

SAFETY CULTURE ASSESSMENT PROCESS

A Science-Based Analysis of Your Safety Culture Maturity



For more than 45 years, Aubrey Daniels International (ADI) has been collaborating with clients to use the scientifically proven laws of human behavior to promote workplace practices vital to their long-term success.

Our safety culture assessment process often begins with an online safety culture survey. This pinpointed survey is a quick and cost-effective way to identify top-to-bottom strengths and opportunities for improvement in your safety culture. The site assessment that follows provides further clarity and depth of understanding about the maturity of your safety culture, including factors that are enhancing or inhibiting your safety performance.

ONSITE OBSERVATION AND INTERVIEWS

Using the survey results as a guide, ADI performs a more in-depth analysis of the issues and practices affecting your culture through onsite observations and carefully planned interviews. We review leadership practices and organizational systems and processes from a behavioral lens to establish how they impact desired and undesired behavior throughout all levels of the organization.

ASSESSMENT FOCUS

- **Direction and Leadership** – methods used to achieve safety results, methods for collecting and distributing safety data, and the clarity of expectations and priorities.
- **Safety Results** – perceptions of safety as a priority, the degree of alignment throughout the site, and consistent methods for communicating safety as a priority to employees.
- **Safety Measurement** – how individual and small-group safety performance is measured and how those measures are used.
- **Safety Systems** – management practices, training, communication, hazard identification, incident investigations, discipline, and incentive systems.
- **Feedback Processes** – how individual and group safety performance information is shared, with particular emphasis on how individuals get feedback on their safety performance.
- **Consequence Management** – recognition and rewards for individual and team achievements, compensation systems, discipline, and the use of social consequences for safety.

SAFETY CULTURE ASSESSMENT PROCESS

ASSESSMENT TOOLS



Behavioral Interviewing – senior leadership, management, and a sample of supervisory and frontline personnel.



Direct Observations – safety activities and meetings across management, staff, and operating areas of the company.



Metrics Review – measurement processes visible in the workplace to track behavior and overall safety results.



Document Review – incident reports, near-miss reports, safety work order systems, safety programs, policies and procedures outlining safety expectations, and statements of values.

At the conclusion of the site assessment, ADI presents a thorough, integrated presentation of findings and recommendations from the survey and site assessment. This includes actions that can be implemented independently as well as a discussion of how ADI can help improve the issues affecting the maturity of your safety culture.

ADI's safety culture assessment process offers a clear path forward to developing a systematic, data-based approach to behavior change. No matter what else may need to change—materials and equipment, organizational systems, processes, and procedures—the behavior of people, and how that behavior is reinforced and punished is at the center of why people do what they do. Understanding behavior from a scientific perspective is essential to producing sustainable culture change.

SAFETY SYSTEMS ASSESSMENT

While an analysis of your safety systems is a component of our safety culture assessment process, ADI also offers a more in-depth assessment process focused solely on safety systems. We score each subsystem against a set of critical features, evaluate its maturity level, and provide actionable recommendations for improvement.

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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