



AMERICAN SOCIETY OF
SAFETY PROFESSIONALS

Midnight Sun Chapter

Working together for a safer, stronger future.

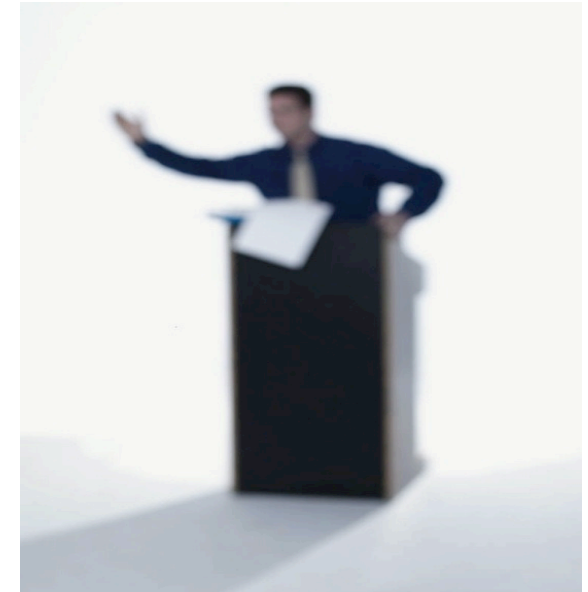
Safety Culture & Business Case: Examples Lived

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President / CEO
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Speaker

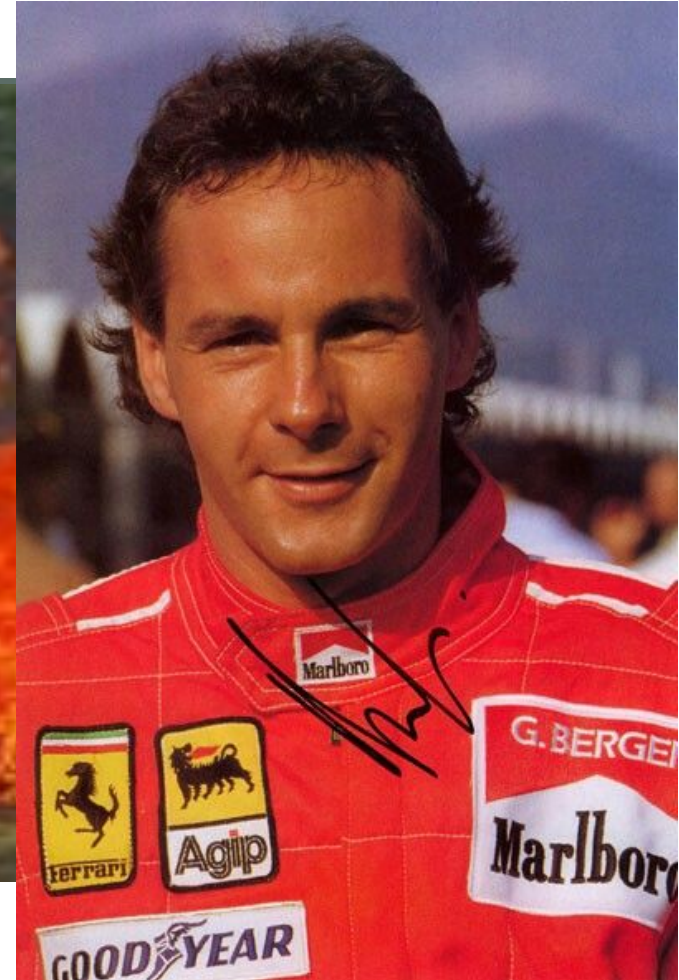
- James Boretti, CSP
 - 30 years +
 - CSP
 - ASSP
 - Professional Member
 - RVP ROC I
 - Former CoPA, Finance Committee, BoSC, ARVP, President, CVC and President, OC Chapter





MOTIVATION

Why Did You Go Into Safety?



What Motivates Organizations?



