



5 TIPS FOR IMPACTFUL SAFETY OBSERVATIONS

Turning unsafe behavior into dependable, safe routines

The webinar will begin soon



5 TIPS FOR IMPACTFUL SAFETY OBSERVATIONS

Turning unsafe behavior into dependable, safe routines

ICW Group Risk Management Services

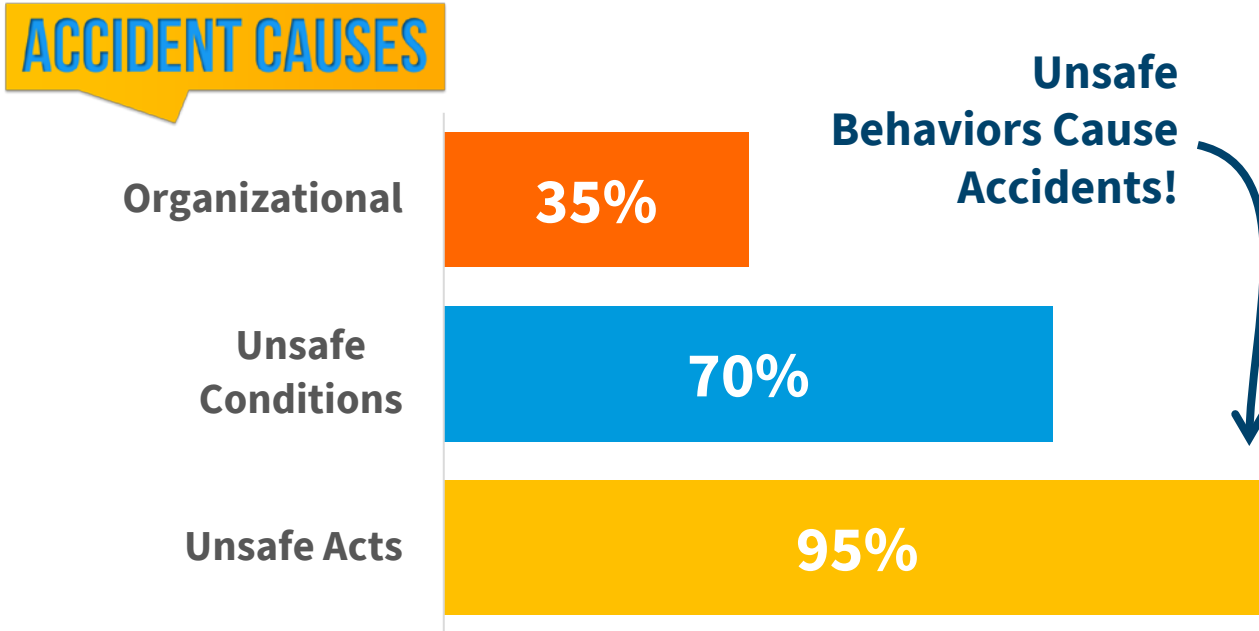


Today's Presenter:

