

Strategy - The Missing Component of Safety Excellence



Shawn M. Galloway
President, COO
ProAct Safety, Inc.

— THE 72ND ANNUAL —
**PPSA SAFETY AND
HEALTH CONFERENCE**

Copyright © 2015, ProAct Safety, Inc. All rights reserved.

ProAct Safety, Inc. owns all rights, including the rights in the copyright of these materials. No rights to reproduce, transfer, assign, or create derivative works based on these materials are granted without written permission of ProAct Safety, Inc.

Please direct inquiries to:

ProAct Safety, Inc.

P.O. Box 8487

The Woodlands, TX 77387-8487

936.273.8700 936.273.9177 (fax)

Email: info@proactsafety.com

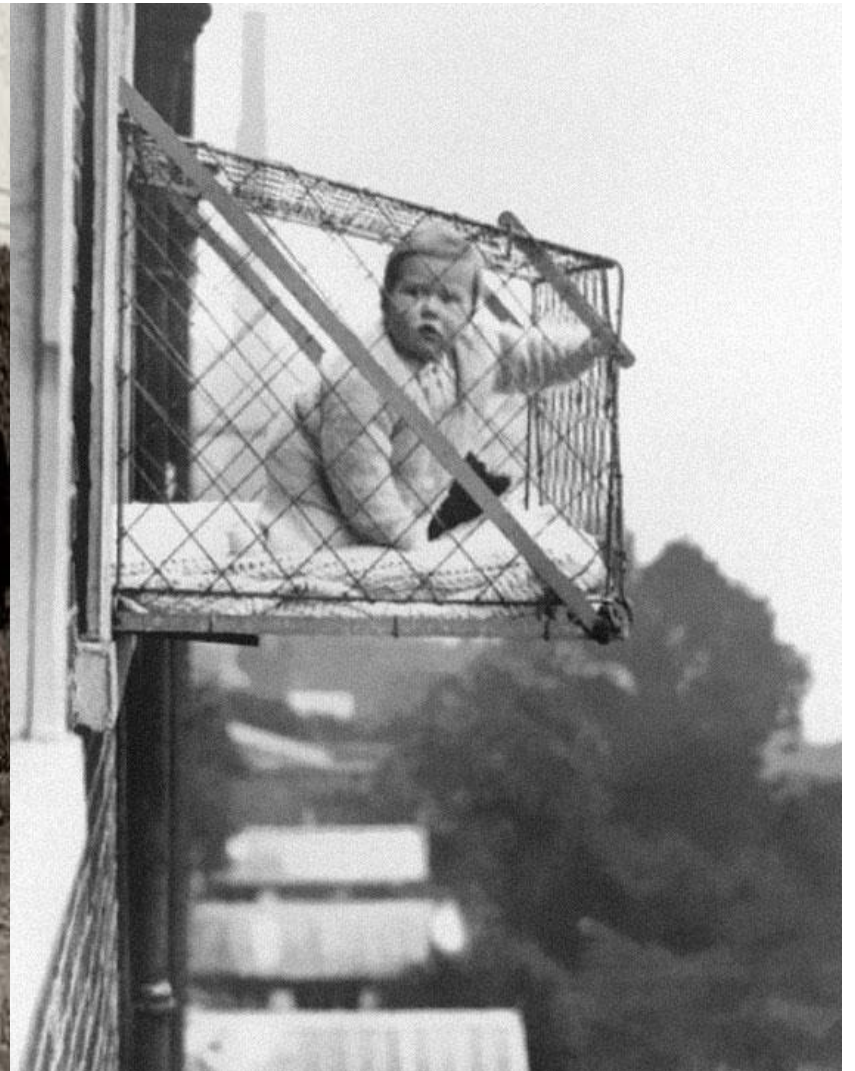
Website: <http://www.proactsafety.com>

We have come a long way...

