

Impactful Safety Initiatives: Build Your Action Plan

Building a safety culture is critical. Discover how to implement your most impactful safety initiatives, while leveraging the right tools and knowledge to transform ideas into meaningful actions. Develop a clear action plan to achieve your organization's safety goals, and make the workplace safer for your frontline.

Speakers

Andy Larrañaga | Craft Communications Specialist, Mortenson 

Christopher Briwder Sr., Ph.D | Director of Safety, Mechanical Systems Company 

“One thing I’ve learned is that you have to **create champions at each location to help you carry the message - and not just about safety, but in everything that matters to help our businesses and projects run effectively.** I can’t do this (communications) alone, and those boots on the ground are crucial. We need a people-centric, in-person approach supported by technology.”

Andy Larrañaga

Craft Communications
Specialist,
Mortenson



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1

Consider the WIIFM “What’s in it for me?”

- a) When thinking about your approach to safety, think about what’s important to your frontline employees. **Safety is personal** - frontline employees are not motivated to follow safety regulations simply “because you say so” or because it’s a corporate policy. Put yourself in their shoes, feel what they experience as employees, and seek to understand what drives them to be safe.
- b) THEN tailor a safety program that has their best interests at heart.

2

Safety is not a standalone initiative - it works hand-in-hand with employee engagement

- a) Without your employees engaged and committed to doing their best work and coming to work consistently, they will not be invested in being safe.
- b) This means that you should **use communication strategies and resources that employees need to access daily** first - engage with them that way, then fold in safety protocols and resources. Safety policies work best when employees proactively seek additional learning opportunities and training on their own and become champions that advocate and model these behaviors to their peers instead of leadership pushing top-down processes and rules.

3

Have a safety game plan for your frontline business’s unique needs

- a) Think about the challenges that come from unsafe practices or not having safety be a top priority to your business
- b) Put together 1-2 achievable goals and map out a timeline for your frontline’s safety initiatives
- c) Plan for 2-3 ways to improve that will help - consider and brainstorm what tools, resources, and processes you can digitize or streamline to make your workforce safer

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Safety Content & Process Ideas

Incident or Accident Reporting	Safety Training	Safety Education in Onboarding
Improvement Ideas	Safety Awareness Check-Ins	Shift Start Checklist
Safety Perception Surveys	Safety Observation Tours	Recurring Checklist/Reports
Learning Control/Quiz	Maintenance Requests	Safe Star (Safety Employee of the Month)

What happens when “safety” fails? Any safety situations that have negatively impacted your business?

What challenges does your frontline business experience when it comes to safety?

What 1-2 safety goals would you like to achieve in the next year (or two)?

What tactics can you deploy to improve workplace safety that will help you achieve those goals?