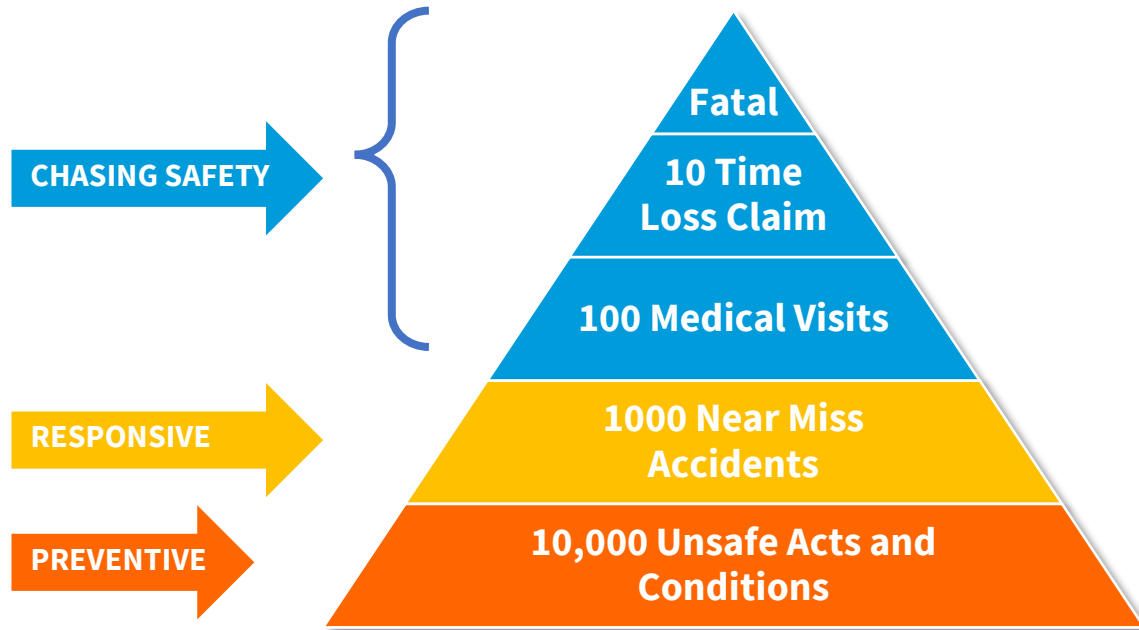
Tom Jolliff

Technical Specialist

Traditional Efforts Focus on Conditions

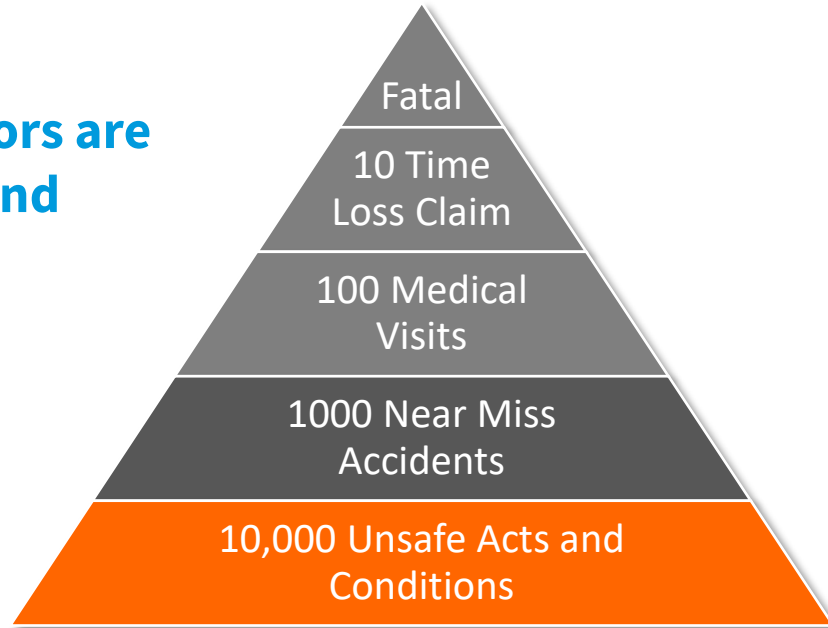


The Accident Triangle

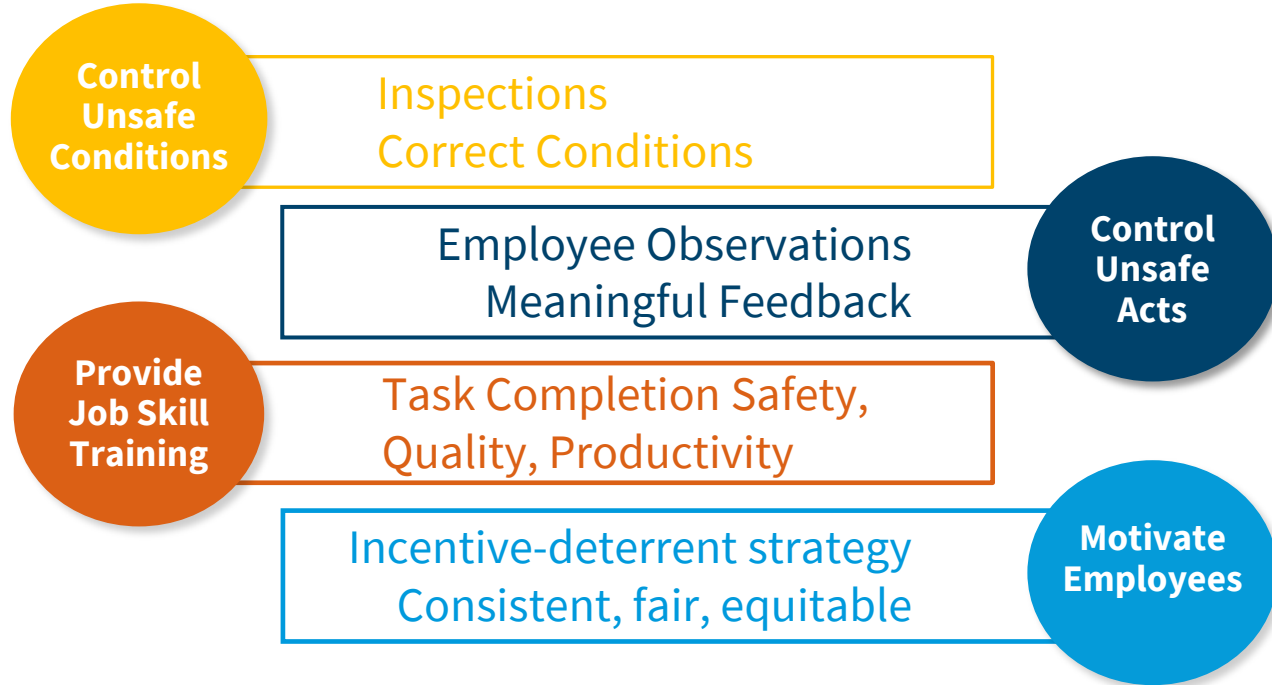


The Accident Triangle

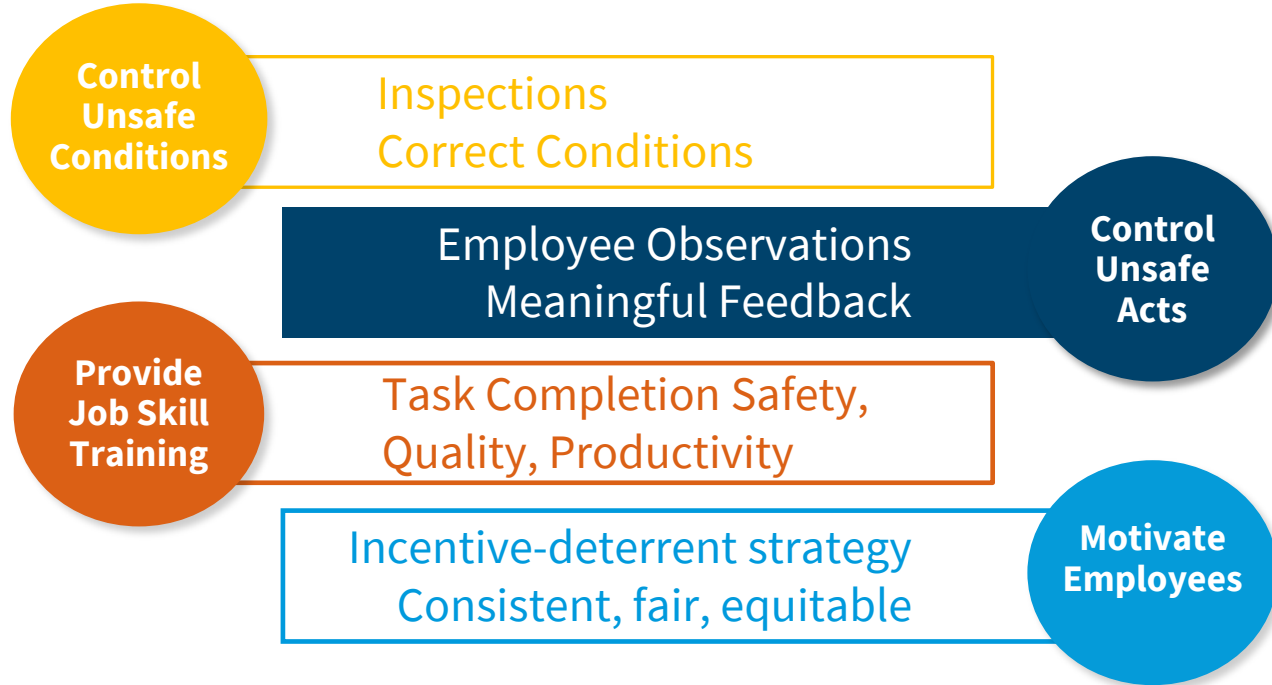
**Unsafe Behaviors are
foundational and
controllable!**



Supervisor's Safety Role



Supervisor's Safety Role



A person wearing a blue uniform is shown from the chest down, holding a clipboard and a pen. The background is a blurred industrial setting. A semi-transparent blue overlay covers the left side of the image, containing the text.

