



5 TIPS FOR IMPACTFUL Safety Observations

Turning unsafe behavior into
dependable, safe routines

Our presentation begins soon





5 TIPS FOR IMPACTFUL Safety Observations

Turning unsafe behavior into
dependable, safe routines

ICW Group Risk Management



Today's presenter

Rafael Cruz

Risk Management Consultant

ICW Group



Traditional efforts focus on conditions

ACCIDENT CAUSES

Organizational

35%

Unsafe
Conditions

70%

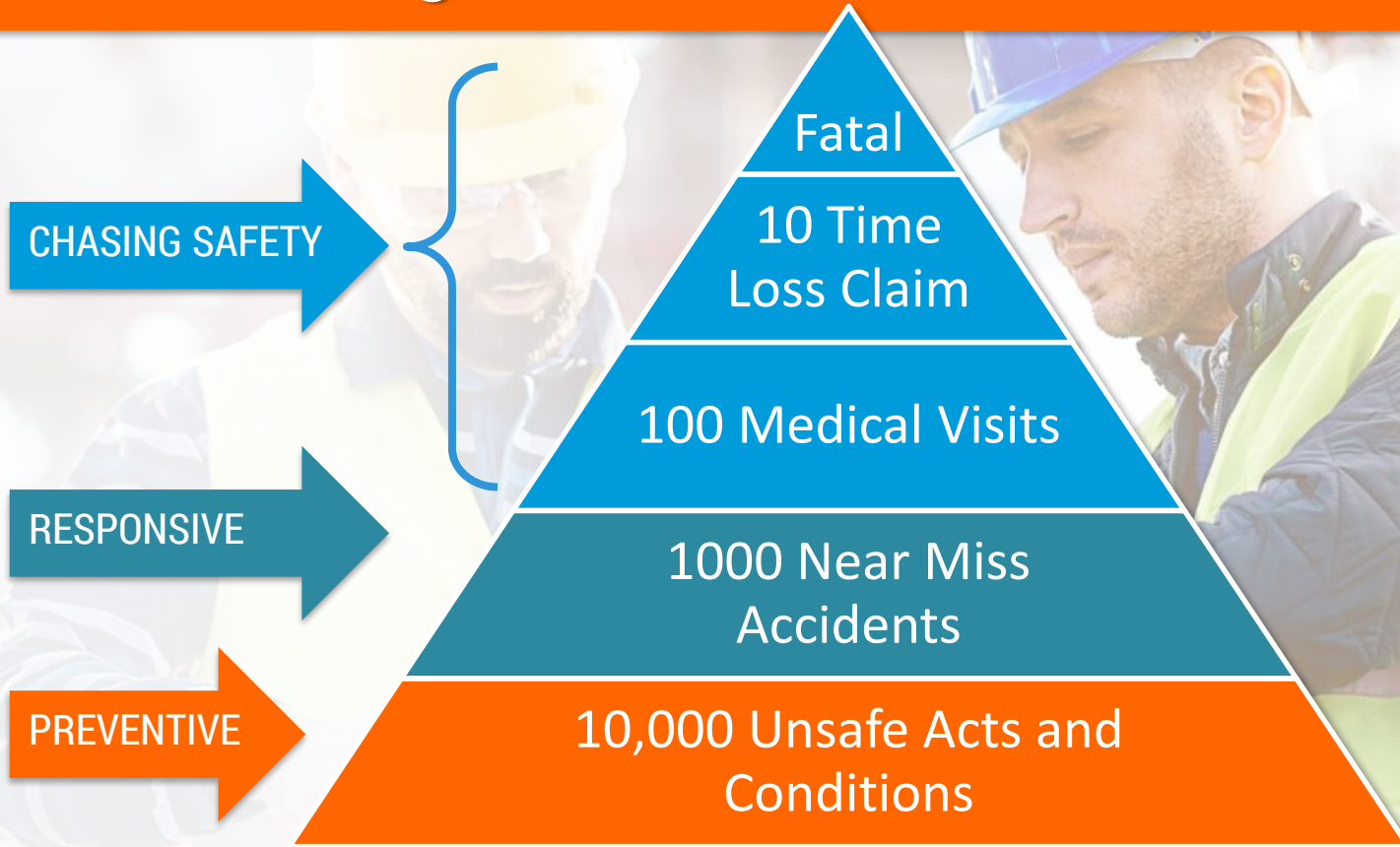
Unsafe Acts

95%

**Unsafe
Behaviors
Cause
Accidents!**



The Accident Triangle



The Accident Triangle

**Unsafe Behaviors
are foundational
and controllable!**

PREVENTIVE 



Supervisor's Safety Role

Control
Unsafe
Conditions

Inspections
Correct conditions



Employee observations
Meaningful feedback

Control
Unsafe
Acts

Provide
Job Skill
Training

Task completion
Safety, quality, productivity



Motivate
Employees



Incentive-deterrent strategy
Consistent, fair, equitable

Supervisor's Safety Role

Control
Unsafe
Conditions

Inspections
Correct conditions



Employee observations
Meaningful feedback

Control
Unsafe
Acts

Provide
Job Skill
Training

Task completion
Safety, quality, productivity



Incentive-deterrent strategy
Consistent, fair, equitable

Motivate
Employees



Today's Topics

- The Importance of Observations
- Conducting Observations
- Changing Behaviors
- 5 Tips to Increase Impact
- Getting Started!



