

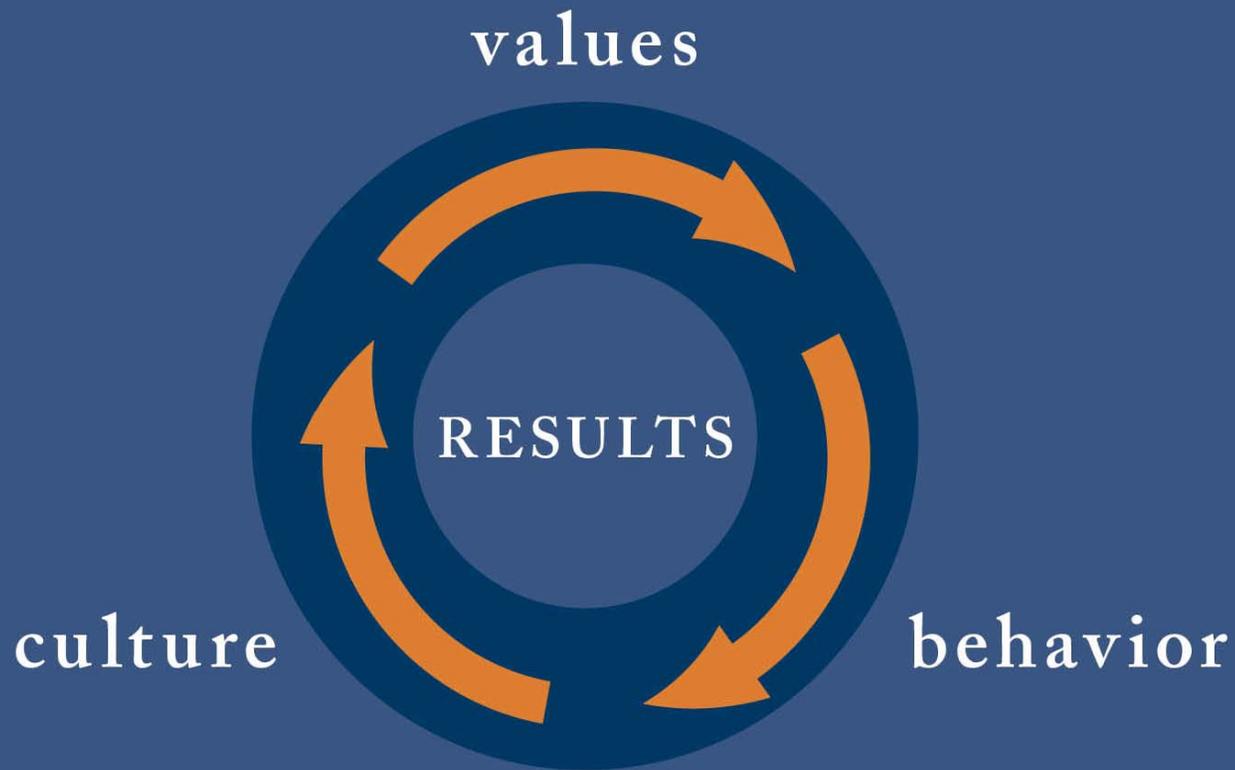
Attributes of A Desired Safety Culture

A Leader's Responsibility

Rodney Grieve

BRANTA Worldwide, Inc.

What Is “Safety”?



The “Be Safe” Mentality



The unintended consequence of the OSHA Recordable Injury and Illness Rate.

The “Be Successful” Mentality

- **Values: Be Aware**

STATE
SPEED
LIMIT

55





Our Values

- Accountability
- Transparency
- Excellence
- Innovation
- Integrity
- Teamwork
- Customer Delight
- Loyalty
- Respect
- Discipline
- Reliability
- Quality

We Know What We Know

We Know What We Know

Lessons Through Experience

Learned, usually quickly, by participating in or witnessing an event so significant that it changes the way we think and behave.

Lessons Through Effect

Learned, usually over time, by the reinforcement of consequences arising from a specific behavior.

Through The Lens Of Safety. . .

- Accountability
- Transparency
- Excellence
- Innovation
- Integrity
- Teamwork
- Customer Delight
- Loyalty
- Respect
- Discipline
- Reliability
- Quality

Living Our Values

“It is not hard to make decisions when you know what your values are.”