1927



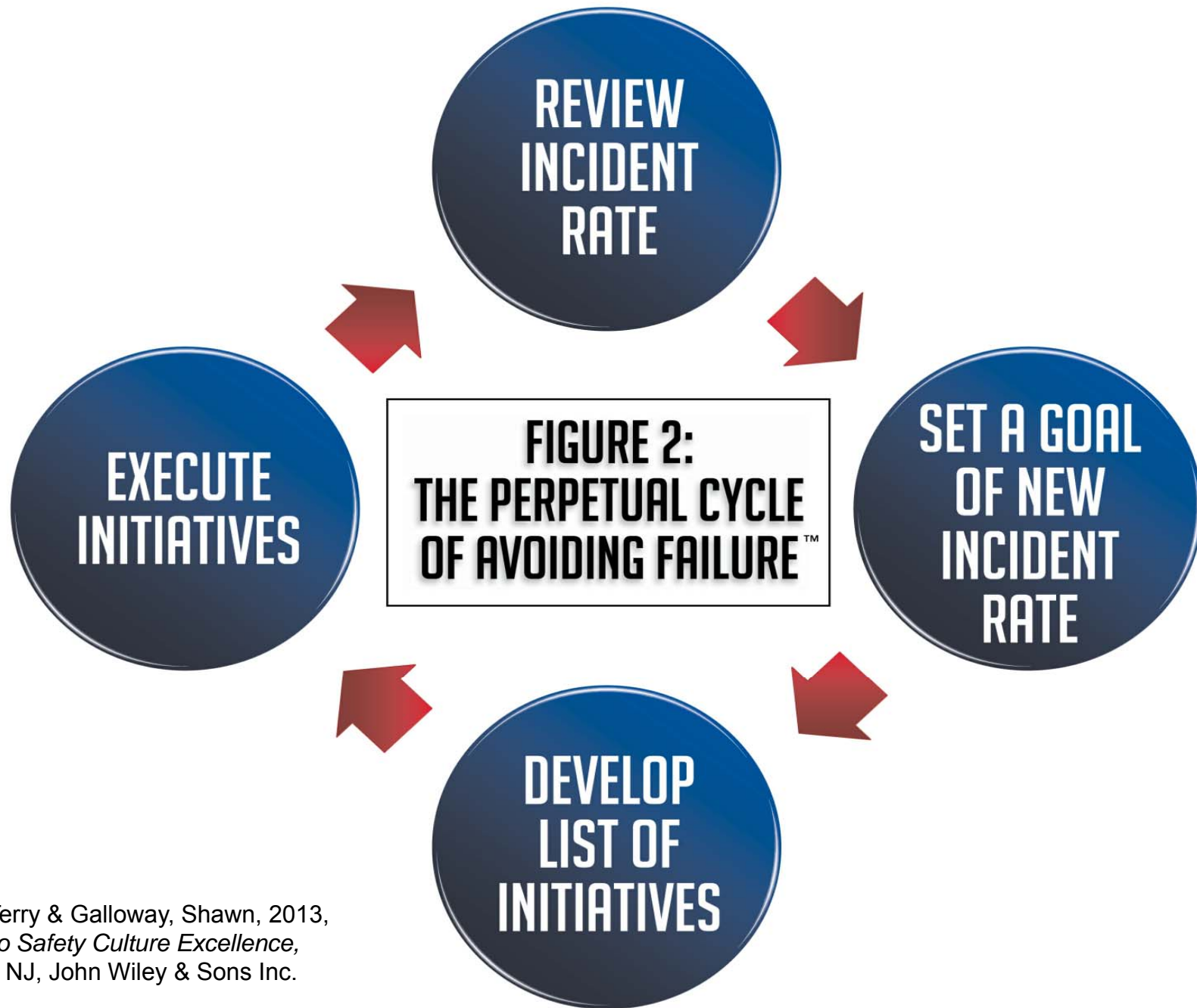
1934





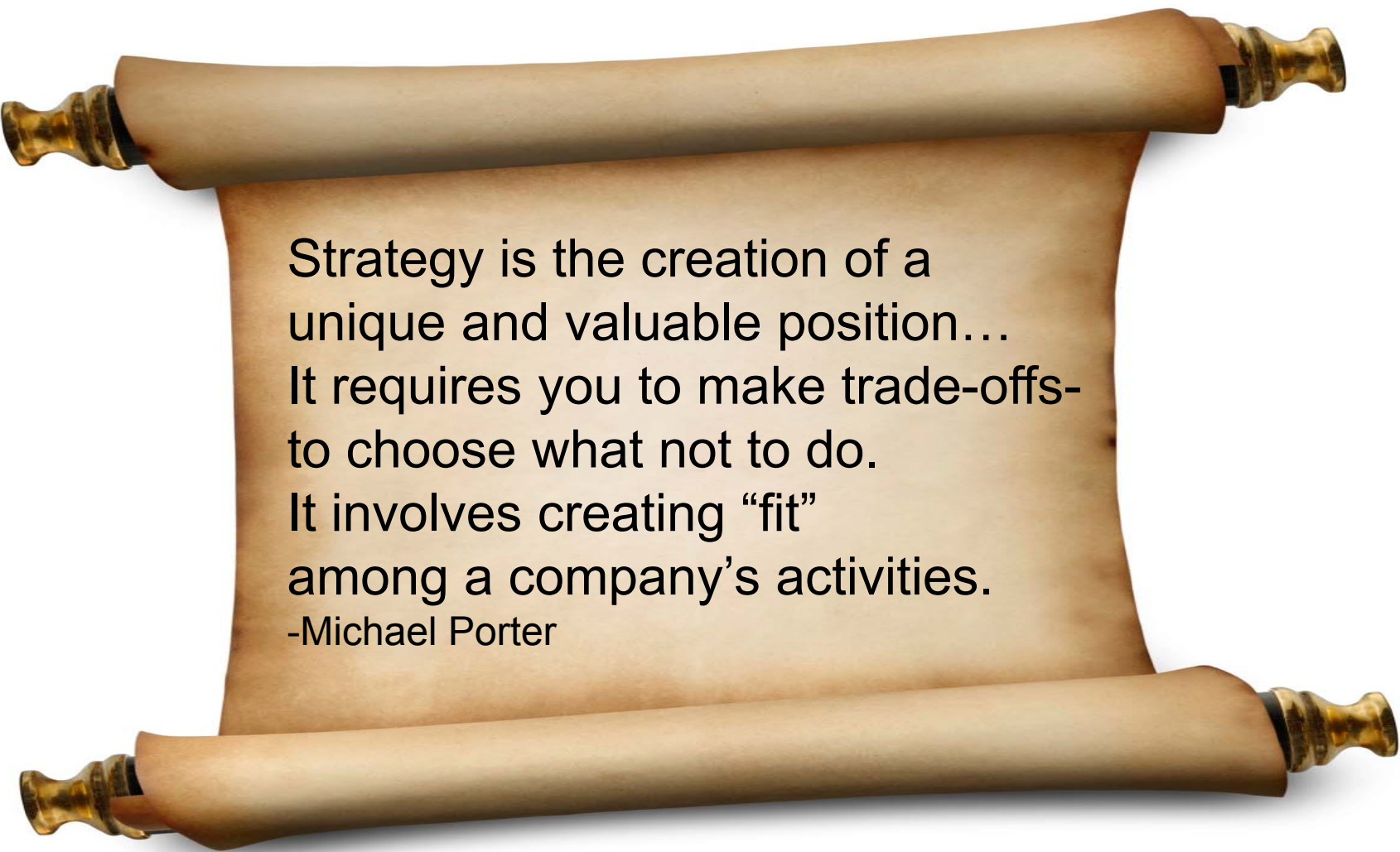


"We've updated the company manual."



