



Annual Workplace Safety and Health Conference

From **Good** to **Great** – Reimagining Safety Success

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Safety Is Everyone's Responsibility



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Harry Houdini Attempts the Impossible! Nope, That's Just the Safety Manager



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U.S. Businesses Spend More Than \$1 Billion Weekly on Disabling Injuries; \$62 Billion Annually

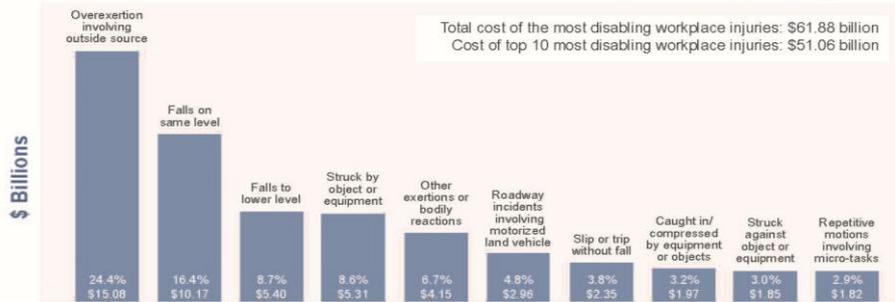


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Liberty Mutual Safety Study 2016

Top 10 Causes and Direct Costs of the Most Disabling U.S. Workplace Injuries^{1,2}



2016 Liberty Mutual Workplace Safety Index (based on 2013 injury data)

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What is your **WHY?**
 What is your **INTENTION?**
 What is your Desired
OUTCOME?

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Asking Hard Questions – What, Why, Where, When, and How?



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Moving From Threats to Strategy



Do Your Employees Feel Valued Today?

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The “Engaged” and the “Disengaged”



- 9% Benchwarmers
- 50% Disengaged
- 7% Free Agents
- 34% Star Employees

Who's Going to Comply with Your Safety Rules?



Engagement Starts on Day One...

Gallup poll of 1.4 million employees showed that engaged employees have:

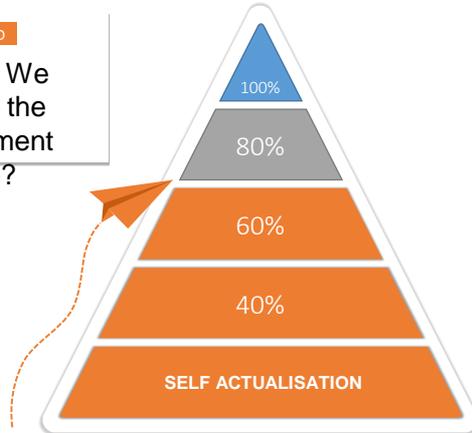
- 37 percent lower absenteeism,
- 25 percent lower turnover,
- 48 percent fewer safety incidents,
- 41 percent fewer patient safety incidents,
- 41 percent fewer quality incidents, and
- 21 percent higher productivity.



Moving the Employee Engagement Needle

1 HIGHLY ENGAGED

How Do We Change the Engagement Cycle?



MOTIVATIONS



Maslow's Hierarchy of Employee Engagement

1 HIGHLY ENGAGED

- What can I do for others?
- I inspire others to do their best.

On average, less than 15% reach this level.

- I love working here.
- I'm a high flyer.

HIGH FLYER



2 ENGAGED

- I'm a vital part of the business.
- I feel important at work.

- I'm an achiever.
- I'm really busy and very likely stressed.



3 ALMOST

- I know I'm part of something bigger.
- I'm proud to work here.

- I might leave if I'm tempted.
- There is no career development here.



4 NOT ENGAGED

- I'm interested in overtime.
- I have more sick days than I should.

- I don't like my job much.
- I read job ads daily.



5 DISENGAGED

- I'm here for the money.
- I am leaving when I can.

- I'm a clock watcher.
- I'm worth more.



MOTIVATIONS



Engaging Employees to Work Safely



What is their Why?

Ask your employees why they work for you? Why do they work for your company? What's important to them? How Would they make their working conditions better?



How do you communicate your expectations?

Communication starts with training but continues with daily positive interactions.



What are your intended actions or next steps?

Do you (really) have policies that address safety compliance effectively? Have you done a Root Cause Analysis? Are you willing to hear the answers?