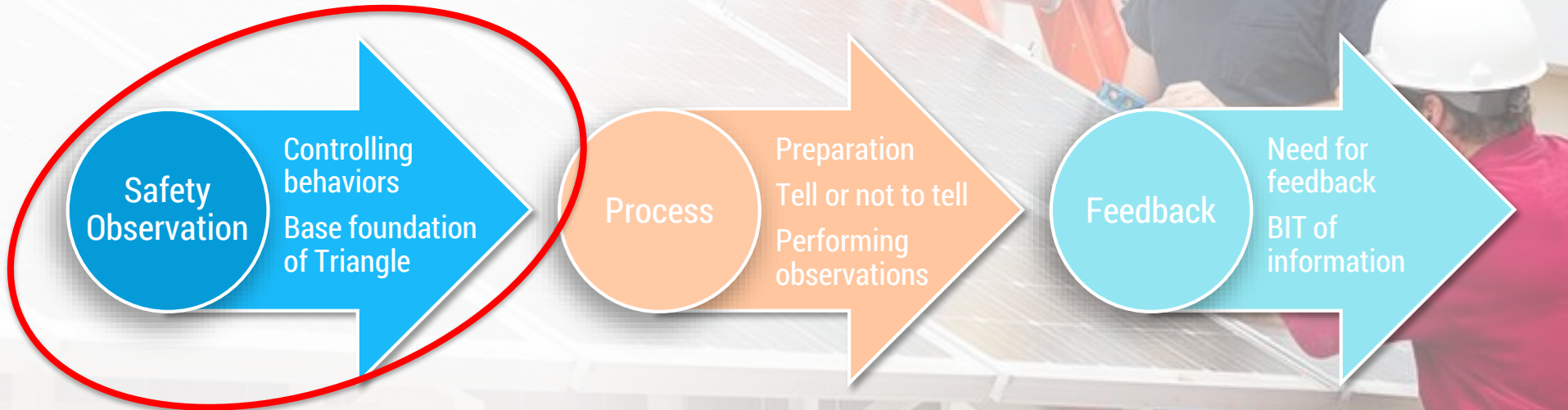
The Importance of Observations

Focusing on behaviors

Observations Focus on Behaviors



Observations Focus on Behaviors



Observations Focus on Foundation





