA
Myth #1: Crisis is a powerful impetus for change.

Reality: Only a small percent of people can make a healthy, sustainable, lifestyle change.

May, 2005: Fast Company
Myth #2:
Change is motivated by fear.

Reality:
Compelling, positive visions of the future are much stronger inspirations for change.

May, 2005: Fast Company
**Myth #3:**

The facts will set us free.

**Reality:**

When a fact doesn’t fit our personal reality, we reject it. Change is best inspired by emotional appeals rather than factual statements.

*May, 2005: Fast Company*
Myth #4:
Small, gradual changes are always easier to make and maintain.

Reality:
Radical sweeping changes are often easier than gradual changes because they quickly yield benefits.

May, 2005: Fast Company
Myth #5:

We can’t change because our brains become ‘hardwired early in life.’

Reality:

Our brains have extraordinary ‘plasticity’. We can continue learning complex things throughout our lives.

May, 2005: Fast Company
Crisis

Using a single level approach:
- a smaller number can make a healthy, sustainable change

Using a multi-level approach:
- a significantly higher number can make a healthy sustainable change
Multi-Level Approach

- Evaluate
- Train and involve everyone
- Reinforce
- System & structure
- On-going support
For more information call:

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