

# 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 an organization or site manages and supports safety as a critical component of how decisions are made and work is performed. Implemented in 32 countries and 23 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, division, department, position, classification, 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 the workforce 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 the organization as a whole engages in proactive, preventative activities rather than merely reacting to incidents. Also assess how safety messages are communicated, whether the organization provides important resources for prevention, and the extent to which the organization goes beyond regulatory compliance.

### LEADER ENGAGEMENT

Assess how well individual leaders 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 members of the workforce perceive their leader's care and concern for them and the level of trust they have in leaders around safety.

### WORKFORCE ENGAGEMENT

Assess how active the workforce is in keeping each other safe. Includes questions on the willingness to report near misses and other safety concerns and the willingness of members of the workforce to give and receive safety-related feedback to their peers.

### REPORTING & FOLLOW-UP

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

### CONSEQUENCES

Assess individual leaders' 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



High-Level Combined, Individual Breakdown, and Across Breakdown Comparison Reporting



Private AI-driven Comment Theme Analysis Powered by Chattermill



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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