Conducting Observations

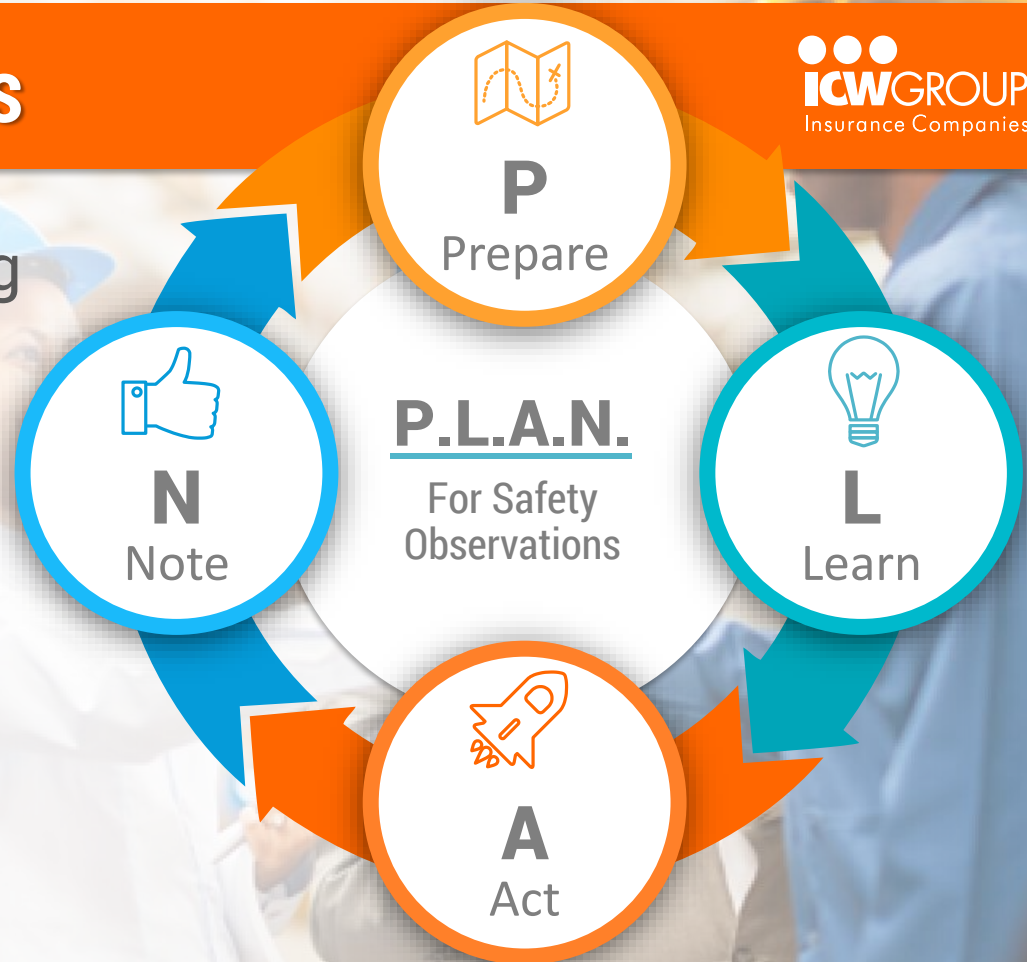
Step-by-Step Guidelines for Observing Workers

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!