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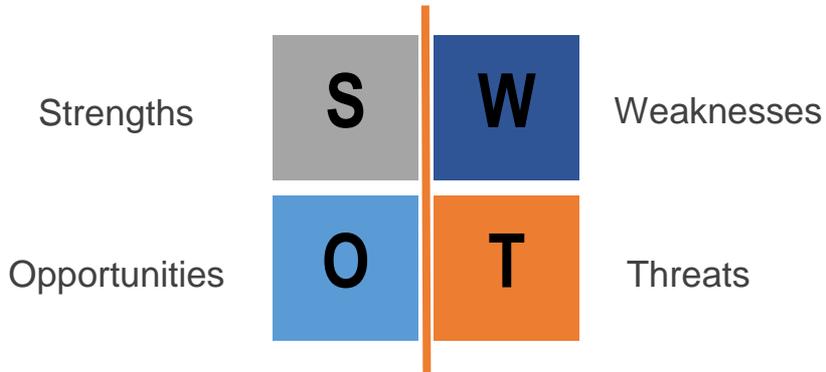
Competitive Advantage

“The heart of Competitive Advantage is finding ways to eliminate the underutilization and systematic undervaluing of talent.”

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Change the Focus...Build on Strengths to Find Opportunities.



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SOAR – Operating from Strength with Driven Results



Is Your Risk Management, Safety, or Injury Prevention Ecosystem Creating the Desired Outcome? Why Not?

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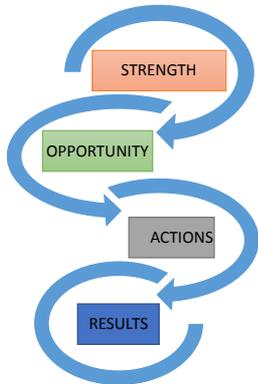
You Can **SOAR** Beyond Where You
Are Today!



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SOAR – Analysis – Strength



What are our best qualities?

Why do our employees work here?

What is our value proposition?

Have we connected that to our people?

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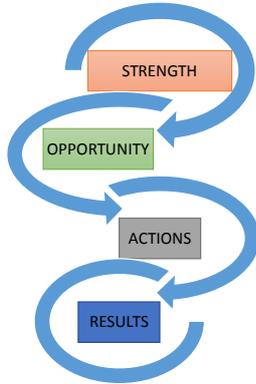
What Is Our Intention? Vision and Mission Review

- What is our **vision**?
- What is our **mission**?
- What is our **success**?
- What is our **measured success**? **Data Evaluation!**
- What was our **intent**?
- Have we achieved **strength**?

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SOAR – Analysis – Opportunity



What can we change to get better?

What can we improve on?

Where can we make small wins?

Where can we engage our team?

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Ask the Right Questions ...

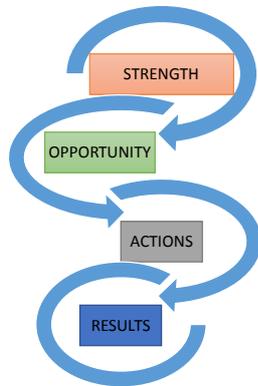


*What did we **accept**,
condone, **overlook** that
lead to the employee
injury and lack of
compliance?*

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SOAR – Analysis – Actions



What are the specific steps?

What are the tangible actions?

What is the process?

What is the continuum?

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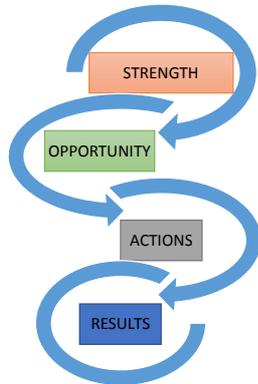
Reinvention – Change Matters

- Training programs – keen focus on young, inexperienced workers and aging workers.
- Target risk exposures based on prior history – use your dataset.
- **On-boarding – How do you hire? How do you retain? How do you train? How do you connect value? How do we reinforce safety principles daily/hourly?**
- Specifics – must be age-, gender-, national origin-, language-, and education-specific.
- Workload assessments – job demand vs. job reality – an evaluation of stress.
- Add ergonomics and wellness. What is the cost of obesity? Co-morbidity?

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SOAR – Analysis – Results



Can we duplicate the success?

Is this the best outcome?

Was it necessary to disengage?

Is retention the best option?

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Your Program Goals

- Understanding the *core competency* required to work in our organization and remain injury-free.
- Specific policies that address how human resources, risk management, and safety and injury prevention interact successfully.
- Value-centered day 1 – **proactive safety management program** as a key component of our success.
- Willingness to “rinse and repeat” – throw out what doesn’t work and implement what works, **in real-time**, with C-suite endorsement.

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Where Do We Go from Here?

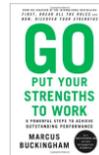
We have the **STRENGTH** and the **OPPORTUNITY** to take new **ACTIONS** to create our **INTENDED RESULTS**.

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The Thin Book of SOAR



Go Put Your Strengths to Work



The Injury Management Challenge



Thank You for Inviting Me to Speak

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