Mathis, Terry & Galloway, Shawn, 2013,
STEPS to Safety Culture Excellence,
Hoboken NJ, John Wiley & Sons Inc.

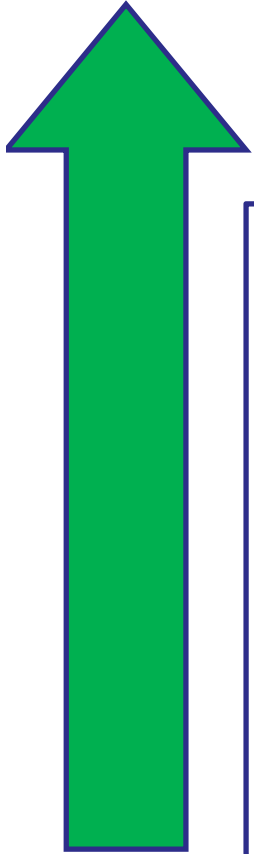
Strategy

A scroll with a light brown, parchment-like texture is unrolled, revealing text. The scroll is held by two golden-brown, ornate handles. The text is written in a black, sans-serif font.

Strategy is the creation of a
unique and valuable position...
It requires you to make trade-offs-
to choose what not to do.
It involves creating “fit”
among a company’s activities.
-Michael Porter

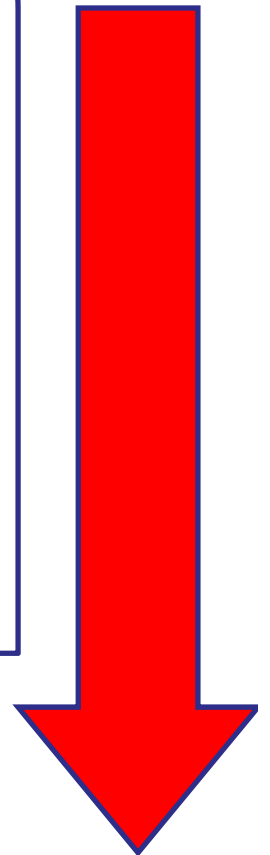
Strategy is a framework of choices or tradeoffs the organization makes to determine how to capture and deliver value.

Strategy, therefore, is how do we win?

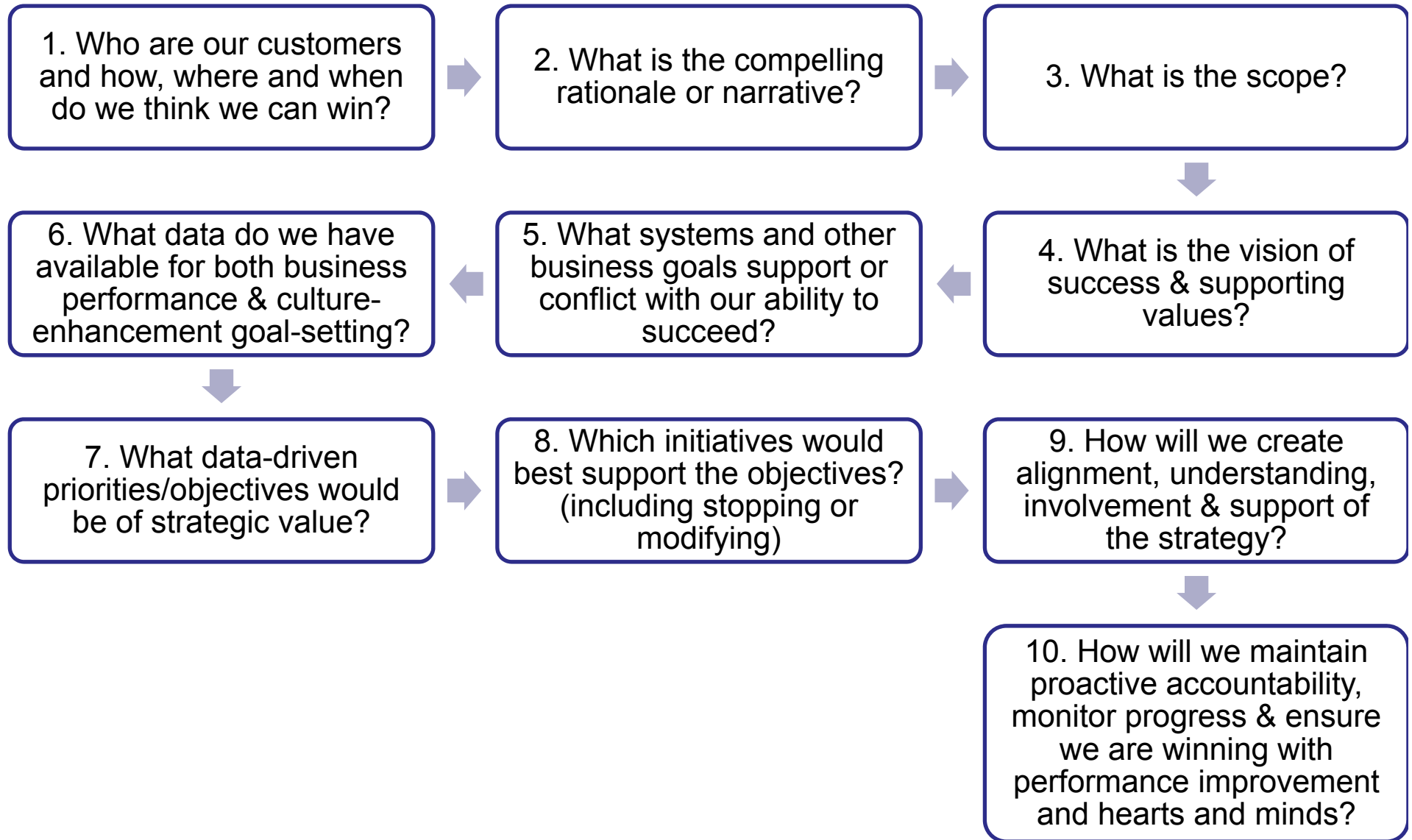


Strategy to Win:
Differentiate
with New or
Increased Value
to Generate
Interest &
Loyalty

