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

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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

Pace
Knowledge

Personal Balance
What Is “Safety”?

values

RESULTS

culture

behavior
What Do You Make?
Attributes of A Desired Safety Culture

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