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S A F E T Y

Taking Safety Commitment to the Next Level

Defining Corporate Executive Commitment to a Safe Work Place

All too often when corporate executives define their commitment to safety they do so in terms that are far too general. Many corporate executives make comments like “I am really committed to safety” or “Safety is our company’s number one priority.” These comments, while stated with sincerity by top executives, often lack their individual demonstrated personal commitment. Yet, research has shown that when top corporate executives demonstrate personal involvement with safety in the work place this role model sets the corporate safety tone and the results achieved in reducing injury are significant.

Top involved executives should remember “the ‘I’ factor” in stating their commitment to safety in the work place. The concept of “the ‘I’ factor” builds on the ‘I’ in the word commitment -Comm-“I”- tment. Safety commitment is taken to the next level when executives state their commitment in the present tense; “I *am* doing whatever it takes” to stop the next at risk behavior in this company, instead of saying, “I *will* do whatever it takes.” The replacement of “I will...” with “I am” clearly reflects the personal involvement and commitment by the corporate executive in the “here and now.”

Too often top corporate executives think that all at risk safety behavior occurs at the worker level, when in fact at risk safety behavior can begin at the top of the organization. The lack of active supportive behavior given to employee health and safety at the top corporate levels weakens safety commitment throughout the entire company infiltrating lower leadership even to the worker level.

Thus, the corporate executive who makes both the personal commitment and the financial commitment to safety will win favor with not only employees but investors. Careful accounting has shown that when a company eliminates injury in at the work place it results in a 400% - 500% return on the investment plus it gains good will with its employees and with the community.

NAC Safety White Papers

Through the Position Papers on Safety, the National Academy of Construction has summarized for corporate executives the practices being successfully applied by others and is recommending that American businesses investigate and use the research of CII. CII has demonstrated that by increasing the numbers of employers, employers can then work over a million work hours without an OSHA Recordable injury.

The nine research-based CII Zero Injury safety leadership categories are:

1. Demonstrated Management Safety Commitment;
2. Staffing for Safety;
3. Safe Work Planning, Pre-Project and Pre-Task;
4. Safety Education, Orientation and Specialized Training;
5. Employee Involvement, Behavior Safety and Safety Perception Surveys;
6. Evaluation and Recognition of Safety Performance;
7. Contractor Selection and Management;
8. Accident/Incident Investigation Including Near Misses;
9. Drug and Alcohol Testing.

NAC Safety Paper (SP) No. 1 emphasized the importance of proactive attitudes about safety; No. 2 reveals that one company by using these CII research findings achieved 4,649,000 continuous work hours without a recordable injury; No. 3 lists the above nine critical Zero Injury Safety Management Categories; No. 4 discusses “Demonstrated Management Safety Commitment;” No. 5 discusses “Staffing for Safety;” No. 6 covers “Safe Work Planning;” No. 7 covers “Safety Education;” No. 8 covers “Employee Involvement;” No. 9 covers “Evaluation and Recognition of Safety Performance;” No. 10 covers “Contractor Selection and Management;” No. 11 covers “Accident/Incident Investigations Including Near Misses;” No. 12 covers “Drug and Alcohol Testing” and No. 13 recognizes the National Maintenance Policy Committee for their Zero Injury Safety award process.

The ROI of Zero Injury Safety Performance

The Construction Industry Institute research has proved that while the cost of implementing the nine CII zero injury categories is high, it is returned at a rate of 400% to 500% per annum when compared to the costs of OSHA/BLS injury rate average performance for the entire construction industry in America. When implemented properly Zero Injury Safety Leadership concept results in injury becoming a very rare event.

Information and details on the increasingly popular “Zero Injury Safety Leadership Concept” is available from the following: Construction Industry Institute, 3925 W. Braker Lane (R4500), Austin, TX 78759-5316 Ph (512) 232-3004.

www.construction-institute.org

See the NAC website at www.naocon.org for copies of the Safety Whitepaper series.

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