Strategy to Fail
Less: Compete
with Production,
Attention and
on Price to
Minimize
Negatives



ProAct Safety Strategic ChoicesSM



ProAct Safety Strategic ChoicesSM

1. Who are our customers and how, where and when do we think we can win?

ProAct Safety Strategic ChoicesSM

2. What is the compelling rationale or narrative?

ProAct Safety Strategic ChoicesSM

3. What is the scope?

ProAct Safety Strategic ChoicesSM

4. What is the vision of success & supporting values?

ProAct Safety Strategic ChoicesSM

5. What systems and other business goals support or conflict with our ability to succeed?

ProAct Safety Strategic ChoicesSM

6. What data do we have available for both business performance & culture-enhancement goal-setting?

ProAct Safety Strategic ChoicesSM

7. What data-driven priorities/objectives would be of strategic value?

ProAct Safety Strategic ChoicesSM

8. Which initiatives would best support the objectives? (including stopping or modifying)

ProAct Safety Strategic ChoicesSM

9. How will we create alignment, understanding, involvement & support of the strategy?

ProAct Safety Strategic ChoicesSM

10. How will we maintain proactive accountability, monitor progress & ensure we are winning with performance improvement and hearts and minds?

**FIGURE 18:
MILESTONES ON THE
STEPS PATHWAY™**



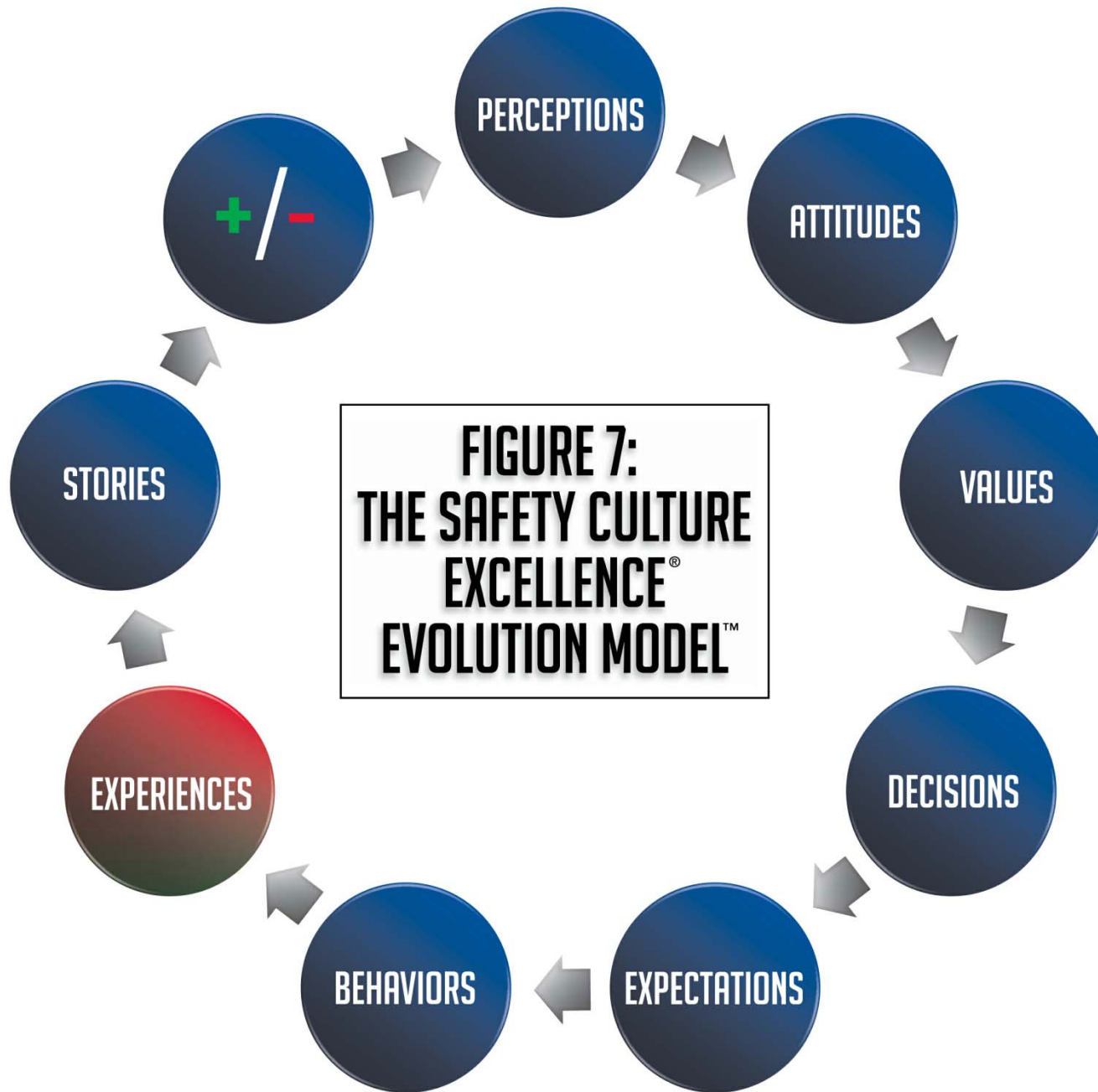


FIGURE 19: THE FOUR PILLARS OF SAFETY CLIMATE™

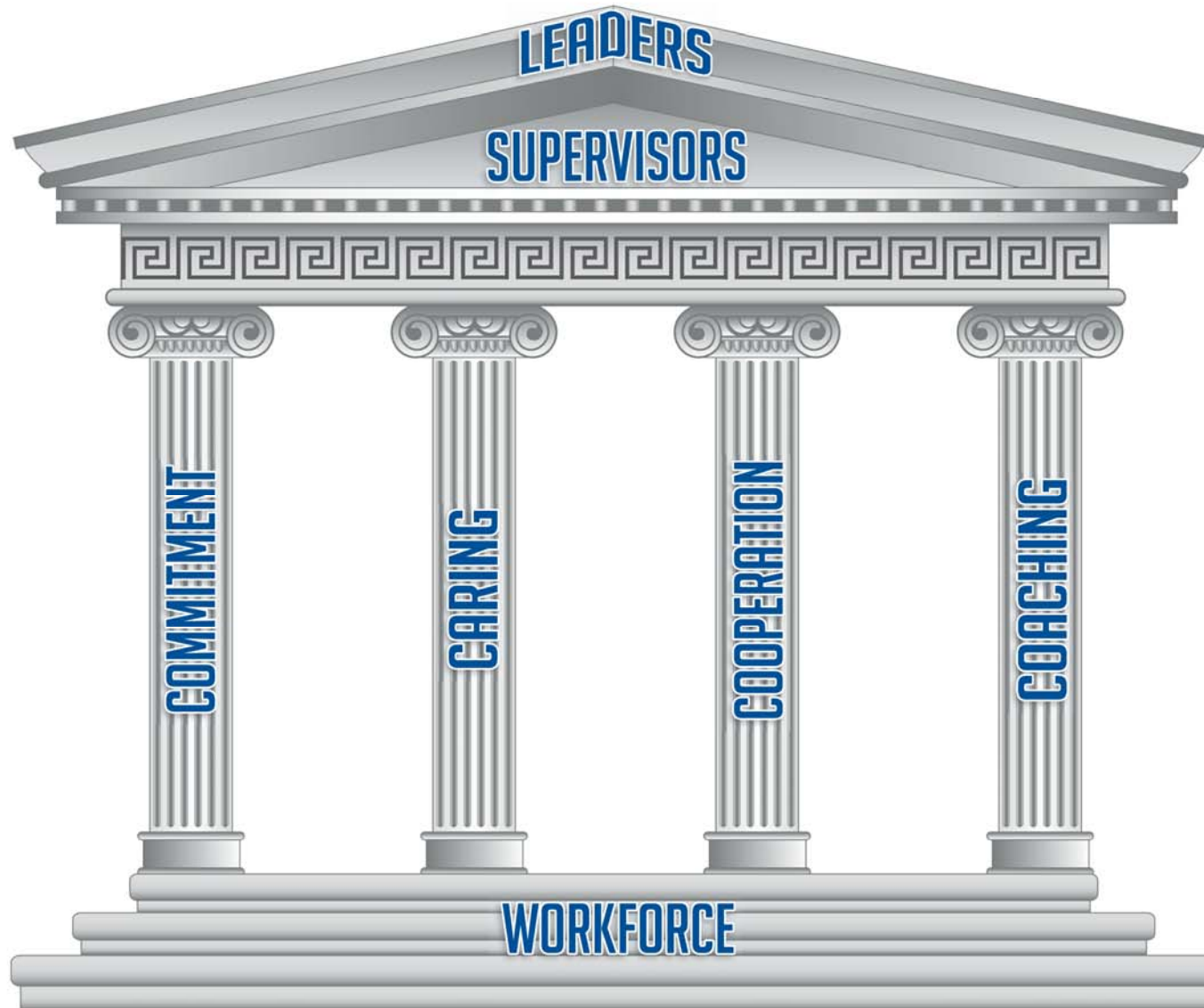
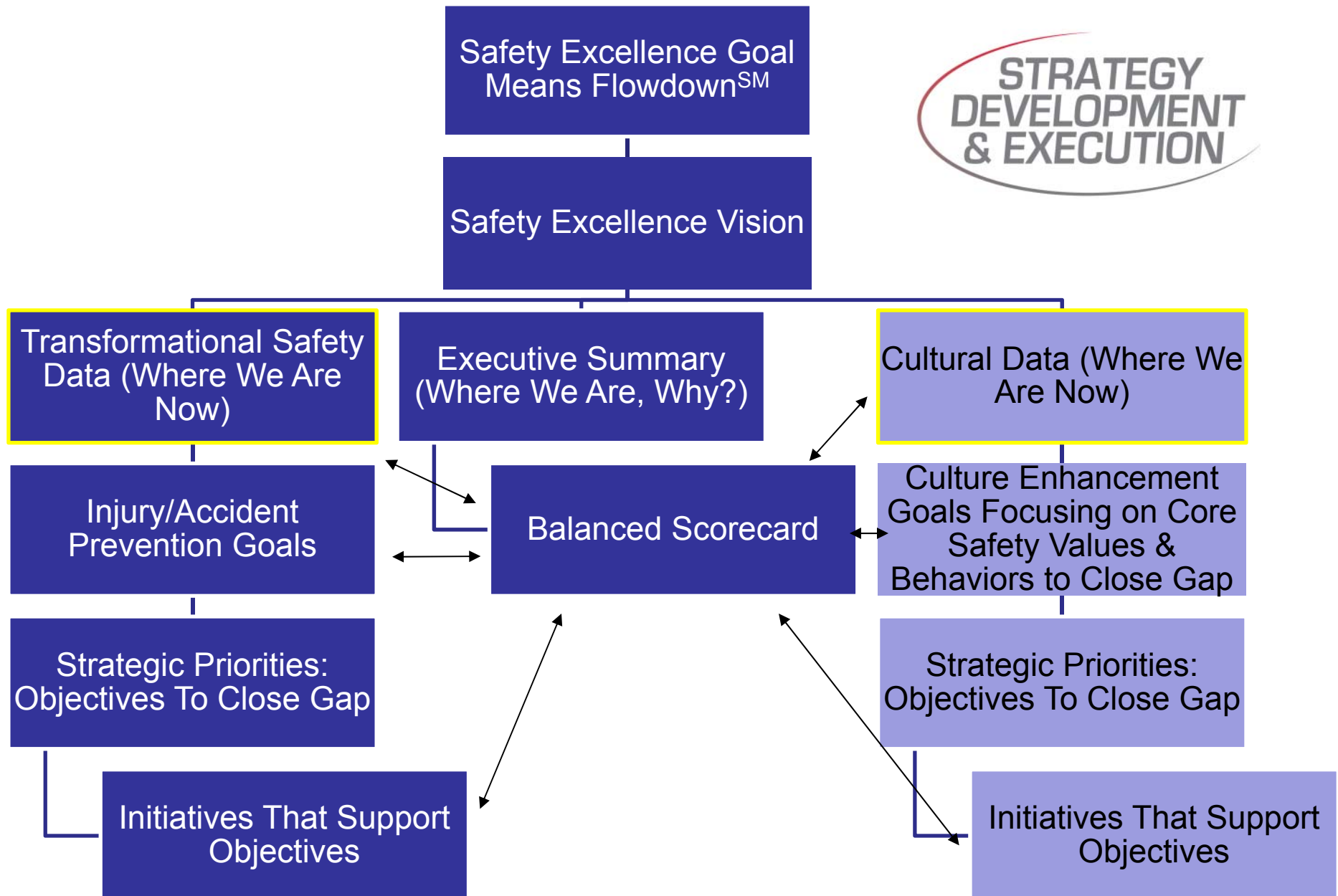