- Roy Disney

The “Be Successful” Mentality

- **Values: Be Aware**
- **Behaviors: Be Present**

The Ability to Influence

Effective

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-

Ineffective

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-
-

The Ability to Influence

Effective

- Listens
- Gives Direction
- Leads by Example
- Approachable
- Holds Others Accountable
- Provides Feedback
- Transparent
- Empowers others

Ineffective

- Dishonest
- Poor Communicator
- Indecisive
- Lacks Courage
- Over Bearing
- Mixed Messages
- Arrogant
- No Follow-Through

Being Present

- **Create opportunities for contact**
- **Make contact purposeful**
- **Listen**
- **Give high impact feedback**
 - **Specific positive reinforcement**
 - **Coaching**
 - **Redirecting**

The “Be Successful” Mentality

- **Values: Be Present**
- **Behaviors: Be Aware**
- **Culture: Be Balanced**

**What is the Culture you want
to create?**

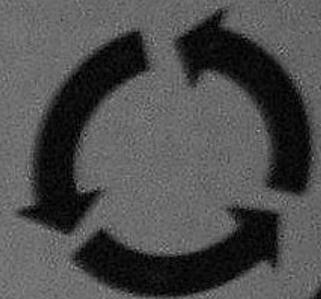
Language the Possibilities

What Not To Say

- **Since we are behind, . . .”**
- **Just this one time, . . .”**
- **This is an emergency, . . .”**

EMERGENCY FEED ON
THE SIDE, TURN KNOB

ALIMENTATION D'URGENCE
TOURNER LE BOUTON
SUR LE CÔTÉ





When Things Go Wrong

A process designed to create a safer work environment while building trust and opening lines of communication.

Improperly Motivated

- **Culturally-induced Behavior**
- **Consistently Inappropriate Behavior**
- **Inconsistent Behavior**

Who Has The Influence?

Experience

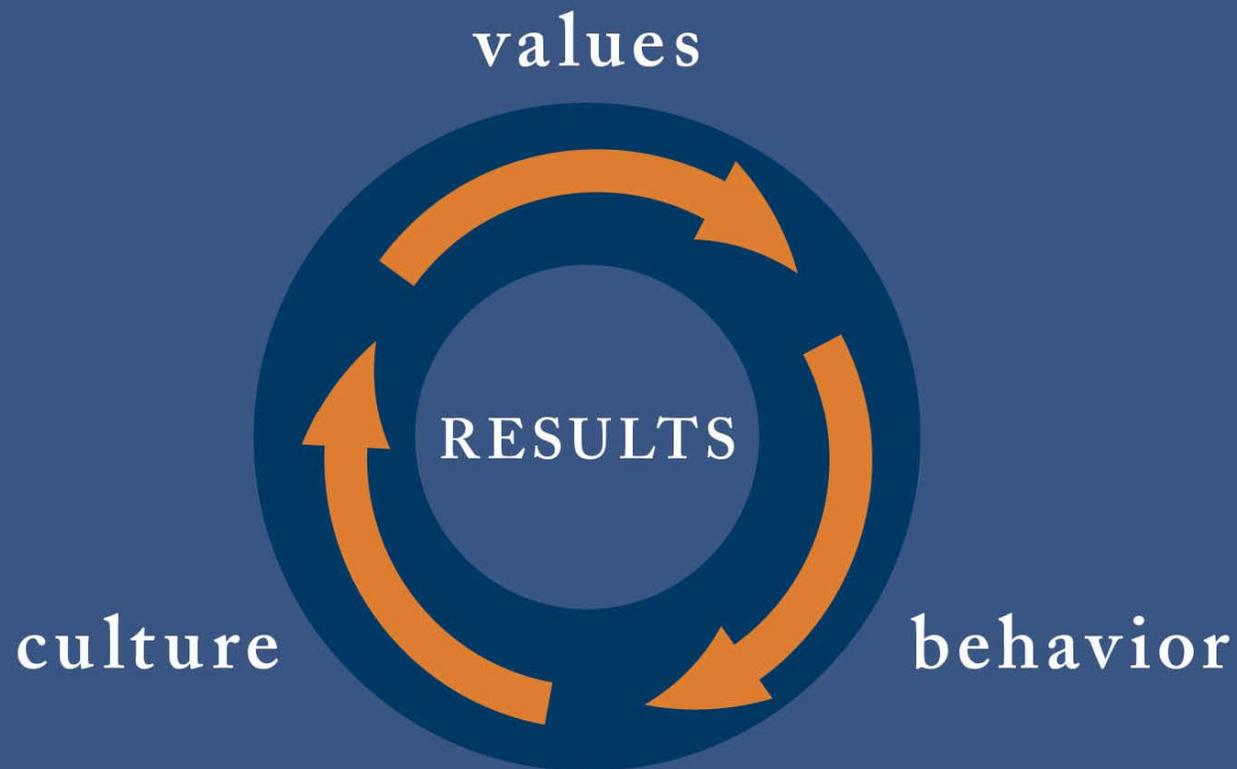
Focus

Personal
Balance

Pace

Knowledge

What Is “Safety”?



What Do You Make?

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