Organizational Safety Motivation

- Maintaining Profitability
- Concern for the Well Being of Employees
- Insurance Company Pressure / High Ex-Mod
- OSHA Regulations
- Company Reputation



Executive Summit

“Understand the profit pressure and insert safety within”

“With Safety, the cost of being wrong is so much greater in reputation and liability”



“Discussing Safety with regard to business is a people skill: be factual, diplomatic, trusting, confident, and enlist support”

What Do They Say?

Executives Say

- 95% Believe workplace safety has a positive impact on financial performance
 - 24% Substantial positive impact
- 86% Feel workplace safety provides return on investment
 - 61% = \$3.00 + saved for each \$1.00 invested
 - 13% = \$10.00 returned for each \$1.00 invested
- 93 % Close relationship between the direct and indirect costs
 - 40 % feel \$3.00 - \$5.00 indirect for \$1.00 direct
- 82 % Feel company currently places a priority on workplace safety
- 70% Protecting employees leading benefit of workplace safety
 - 49% Protecting employees from the human and financial costs is the top benefit

What is Risk?



- A probability or threat of damage, injury, liability, loss, or any other negative occurrence that is caused by external or internal vulnerabilities, and that may be avoided through preemptive action.
- The *effect of uncertainty* on objectives
 - Anything that could harm, prevent, delay *or enhance* your ability to achieve your objectives



Businesses

- Are Risk Taking entities
 - Therefore, Risk represents *opportunity*

who wants
to win...

