



Annual Workplace Safety and Health Conference

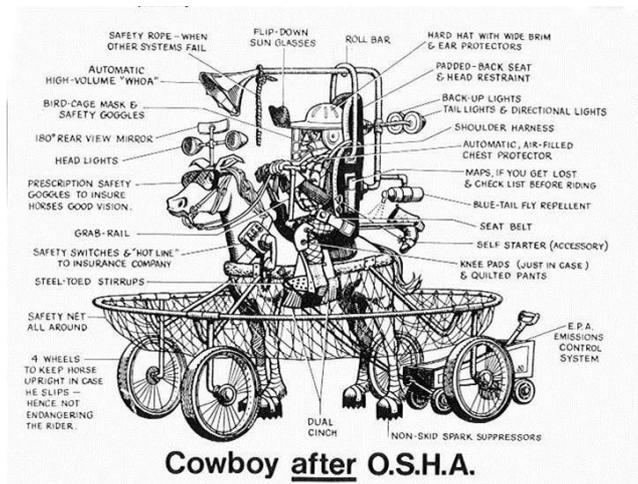
Safety for CEOs

Session Objectives

- Educating how safe business is good business
- Explaining how safety can affect profitability
- Learning what the C-suite wants to hear
- Learning on how to “sell” safety to senior management
- Increasing the overall safety awareness
- How to Get Buy-Ins from the C-Suite
- Overcome the “negative” perception of safety
- Compliance and liability
- Try to “walk in their shoes.”
- Answer the CEOs question “What’s in for me?”
- Show updated statistics
- Safety as part of an organization mission and reputation



Overcome the “Negative” Perception of Safety



How Most CEOs Perceive Safety?

CEOs	Safety professionals
Cost	Investment
It may hinder production	It improves competitiveness
"Minimal" reduction of costs (Work comp, insurance, possible OSHA citations, etc.)	Substantial reduction of costs (reduced lost time due to accidents or repairs, increase employee retention)
Compliance	Above and beyond (IIPP, VPP, OSHAS 18001, ANSI Z10, ISO45001)
Absence of injury or illnesses	Absence or low numbers of near-misses



Focusing on Compliance?



- Generally, it is not necessary

Exceptions:

- High hazard industries
- National or local emphasis program
- Corporations with over 250 employees and/or multiple locations



New OSHA Rule: Improve Tracking of Workplace Injuries and Illnesses

- The new rule will take effect Jan. 1, 2017
- Electronic submission of workplace accidents
- Mandatory for most employers with over 250 employees and with 20-249 employees in certain high risk industries
- The data will be published in the OSHA's website
- Public "shame" of unsafe employers?
- Poor safety performance may affect the company reputation



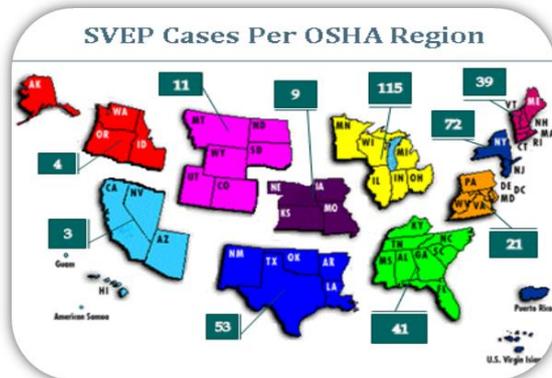
OSHA's New "Tactic": Repeated Violations

- Repeated violations (same violation within three years from the previous)
- The violation can be contested in *any employer workplace* within the same OSHA Area Office jurisdiction
- The new penalty* can be up to \$124,709 per violation
- Company with multiple stores or facilities are "vulnerable" to this tactic
- "Single employer" test
- SVEP list



Well-Known OSHA “Victims”

- Walmart
- Dollar Tree
- Rite Aid
- Lowes
- Home Depot
- Sears
- Jiffy Lube
- Walgreen’s
- Best Buy
- Hostess Foods



Absence of Injuries. Are We “Safe”?



The Heinrich 300-29-1 Model



Try to Walk in Their Shoes

Put yourself in
THEIR
shoes



- Different perspective (profitability vs reduction of accident rate)
- Speak business language
- No assumptions
- No technical language



Answer the CEO Question “What’s in It for Me?”



- The CEOs want to see the “money”
- Answer with data and numbers, not opinions!
- Use updated statistics
- Explain how “unsafe procedures” affect production
- Positive attitude and leader posture



Safe Business Is Good Business. How We Prove It? Data!

Examples:

- A study by the **American College of Occupational and Environmental Medicine (ACOEM)** on January 2016
- 17 companies with strong H & S programs were analyzed for the period spanning 2001 to 2014.
- The study proved that companies achieved a 333% ROI, compared to an S&P ROI of 105%



Safe Business Is Good Business



- **Liberty Mutual** CFO survey: ROI from 2 to 6 dollar for every dollar spent
- **Goldman Sachs** study show that investors screen out company with poor safety performance



And if the CEO Finally “Gets It” ...

Dean Gruner, MD
CEO of ThedaCare

“If we can’t do things safely, why should we be doing them in the first place?”



Paul O’Neill, CEO of AICOA
(1987-2000)

- “Safety should never be a priority. It should be a precondition. Safety should be like breathing.”



Questions-and-Answers Session



Thank you for your attention!!!

For further questions or assistance on this topic,
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