Changing Behaviors

Providing Feedback after Observations

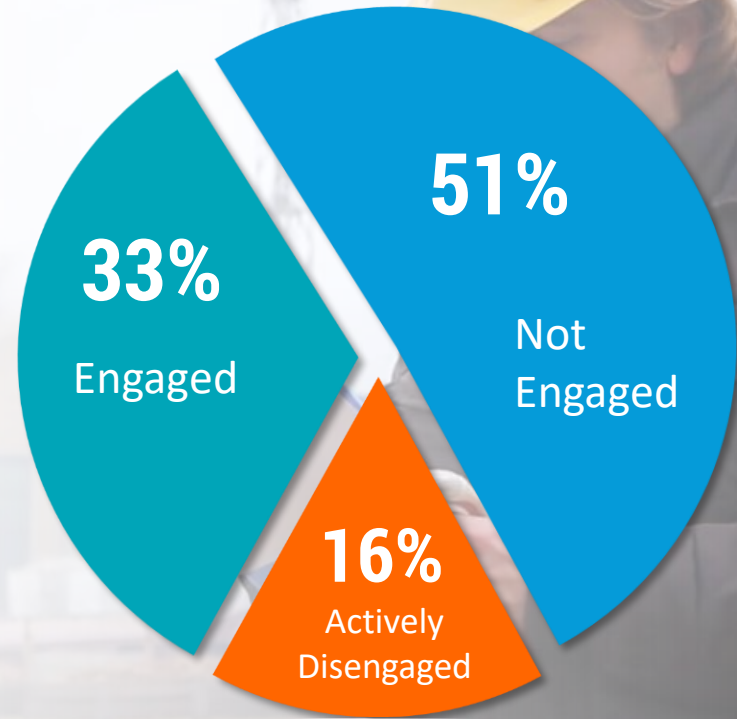
Observations Focus on Behaviors



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

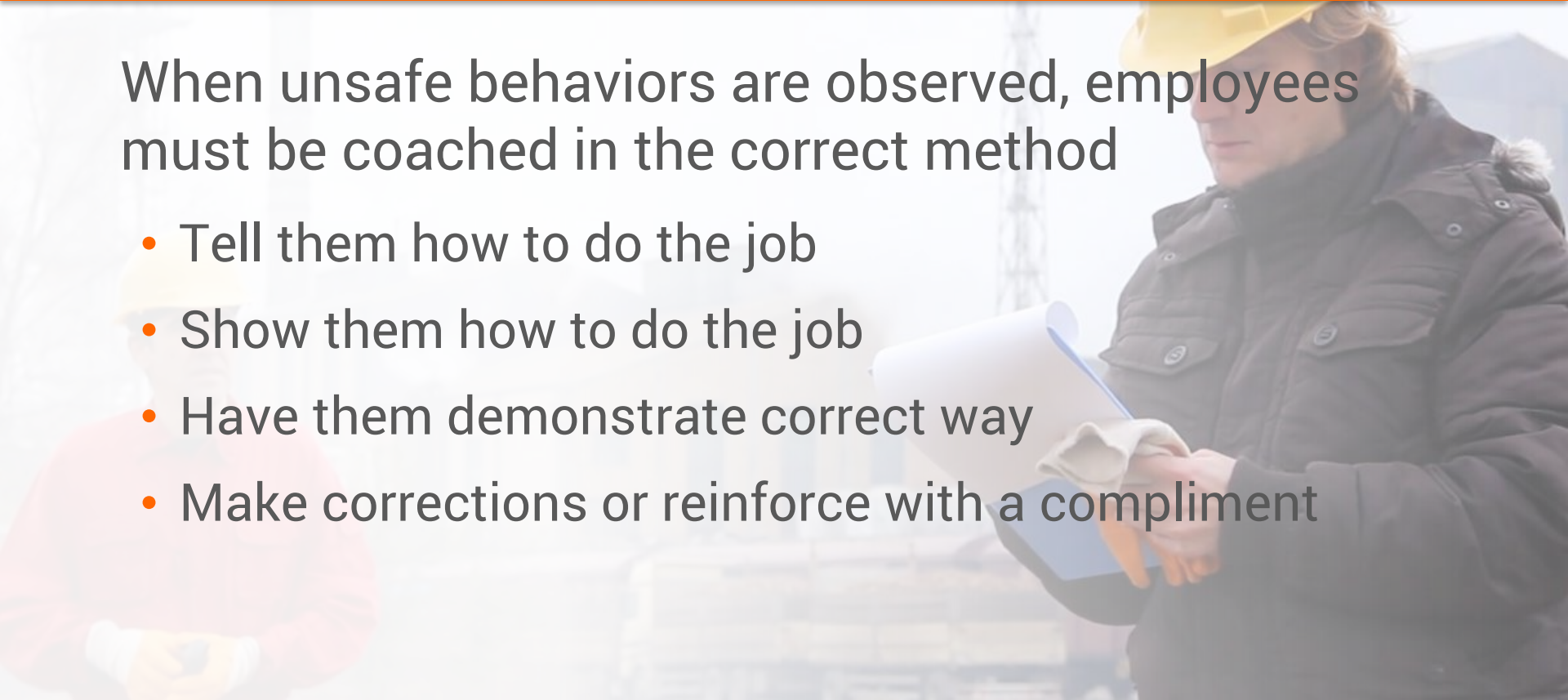
What actions do you expect employee to complete tomorrow and on