FIGURE 21: THE CHEMISTRY OF SAFETY CULTURE EXCELLENCE™





Improving Measurement

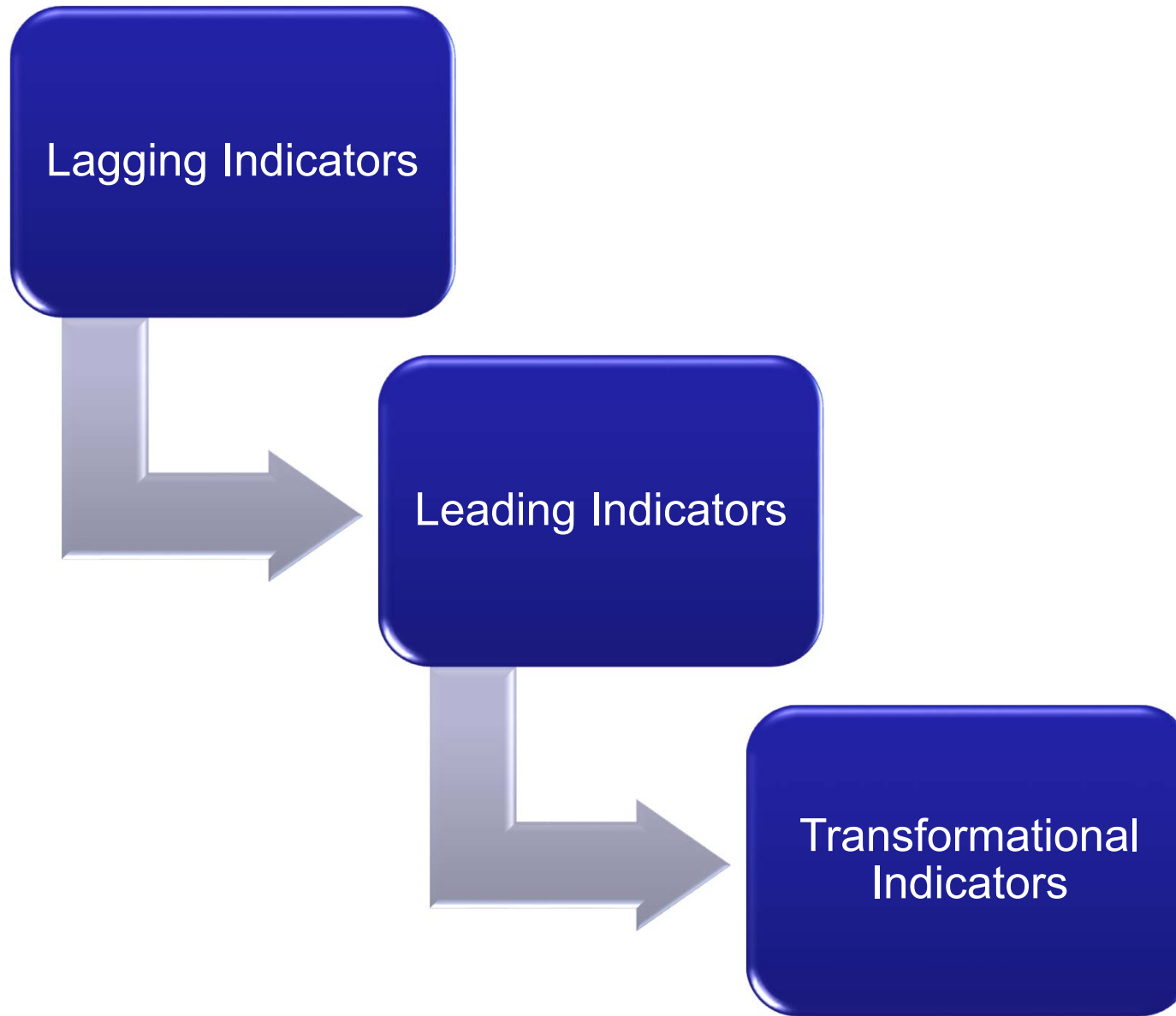
