

# Change Your Safety Culture by Making Employees a Part of Safety Strategy

written by Lauri Moon | September 6, 2019

For excellence in any operational category to be recognized, it is imperative employees make decisions and behave in alignment with the intended strategic direction. Strategy is a framework of choices an organization makes to determine how to capture and deliver sustainable value. How value focused are your efforts, and do the customers of your safety strategy agree with this?

Hear Terry Mathis, the founder and CEO of ProAct Safety, an international safety and performance excellence firm, explain why safety is not a standalone strategy within a business; it must be an integral part of the overall operational plan. How clear is your strategic direction? How well can employees easily see the role safety plays within it? How were employees involved in the creation and execution of your plan? W. Edwards Deming taught, "People support what they help to create."

Employees must be able to see themselves as actors within the safety strategy. For buy-in, ownership and discretionary participation, employees must play a role in identifying where you are going, what it will look like when you get there, where you are now, what choices are made to close the gap, their role and responsibilities, how progress will be measured, and confidence that the strategy is creating sustainable value.

Ray Kanani, Senior Director of Product Strategy at Intellex, and Scott Gerard PCC, PCM, PCG, VP of Environmental, Health & Safety at Moss, will offer specific examples that highlight the importance of employee buy-in and engagement when it comes to the design and implementation level of an EHSQ software solution, as well as the important post-implementation phase and the successful adoption of engagement tools and the impact the adoption of these tools has had on the safety strategy at Moss.

## Takeaways:

- Learn how high-performing and highly reliable organizations are creating and executing on their unique strategy for excellence in safety culture and performance.
- Learn how to self-assess the efficacy of your current strategy and find opportunities for continuous improvement
- Identify what data are necessary to inform and answer the ten questions necessary to create a value-focused safety strategy
- Review a methodology that has guided hundreds of organizations in the creation of their effective strategy and execution plan
- Discover what motivates and demotivates employee involvement in the pursuit of safety excellence
- Learn how to identify the 5 types of people in organizational change

## Speakers

### **Terry Mathis, CEO, ProAct Safety**

Terry L. Mathis, CEO, ProAct Safety, Inc. is the founder and CEO of ProAct Safety, an international safety and performance excellence firm. He is known for his dynamic presentations and writing in the fields of behavioral and cultural safety, leadership, and operational performance, and is a regular speaker at ASSE, NSC, and numerous company and industry conferences. He is a veteran of over 1600 safety, culture and performance improvement engagements in 39 countries, and has personally assisted organizations such as Georgia-Pacific, Williams Gas Pipeline, US Pipeline, Herman Miller, AstraZeneca, Wrigley, ALCOA, Merck, Rockwell Automation, AMCOL International, Ingersoll-Rand, The United States Armed Forces and many others to achieve excellence.

### **Ray Kanani, Senior Director of Product Strategy, Intellex**

Ray Kanani is Senior Director of Product Management for Intellex Technologies ULC. He leads a team of researchers, designers and product managers to grow and maintain a \$100MM+ ARR product portfolio and works alongside EHSQ subject-matter experts and key stakeholders to publish, promote and monitor a strategic

product roadmap that aligns business units and supports growth. He actively supports and stays close to customer and prospect relationships across AMER, EMEA and APAC regions.

### **Scott Gerard PCC, PCM, PCG, VP of Environmental, Health & Safety, Moss**

Scott Gerard, PCC, PCM, PCG, is Vice President of Environmental, Health & Safety at Moss, a leader in the construction business in America, building residential, educational, correctional, public assembly and military projects, with a specialization in solar construction. With offices that extend from Florida to Hawaii, the family-owned company has been recognized by the Occupational Safety and Health Administration (OSHA) as an elite construction company within the agency's Safety Recognition Program. Moss specializes in creating work environments that are safe, secure and supportive.

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