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

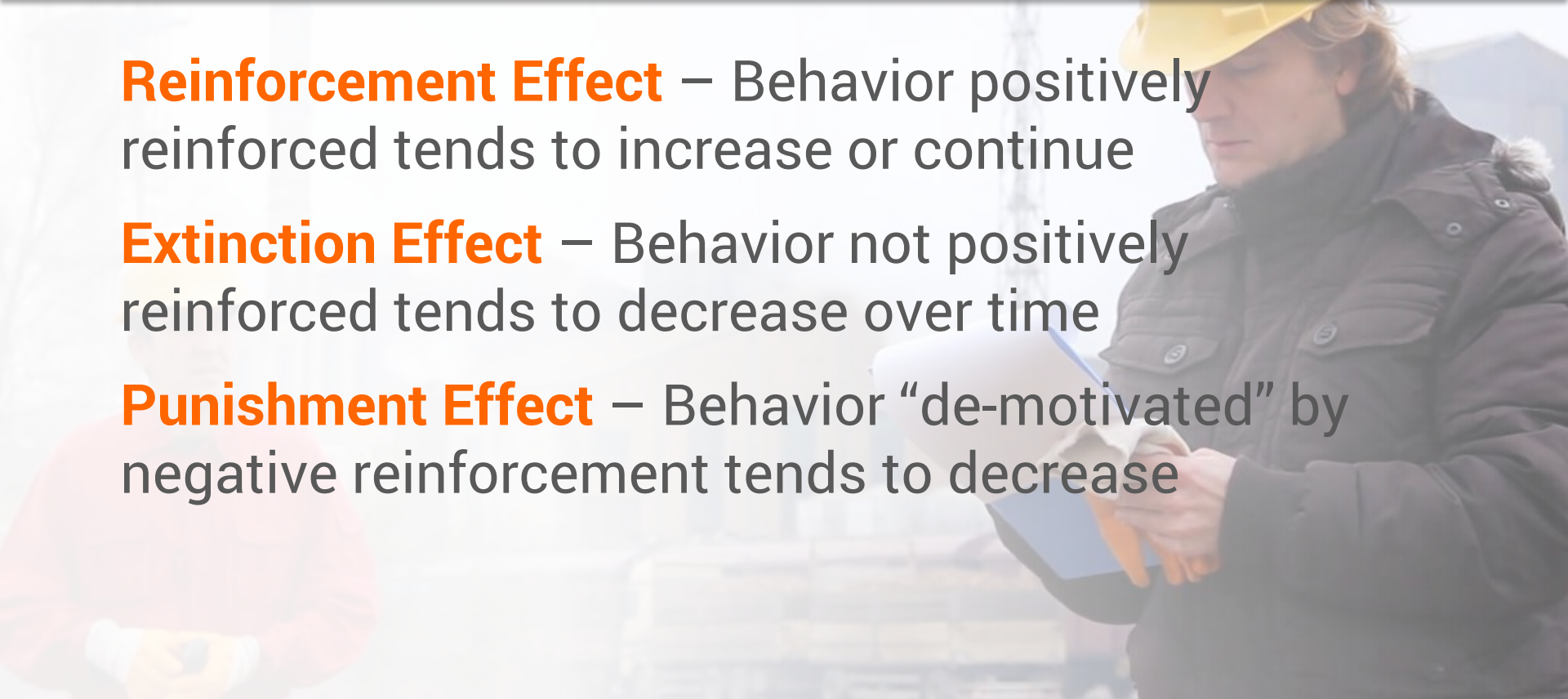


Give Positive Feedback

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 For More Impactful SAFETY OBSERVATIONS

icwGROUP
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.

icwgroup.com/safety

5 Tips to Increase Impact

And Make your Observations More Powerful

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

5 TIPS For More Impactful **SAFETY OBSERVATIONS**

icwGROUP 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.

icwgroup.com/safety

02

Watch

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

5 TIPS For More Impactful SAFETY OBSERVATIONS
icwGROUP 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.

icwgroup.com/safety

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



04

Engage And 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

5 TIPS For More Impactful SAFETY OBSERVATIONS

icwGROUP 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.

icwgroup.com/safety

05

Show Concern

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

5 TIPS For More Impactful **SAFETY OBSERVATIONS**

icwGROUP 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.

icwgroup.com/safety



Getting Started

Taking the Next Steps

Where to Begin...

Train
Supervisors

Select
Employees

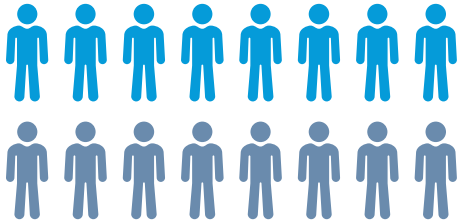
Identify
Tasks

Observe

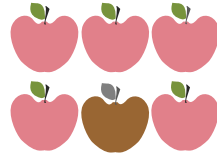
Feedback

Sell the Benefits!