Today's Topics

The Importance of
Observations

Conducting Observations

Changing Behaviors

5 Tips to Increase Impact

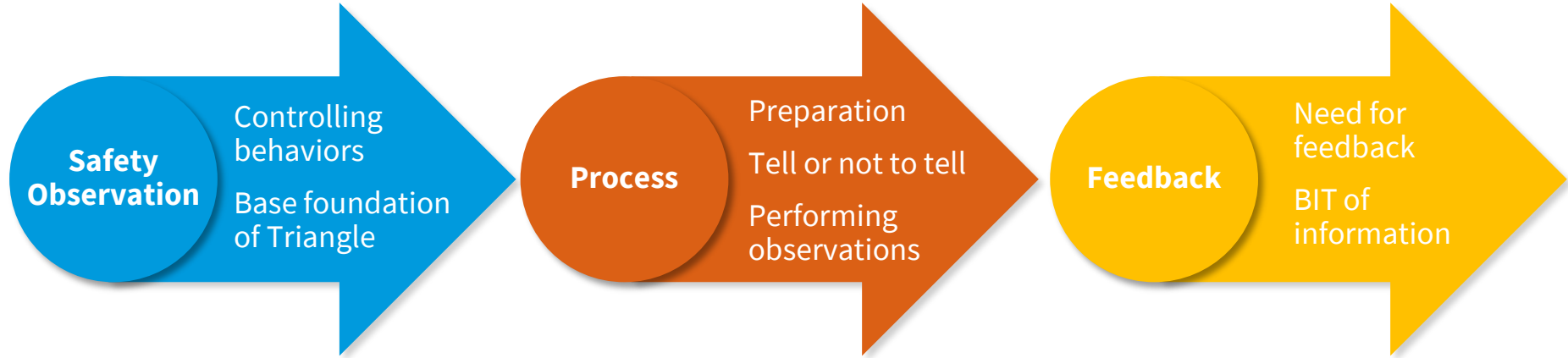
Getting Started!