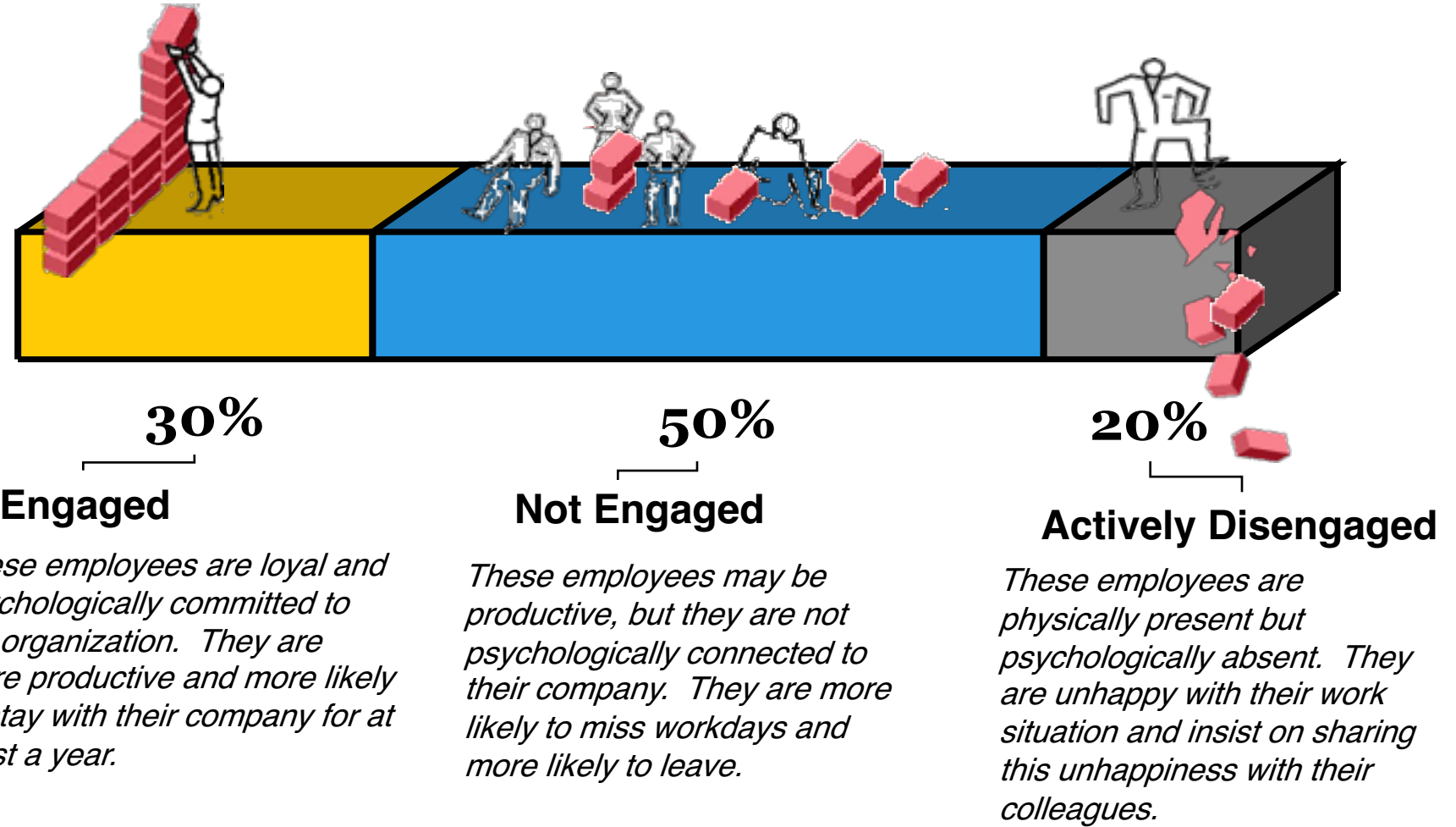




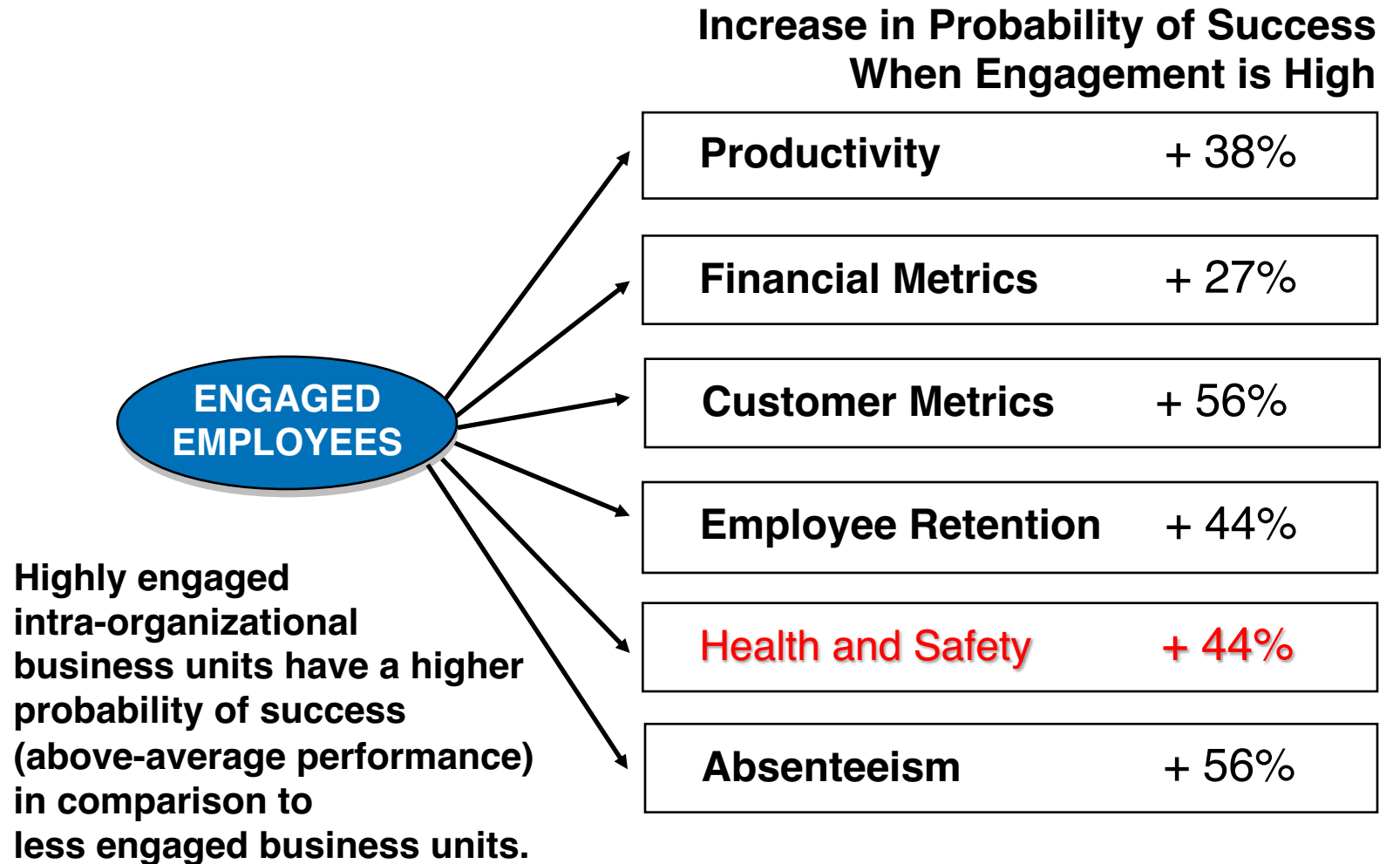
ENGAGEMENT

- Involvement or Commitment

Employee Engagement US Population



Engagement: The Catalyst for Achieving Mission



Improvements in Workforce Excellence

- Focus on Strengths, Not Weaknesses:
 - When a manager primarily **ignores** his/her employees, the chances of being **actively disengaged** are 4 in 10.
 - When a manager primarily focuses on the **weaknesses** of his/her employees, the chances of being **actively disengaged** are about 2 in 10.
 - When a manager primarily focuses on the **strengths** of his/her employees, the chances of being **actively disengaged** are only 1 in 100.

Involvement & Engagement

- Without involvement, there is no commitment
- Mark it down, asterisk it, circle it, underline it
- No involvement, no commitment
 - Stephen Covey



Engagement



CULTURE

- The beliefs and behaviors that determine how a company's employees and management interact
- Systems of knowledge
 - behaviors, beliefs, values, accepted without thinking about them
 - **passed along by communication and imitation**

LEADERSHIP

- Ability to make sound decisions; inspire others to perform well
 - Creates inspiring vision of the future
 - Motivates people to engage with that vision
 - Manages delivery of the vision
 - Coaches and builds a team