Understand Staff



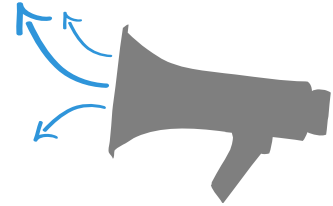
Correct Cause of Defects



Training Effectiveness



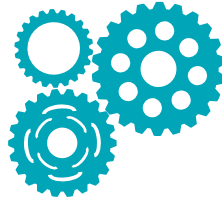
Communicate Commitment



Employee Engagement



Identify Quality Problems



Acknowledge Performance



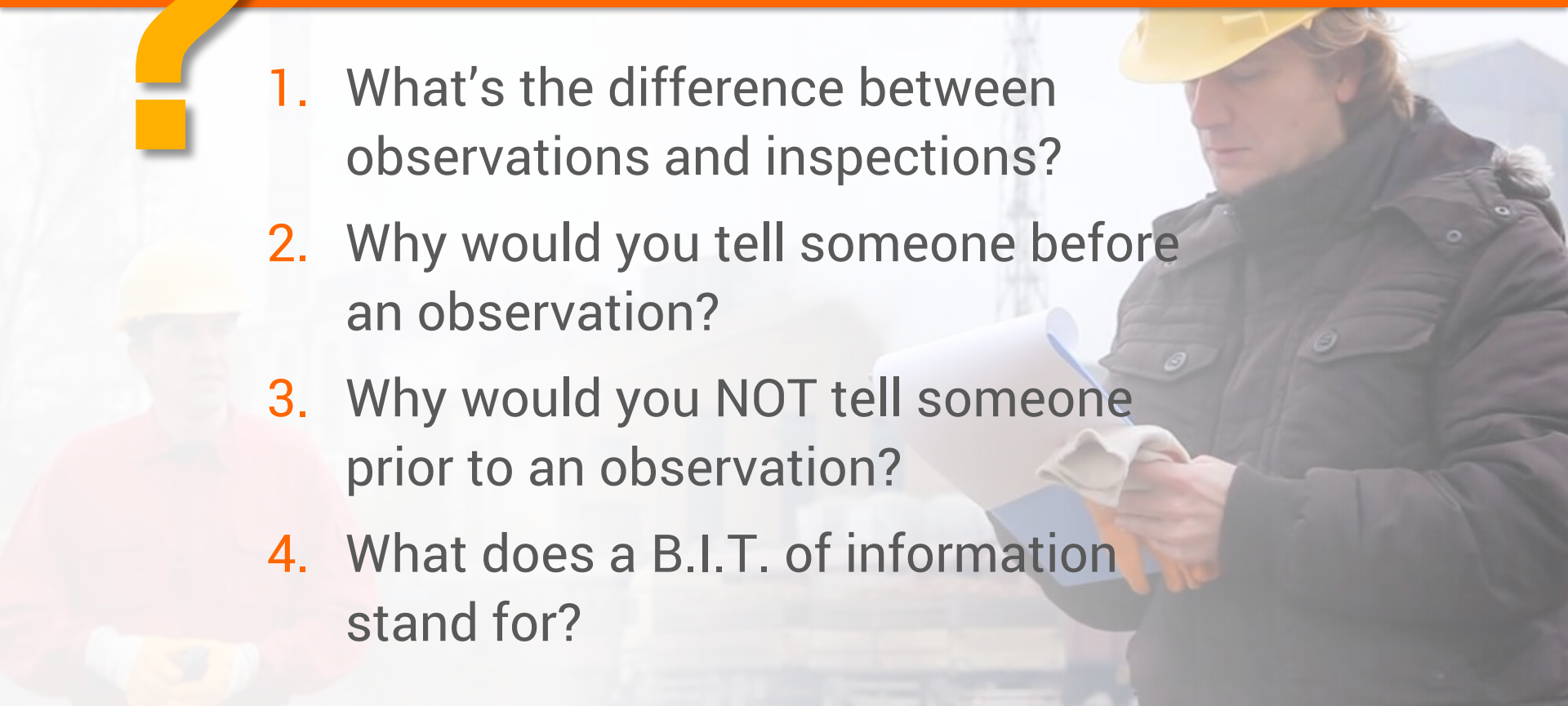
Demonstrate Safety Priorities





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

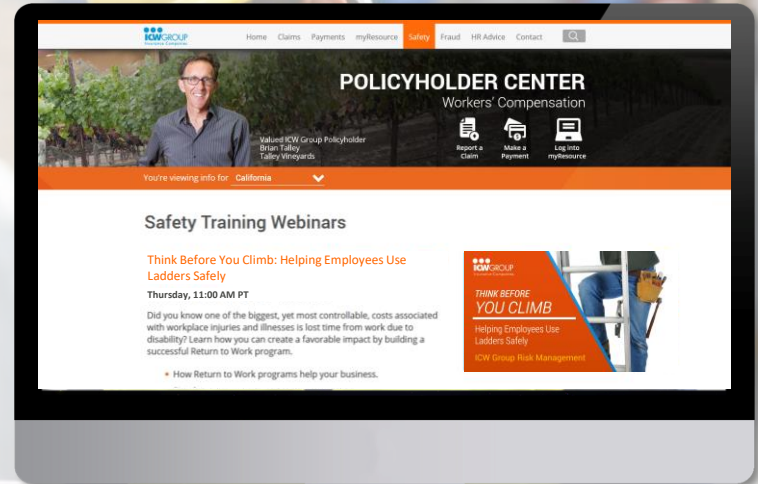
icwgroup.com/safety

ICW Group Policyholder Website!



icwgroup.com/**safety**

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



ICW Group Policyholder Website!

icwgroup.com/safety

DO "MORE" TO STEP UP YOUR SAFETY PROGRAM

STEP UP to make your Observations "MORE"
Review entire form. Then, closely observe work conditions, procedures, and equipment.

FACILITIES	ACTION / COMMENTS
1. Entry to work area	
2. Floor surfaces	
3. Work area	

PERSONAL PROTECTIVE EQUIPMENT	ACTION / COMMENTS
4. Eyes & face	
5. Ears & noise level	
6. Hands	
7. Feet	
8. Respiratory	

DESCRIPTION OF OBSERVATIONS

5 TIPS For More Impactful SAFETY OBSERVATIONS

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

BE A SAFETY COACH

1 Provide regular feedback.

- Don't wait for formal reviews to talk to employees about safety performance or their productivity.
- Schedule a regular time to meet with each employee, typically between once a week and once a month.

2 Address unsafe behaviors and poor work performance when you see them.

- Failure to address unsafe or unproductive behaviors perpetuates performance problems and forces other employees to accept or compensate for poor performing team members.
- Tell employees who are working in an unsafe manner or those who are not meeting expectations.