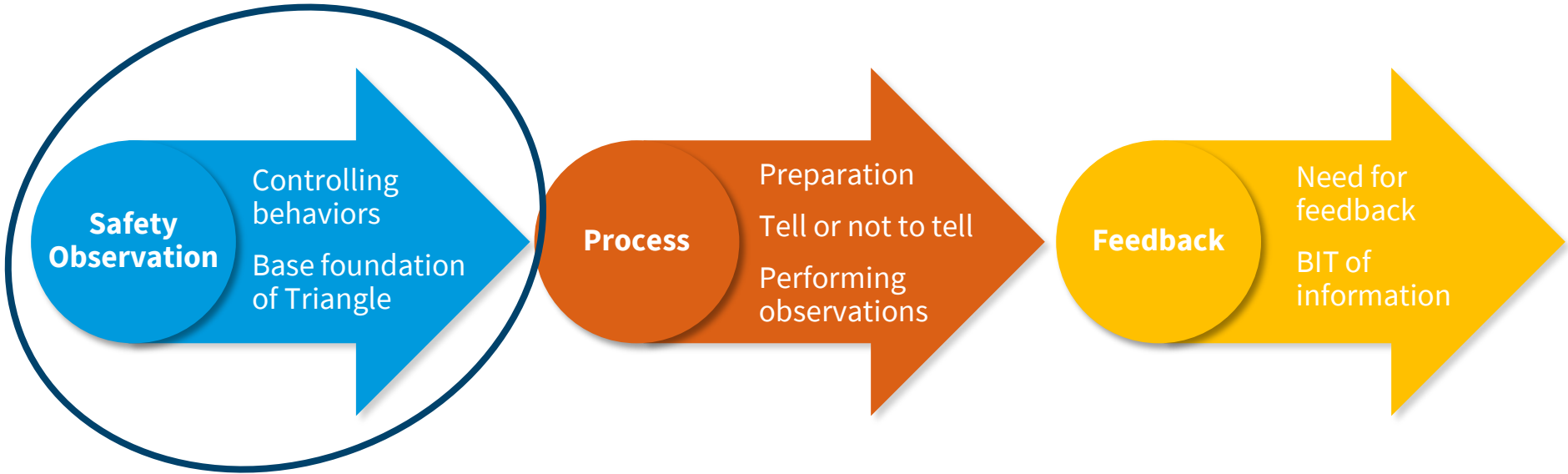
The Importance of Observations

Focusing on behaviors

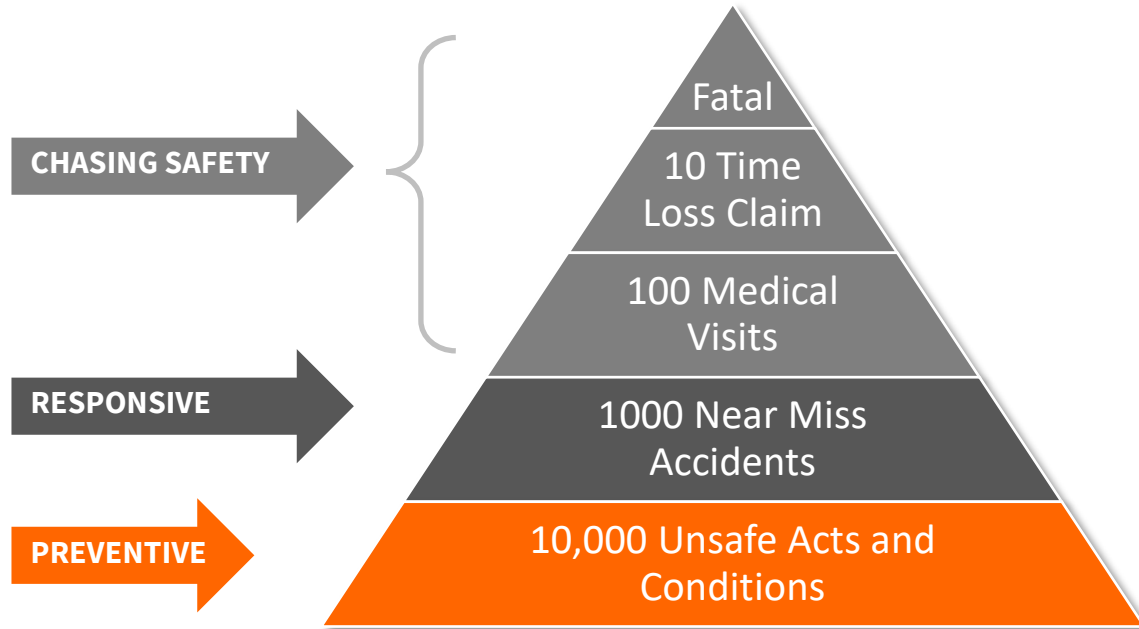
The Benefits - Financial



The Benefits - Financial



Observations Focus on Foundation

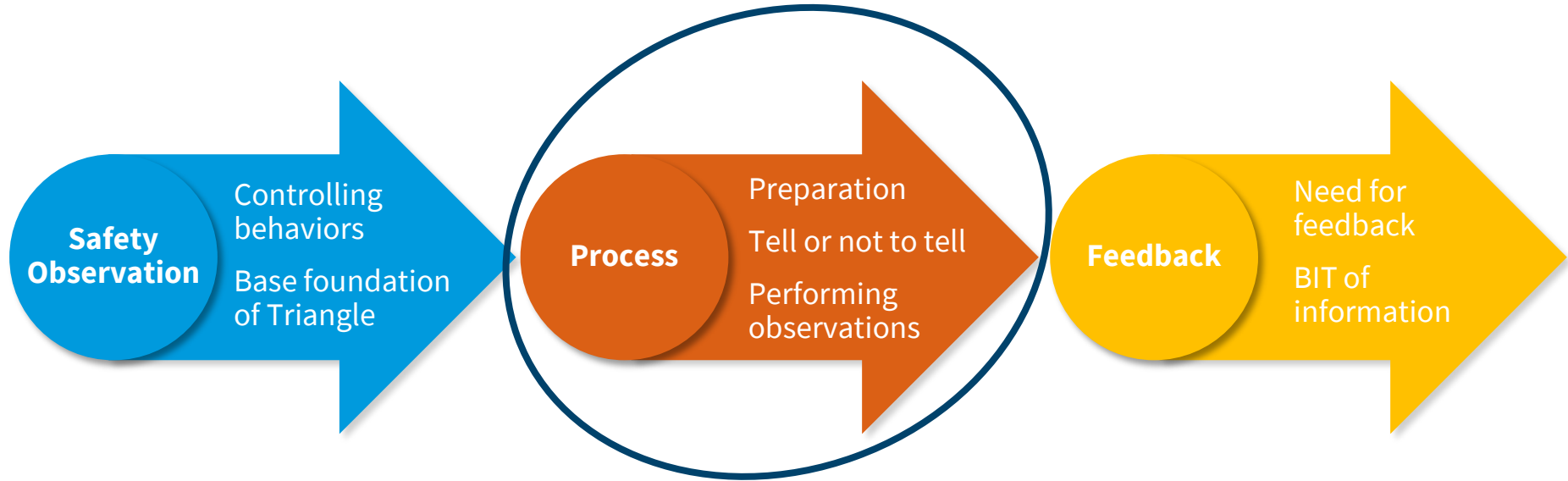


Conducting Observations

Step-by-Step Guidelines
for Observing Workers



Observations Focus on Behaviors



PLAN for Observations

- **Prepare:** for observing
- **Learn:** what's needed and train supervisor
- **Act:** complete the observation
- **Note:** success and identify what needs correction



PLAN for Observations

Prepare:

- **WHO** to observe
- **WHAT** to look for
- **WHEN** in schedule
- **TELL** or **NOT TO TELL**



To Tell or Not?

Tell:

- Evaluating they know how

Don't Tell:

- Completing informed safety observation
- Evaluating performance

In all cases, always provide feedback!



Incidental Observations

Part of other work activities | Short observations & feedback sessions

WHO?

All Workers
Life Changes
Motivation

WHAT?

High Hazard
Recent Accidents
Defects

WHEN?

Point A to B
Morning/Late Shift
After Breaks

Deliberate Observations

More planning & foresight | Separate time set aside

WHO?

Accident Repeaters
New Hires
Job Changes

WHAT?

New Tasks
High Defect Rate
Interruptions

WHEN?

Unexpected Work
Stoppage
Task Being Performed
First Week

Observation Timing

Determining Frequency

- New hires - 3 in first month
- Existing employees - 1 per month
- New process

Timing is everything!