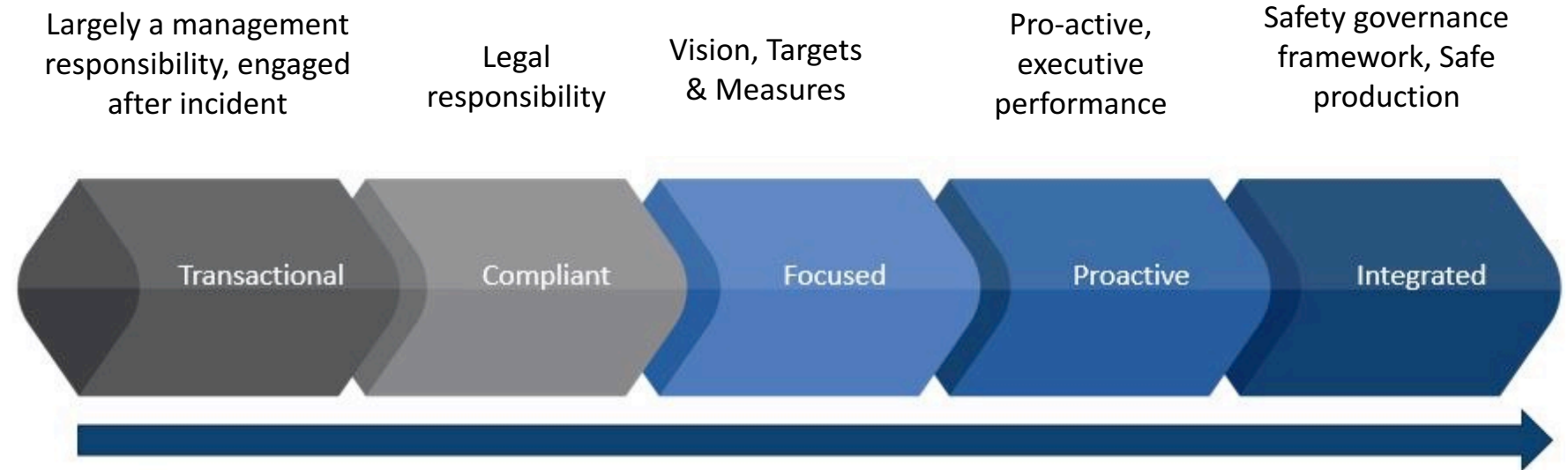
Setting Safety Culture

- Set by Board members and Sr. Management through
 - Questions they ask
 - Reporting they seek
 - Way they conduct themselves when visiting sites and interacting with employees



Dr. Kirstin Ferguson

Safety Governance



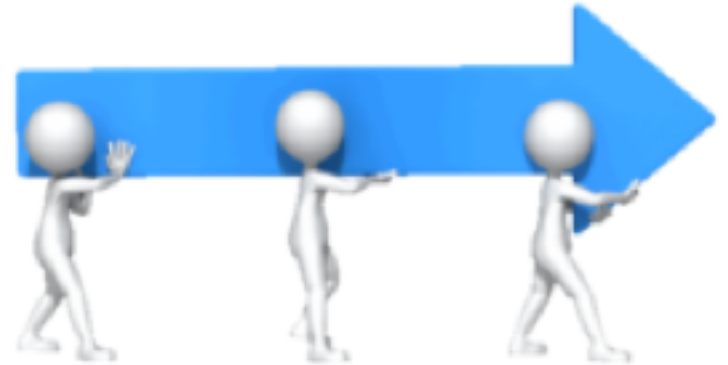
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“The relationship between board members and C-Suite in the ***safety leadership*** of an organization.”

Dr. Kirstin Ferguson

Leadership

- Leaders help themselves and others to do the right things
 - Vision
 - Team Build
 - Motivate & Engage



A Leader Gains buy-in from the team!

Leadership & Change

- A Leader Must
 - Chart the course
 - Constantly adjust to compensate for changes
 - Communicate vision
 - Empower others to act on that vision
 - Actions must be smooth and fluid to avoid unnecessary turbulence
 - Create meaningful goals

Change is Continuous

See the journey as a collection of small adjustments



SOCIETY

Why People Join

- To get a job
- Network
- Boss told me to
- Invited to
- Professional development
- Pad resume
- Want to have an impact
- Have friends in the organization
- Community

**Focus meetings on
professional
development and
networking**



Value of Society Membership

- Development in:
 - Leadership
 - Running an Organization
 - Vision & Direction
 - Technical Knowledge
 - Advocacy

**OWN
YOUR
VALUE**

Professional Development

- Safety 20xx
 - PDC
- SeminarFest
- Certificate Programs
 - Safety Management
 - Executive Program
 - Risk Assessment
 - ISO 45001
- Certification Prep
- Webinar / LearnEX



Region

- What does the Region do?
 - Provide overall leadership and management
 - Assist in administering programs
 - Communicate between Society Leadership, other Regions and Chapters
 - Guide and mentor Chapters and their Leaders / Future Leaders
 - ROC Meetings
 - Training and information
 - Be a more successful leader

CoPA Study

- Plans and reacts strategically
- Transforms data/insights into practical solutions
- Develop methods that integrate safety performance into business productivity
- Aligns the group's project plans with overall business strategy
- Understands financial related terms and information
- Evaluates proposed investments against their projected payoff

CoPA Study

- Assess the probability and severity of losses and accidents that may result from hazards
- Implement techniques to evaluate hazard control and program effectiveness
- Provide advice in planning, design, development, fabrication, testing and packaging of products or services regarding safety requirements/principles
- Has clear and persuasive written and verbal communication
- Handles conflicts effectively

CoPA Study



Keep in Mind ...

- It's all about
 - How You Solve Problems
 - How You Are Experienced
 - Including how people view you



VALUE





Thank You!

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