- Involve employees of the specific consequences that will arise if there is not improvement in their performance.

3 Differentiate employees.

- Remember not all employees have the same knowledge, skill or ability or performance level.
- Provide specific guidance and coaching based on each individual's performance.
- Recognize that anyone not working safely can create risk for others!

4 Recognize safety performers.

- Give positive feedback for safe work performance.
- Recognize talented employees that may encourage others to improve their performance, and make employees working safely feel appreciated for their efforts.
- Feedback can elevate your workforce to new levels of safety performance and productivity and at the same time, help retain your best staff members.

PLAN FOR IMPACTFUL SAFETY OBSERVATIONS

Do your observations make an impact?
Before you begin, make sure you follow the P.L.A.N. for safety observations!

P Prepare
Prepare before starting. Who will be observed? What are you looking for? When? What type of observation is needed? What are safe behaviors for this job?

L Learn
Learn what's necessary for observation success.
Ensure supervisor is ready to conduct the observation – with training, task checklists, advice, and guidance.

A Act
Act by conducting the observation. Once you're prepared, it's time to complete the task at hand.

N Note
Note the results for feedback!
Reinforce safe behaviors, review those that weren't. Ask why to gain insight and motivation. Then, focus on new behaviors.

P.L.A.N. to Step Up Your Safety Program

icwgroup.com/safety

Insurance Company of the West | Empire Insurance Company | VerTerra Insurance Company
www.icwgroup.com | 800.877.3333



QUESTIONS?

CONTACT US:

riskmanagement@icwgroup.com





Thank you!

riskmanagement@icwgroup.com