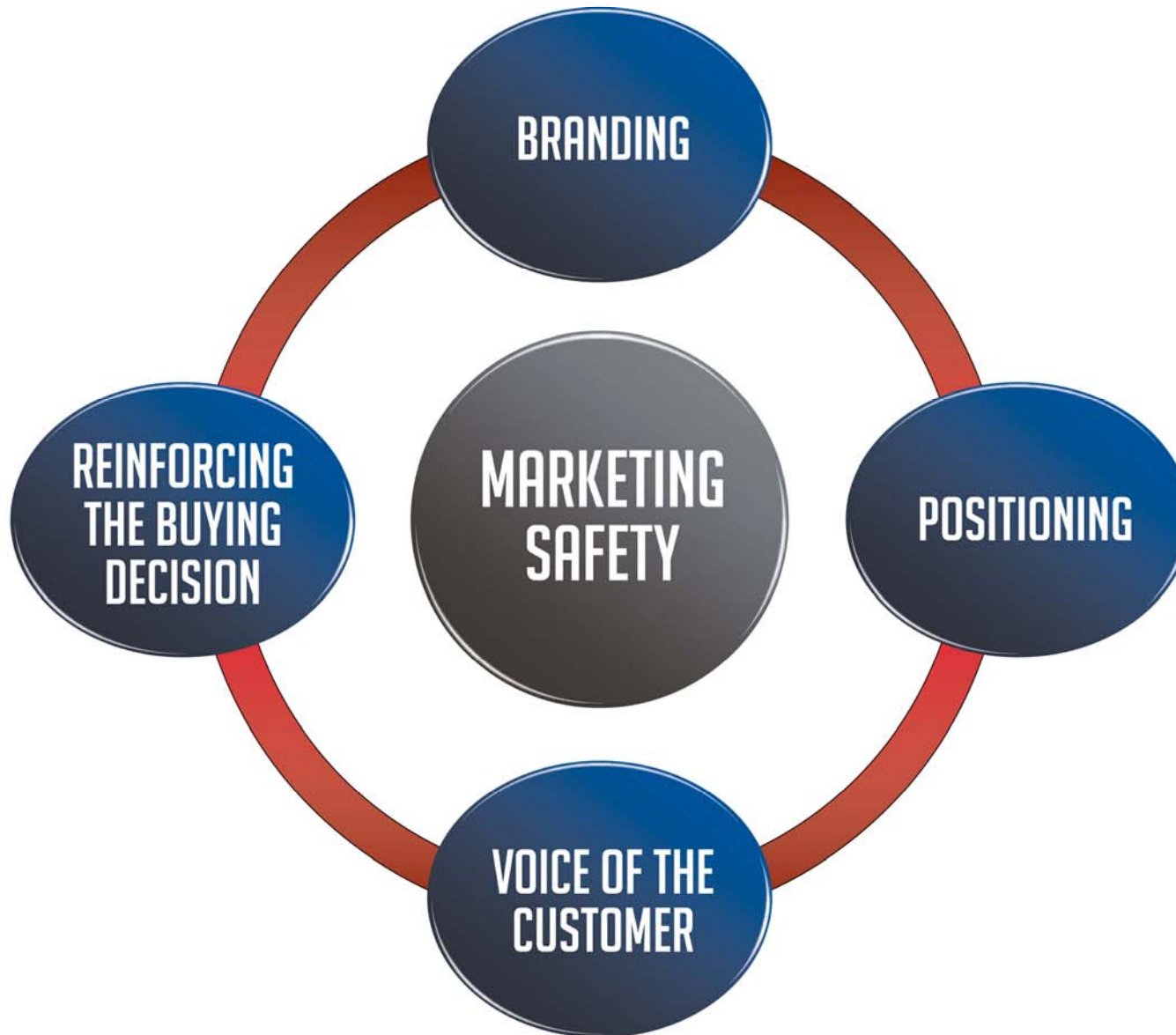
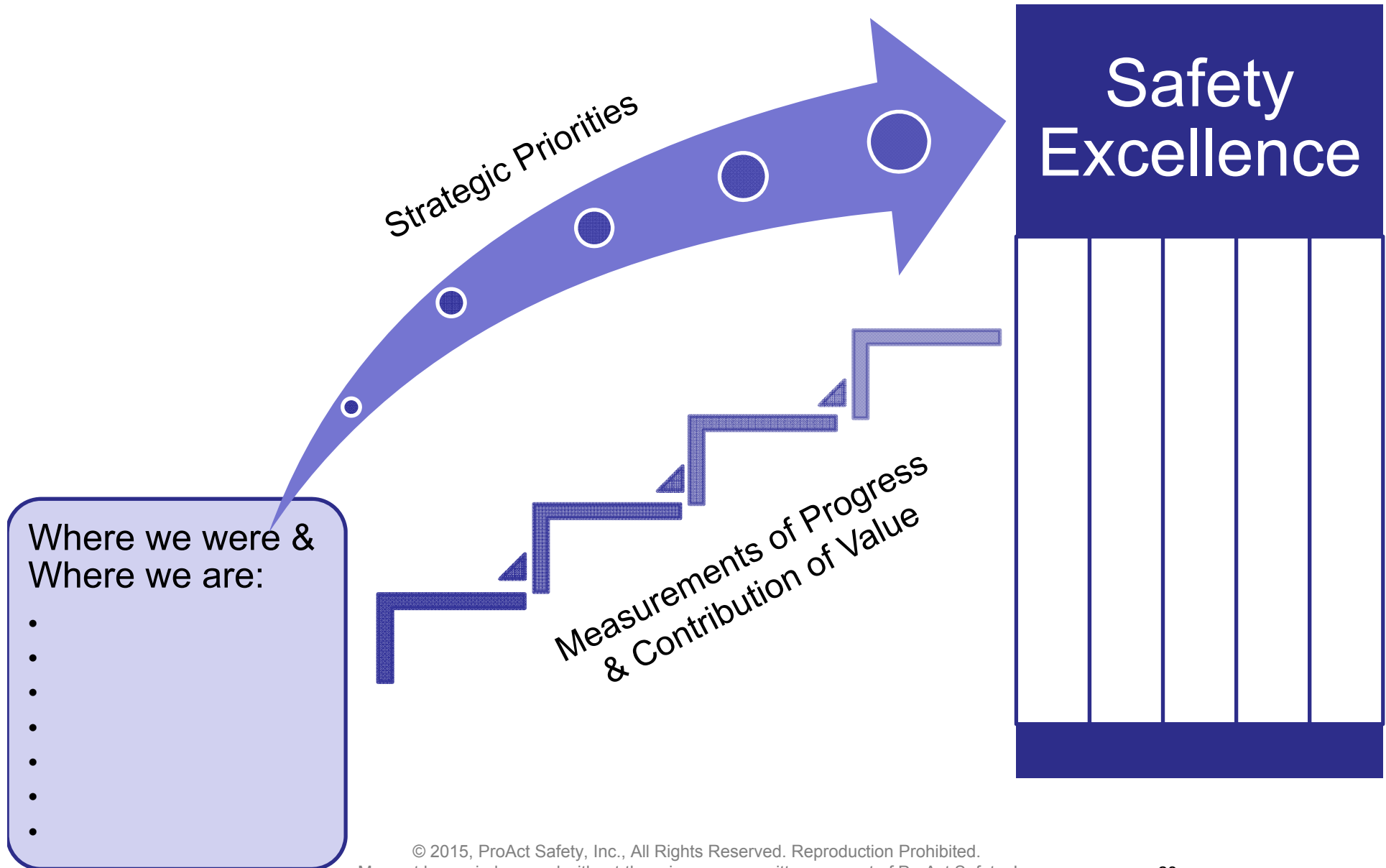