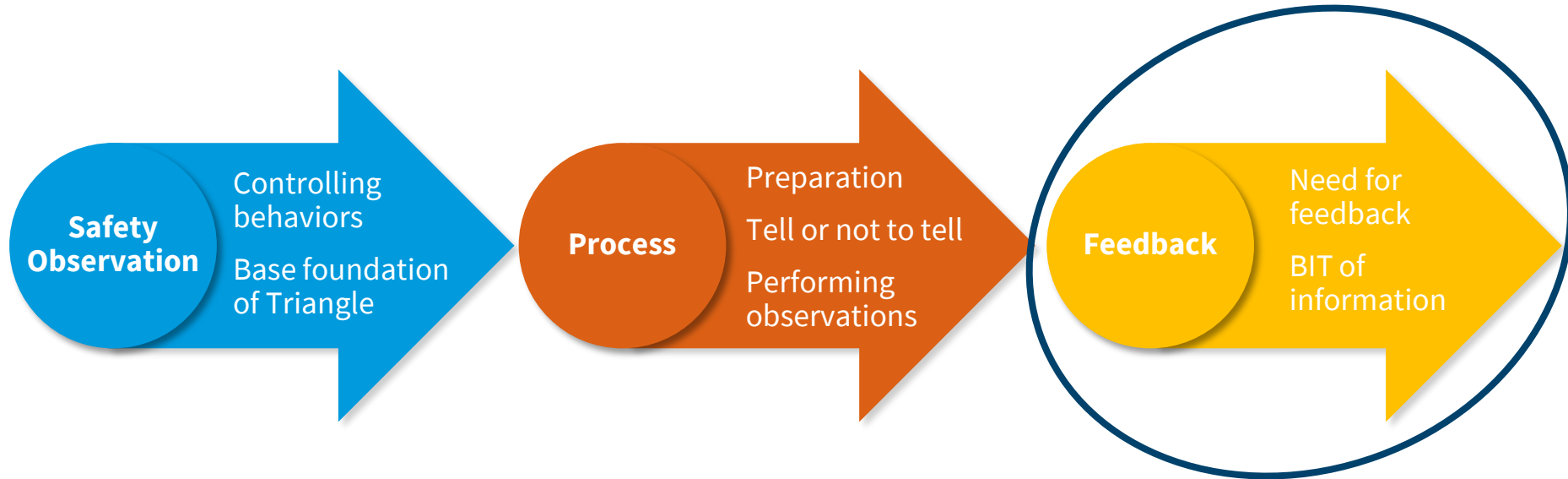


A photograph of two women in business attire sitting at a table and talking. The woman on the left is a Black woman with short hair, wearing a light blue blazer over a grey top. She is gesturing with her right hand while speaking. The woman on the right is a white woman with short blonde hair, wearing a white top and a colorful beaded necklace. She is listening attentively. The background shows a bright office space with large windows. A blue semi-transparent overlay covers the left side of the image, containing text.

Changing Behaviors

Providing Feedback after
Observations

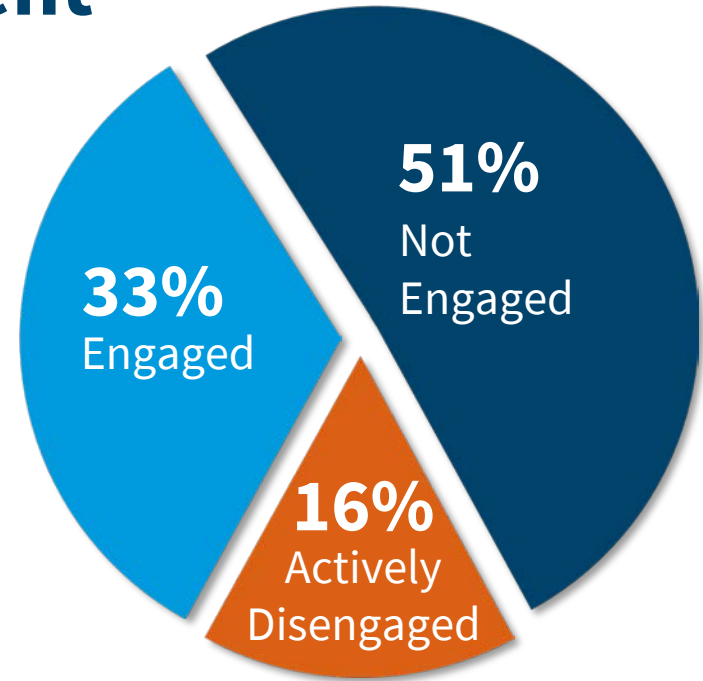
Observations Focus on Behaviors



Feedback Helps Engagement

65%

Percent of workers wanting more feedback



Engaged Employees Incur Less Costs

Companies with highly engaged workforce have...

50%

fewer accidents

41%

fewer quality defects

BIT of Information – 3 Steps to Feedback

Tell employee you completed safety observation!

B

Behavior

Make sure employee understands the positive or negative behavior observed

I

Impact

Link impact to personal level, unit level, plant level and corporate level

T

Tomorrow

What actions do you expect employee to complete tomorrow and on

Focus on behavior – Define Impact – Reinforce for tomorrow

Correcting Unsafe Behavior

When unsafe behaviors are observed, employees must be coached in the correct method

- Tell them how to do the job
- Show them how to do the job
- Have them demonstrate correct way
- Make corrections or reinforce with a compliment

Give Positive Feedback

- **Reinforcement Effect** – Behavior positively reinforced tends to increase or continue
- **Extinction Effect** – Behavior not positively reinforced tends to decrease over time
- **Punishment Effect** – Behavior “de-motivated” by negative reinforcement tends to decrease

5 Tips to Increase Impact

And Make your Observations More Powerful

5 TIPS For More Impactful **SAFETY OBSERVATIONS**

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Insurance Companies

01 PRE-PLAN
Decide who, what and when you'll observe, type of observation (incidental or deliberate), if you'll announce, and what you'll look for.

