Develop positive, proactive safety management skills that build frontline engagement, improve safety performance, and strengthen safety culture.

Exemplary safety starts with leadership. While incidents typically happen at the frontline, leaders establish the physical and cultural setting within which the frontline works. What leaders do (or fail to do) directly impacts an organizations ability to create and sustain a safe work environment.

The role of leaders in safety has traditionally been poorly defined. Vague phrases such as "making safety a priority" or "creating a safety culture" are not instructive of what leaders need to do to create and sustain excellence in safety. What leaders say about safety, how they prioritize safety both in words and in actions, and how quickly they deal with hazardous conditions are examples of obvious leader behaviors. However, there are less obvious leader behaviors that impact safety.

Leaders are responsible for creating and maintaining organizational systems and processes. The organizational systems they create influence behavior as much or more than their direct interactions with the workforce. Measurement systems, incentive

Components of ADI's Safety Leadership approach include all or some of the following:

- Safety culture or safety leadership survey
- Remote or on-site assessment
- Safety system optimization
- Behavioral roadmap development
- Customized leadership education session
- Internal champion development and accountability process
- Follow-up coaching

systems, staffing levels, reward and recognition programs, promotion and hiring practices, supplier and contractor relationships, and quality programs all have the potential to impact safety. Leaders typically create these systems to achieve other important business objectives (e.g., improve quality, lower costs), so how these systems impact safety is often unplanned and unknown. A critical but not obvious leader behavior is to look at the impact of organizational systems on safety and ensure that these systems do not inadvertently encourage at-risk behavior.

Once leaders understand behavior scientifically, they can make more informed decisions about systems, processes, and leadership actions. Behavioral science provides the criteria to evaluate safety leadership practices and guides us to solutions that deliver sustainable improvement.

ADI's process helps leaders to:

- Manage safety with proactive, behavior-based metrics.
- Replace low-impact leader behaviors with high-impact activities.
- Use science to understand at-risk behavior and management's role in it.
- Engineer positive reinforcement into the workplace to strengthen safe behaviors at all levels.
- Analyze organizational systems and align them in support of safety.
- Ensure existing safety management programs effectively deliver desired outcomes.
- Develop coaching skills that build engagement and strengthen safety performance.

Good intentions are not enough. To become exemplary safety leaders who build frontline engagement and high-performing safety cultures, leaders must engage in the right behaviors.

Contact ADI today to learn how to improve your leadership impact and build a culture of safety excellence.

ADI

Founded in 1978 and headquartered in Atlanta, GA, Aubrey Daniels International (ADI) knows that one thing remains constant: People power your business. ADI is dedicated to accelerating the safety and business performance of companies worldwide using positive, practical approaches grounded in the science of behavior and engineered to ensure long term sustainability. Through a suite of safety solutions including surveys, assessments, behavior-based safety and safety leadership training and coaching, ADI provides the tools and methodologies to help organizations create sustainable safety cultures.

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