FIGURE 15: FOUR VITAL ELEMENTS OF MARKETING SAFETY™



Safety Strategy (Next 3 -5 Years...)



Zero Injuries is the byproduct of the value of safety excellence. It should never be the final objective or goal.





CULTURAL & ORGANIZATIONAL
SAFETY ASSESSMENTS

INCENTIVES AND REWARDS
MOTIVATION ANALYSIS

Keynote
Speaking

Leadership
SAFETY COACHING

Lean
BEHAVIOR-BASED
SAFETY

SAFETY
MEASUREMENTS/METRICS

SAFETY
PERCEPTION
SURVEYS

seminars
& workshops

STEPS To
Safety Culture
Excellence
Strategic Targets for
Excellent Performance
in Safety

STRATEGY
DEVELOPMENT
& EXECUTION

TRANSFORMATIONAL
PARETO ANALYSIS

STEPS to
Safety Culture
Excellence
WILEY

Strategy

Leadership

Culture

Performance

Further Tools

www.ProActSafety.com/Insights



[Articles and White Papers](#)



[Latest Newsletter](#)



[Press Releases](#)



[Safety Culture Excellence App](#)



[Safety Culture Excellence Podcasts](#)



[Safety Links](#)

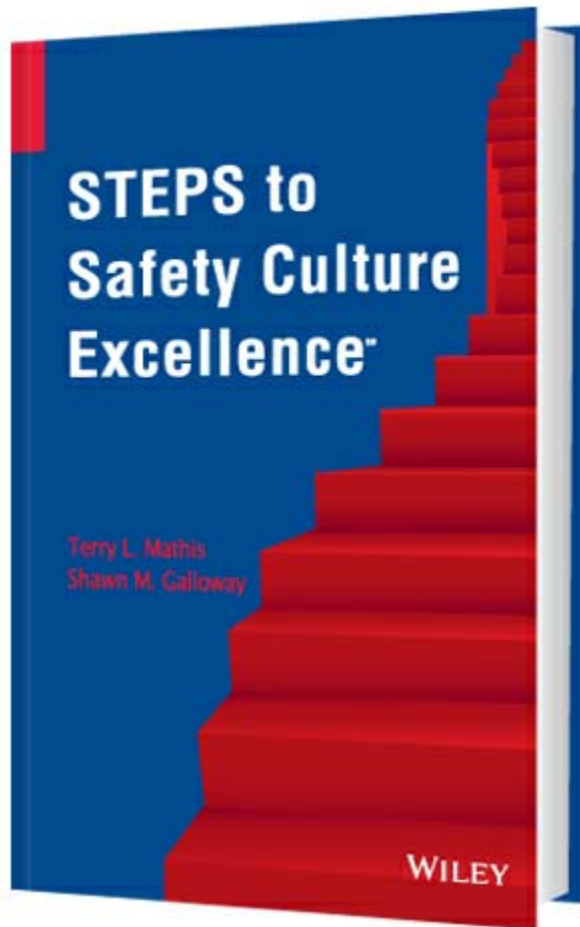


[STEPS to Safety Culture Excellence](#)



[Videos](#)

www.SafetyCultureExcellence.com



Shawn M. Galloway
President, Chief Operating Officer
ProAct Safety
+1.936.273.8700
1.800.395.1347
sgalloway@ProActSafety.com



YouTube



LinkedIn

amazon

Consulting

Expert On-Demand

Keynote Speaking

Workshops