02 WATCH
Observe to discover, "can they do their job safely", identify anything that concerns you, and if new habits are needed.

03 ASK
Determine why a safety precaution wasn't taken to gain insights into the type of behavior change and employee motivation needed.

04 ENGAGE and REINFORCE
This is about keeping employees safe. Place emphasis on what they're doing right and the behavior change needed to be even safer.

05 SHOW CONCERN
How you phrase feedback is critical. Express concern about their well-being and the possible consequences of unsafe behavior.

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01

Pre-Plan

- Decide who, what and when you'll observe
- Type of observation (incidental or deliberate)
- If you'll announce
- What you'll look for



02

Watch

- Observe to discover, “can they do their job safely”
- Identify anything that concerns you
- Decide if new habits are needed



03

Ask

- Determine why a safety precaution wasn't taken
- Gain insights into the type of behavior change
- Identify employee motivation needed



04

Engage & Reinforce

- It's about keeping employees safe
- Place emphasis on what they're doing right
- Focus change on the critical behavior to keep them safer



05

Show Concern

- How you phrase feedback is critical
- Express concern about their well-being
- The possible consequences of unsafe behavior



A photograph of two business professionals shaking hands in front of a window. The scene is backlit by bright sunlight, creating a warm, golden glow. The person on the left is wearing a dark suit jacket, and the person on the right is wearing a dark button-down shirt. The handshake is the central focus, symbolizing agreement or partnership. The background shows a window with blinds, and the overall atmosphere is professional and optimistic.

Getting Started

Taking the Next Steps

Where to Begin...

**Train
Supervisors**

**Select
Employees**

**Identify
Tasks**

Observe

Feedback

Sell the Benefits!



**Understand
Staff**



**Correct Cause
of Defects**



**Training
Effectiveness**



**Communicate
Commitment**



**Employee
Engagement**



**Identify Quality
Problems**



**Acknowledge
Performance**



**Demonstrate
Safety Priorities**

Questions



1. What's the difference between observations and inspections?
2. Why would you tell someone before an observation?
3. Why would you NOT tell someone prior to an observation?
4. What does a B.I.T. of information stand for?

Your Safety Resources

icwgroup.com/safety



ICW Group Policyholder Website!

icwgroup.com/safety

- Safety and Risk Management area!
- Safety Webinars
- Safety Observation materials

BONUS MATERIALS! Links to Safety *OnDemand*[®] safety observation resources

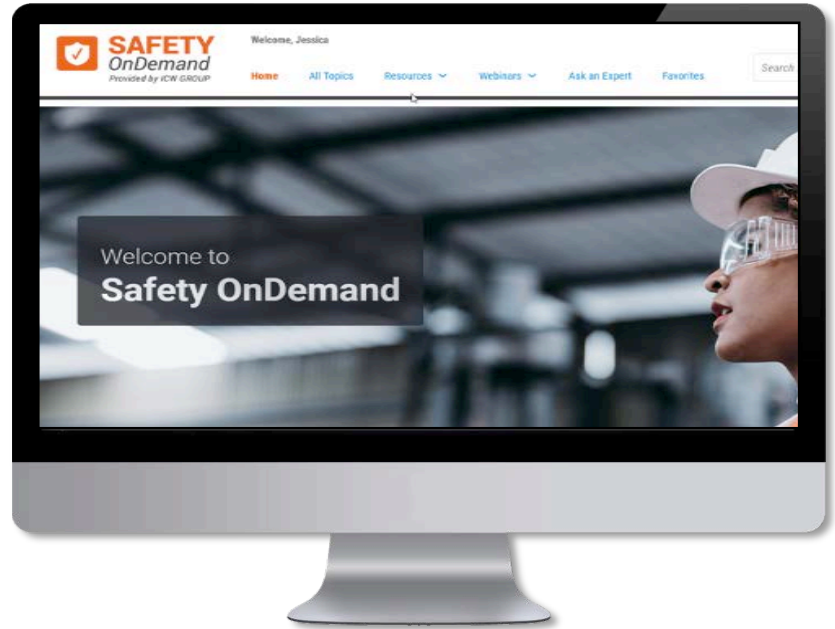


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- Click on **Safety OnDemand**
- 5000+ resources available
- Materials in Spanish & English
- Start using it today!

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safety talks and more!**





Questions?

Contact Us:

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THANK YOU!

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