

SAFETY CULTURE SURVEY

A Science-Based Approach that
Delivers the Information You
Need to Create Positive Change



SURVEY FOCUS

ADI's Safety Culture Survey assesses how a company or site manages and supports safety as a critical component of how decisions are made and work is performed. Implemented in 26 countries and 12 languages, this pinpointed survey is a quick and cost-effective way to identify top-to-bottom strengths and opportunities for improvement in your safety culture. All members of your organization are invited to complete this survey, allowing the data to be analyzed separately by location, department, employee level, years of service, etc.

The survey includes approximately 50 rating-scale questions (depending on customization) segmented in the five categories described below. The survey also includes 2 comment questions (continue and do differently) to allow employees to provide specific examples of what's working well and what needs to be improved. ADI recommends implementing a follow-up survey after gaps identified in the initial survey have been addressed.

PROACTIVE SAFETY MANAGEMENT

Assess the degree to which management engages in proactive, preventative activities rather than merely reacting to incidents. Also assess how safety messages are communicated, whether management provides important resources for prevention, and the extent to which management goes beyond regulatory compliance.

LEADERSHIP ENGAGEMENT

Assess how well supervisors establish safety as a value through the consistency of messages, the discussion of safety in meetings, the speed at which hazards are addressed, and the encouragement of safe productivity. Also assess how employees perceive leadership's care and concern for them and the level of trust they have in supervisors around safety.

EMPLOYEE ENGAGEMENT

Assess how active employees are in keeping each other safe. Includes questions on the willingness to report near misses and other safety concerns and the willingness of employees to give and receive safety-related feedback.

INCIDENT REPORTING & FOLLOW-UP

Assess how management and supervisors encourage or discourage the reporting of hazards, near misses, and incidents, and how they follow through to improve safety.

CONSEQUENCES

Assess supervisors' quantity and quality of positive and negative feedback, recognition, reinforcement, and discipline.

SAFETY CULTURE SURVEY

SURVEY ADMINISTRATION

ADI has refined its process and support materials over years of implementing surveys to limit the time and effort required by our customers. The survey can be completed online and/or by paper-and-pencil. Regardless of how the survey is taken, ADI's detailed process includes a template for survey-taker contact and segmentation information, customizable internal communications, email reminders, efficient and confidential paper survey procedures, and frequent progress updates on the response rate.

WHAT YOU GET



Full-Service Implementation Process



Confidential External Implementation



Detailed Master Report and Up to 50 Breakdown Reports



Top-5 Comment Theme Analysis
Facilitated by IBM Text Analytics



Summary Infographic



Internal and External Benchmarking Analysis
Plotted on Safety Culture Continuum



Clear Snapshot of Your Safety Culture



Actionable Results

WHAT OUR CLIENTS ARE SAYING

"The process identifies key behaviors to focus on to bring about change."

"The comments from employees gave us a clear picture of our status."

"Tremendous partners. ADI consistently creates a positive customer experience."

"Very professional and apparent they take a great deal of pride in their work."

"The culture survey will most certainly be of immense benefit to all organizations."

ADI

Regardless of your industry or expertise, one thing remains constant. People power your business. Since 1978 Aubrey Daniels International (ADI) has been dedicated to accelerating the business and safety performance of companies worldwide by using positive, practical approaches grounded in the science of behavior and engineered to ensure long-term sustainability. ADI provides clients with the tools and methodologies to help move people toward positive, results-driven accomplishments. Our clients accelerate strategy execution while fostering employee engagement and positive accountability at all levels of their organization.

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