

Off the Job Safety Implementation Compass

Vision / Process	Safety Evolution Phases					
	One	Two	Three	Four	Five	Six
	Build Awareness	Build Personal Stake	Make Economic Case	Business Integration	Value	Instinctive
Foundation for Excellence (Goal)	Consequence	Consequence	Opportunity	Business Value	Business Culture	Personal Culture
Culture						
Integration (Organizational communications & systems documentation)	Separate Activity	Part of Employee Communications	Include in routine business reporting	Business plans include and feature positives	Part of Benefits & Health and Well Being Activities	Natural Extension of Co. Processes & Systems
What You May Hear.... (Motivation, behavior & attitude)	Nothing	OTJ safety is something we <i>must do</i>	OTJ safety is something we <i>need to do</i>	OTJ safety is something we <i>should do</i>	OTJ safety is the <i>right thing</i> to do.	Being a good corp. citizen includes helping our community
Roles & Behaviors						
Who Champions? (Management leadership & commitment)	SHE	SHE	Business Leaders	Sr. VP	CEO	CEO
Business Leader (Management leadership & commitment)	Listen & coach SHE	Encourage and reinforce the "right" behaviors	Help SHE frame & communicate a compelling case	Safety (on and off the job) routinely in executive speeches	Use safety to enhance "brand" & reputation	Create Corporate & Community Partnerships
SHE Professional Role (Training & orientation)	Create Vision, Obtain Sr. Leader Buy In	Build support	Gather information, benchmark, present data to leaders	Partner with business & others, seek win-win	Partner with HR/PR Depts.	Partner with PR Dept. to identify opportunities to leverage reports, news, etc.
Employee Engagement (Employee Involvement)	Receive Awareness Information	Participate in Safety Meetings	Begin to Tell Personal Stories	Members of Off Job Safety Committee, reporting incidents & injuries for learning	Lead Committee/Teach Others at Work	Create Family & Community Partnerships
Metrics & Administration						
Metric (Assessments, audits, evaluations and continuous improvement)	No. of Communication Activities	No. of injuries/injury rate	Injury Cost (and/or possibly others)	Absence Cost (and/or possibly others)	Productivity Improvement	Integrated Health Care Cost